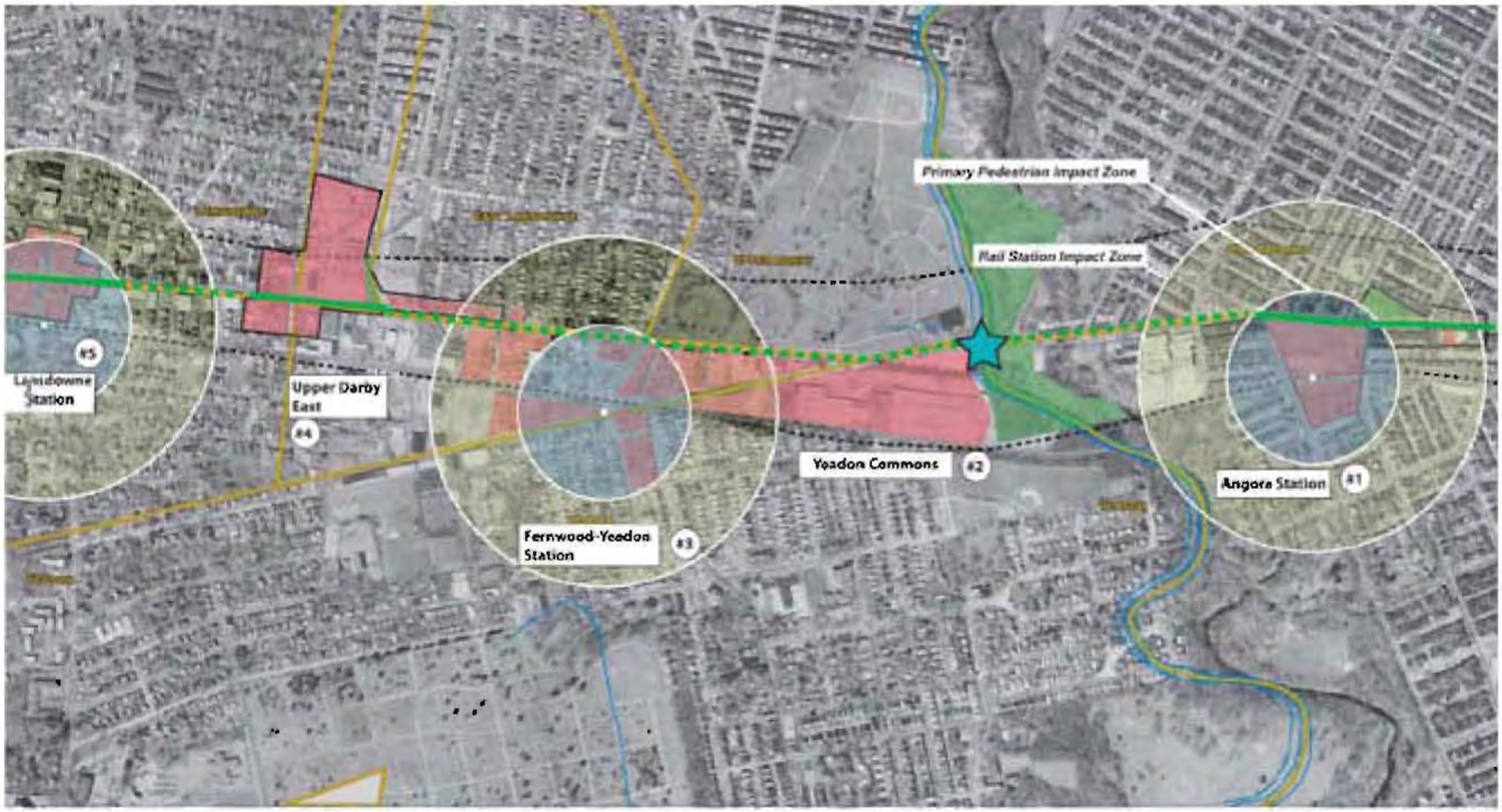
Baltimore Avenue Corridor Revitalization Plan

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

Spring 2007

McCormick Taylor

CONCEPTS TO FRAMEWORK PLAN



Impact Area Streetscape Improvements

Corridor-Wide Streetscape Improvements

Gateway

0 375 750 1500 Feet

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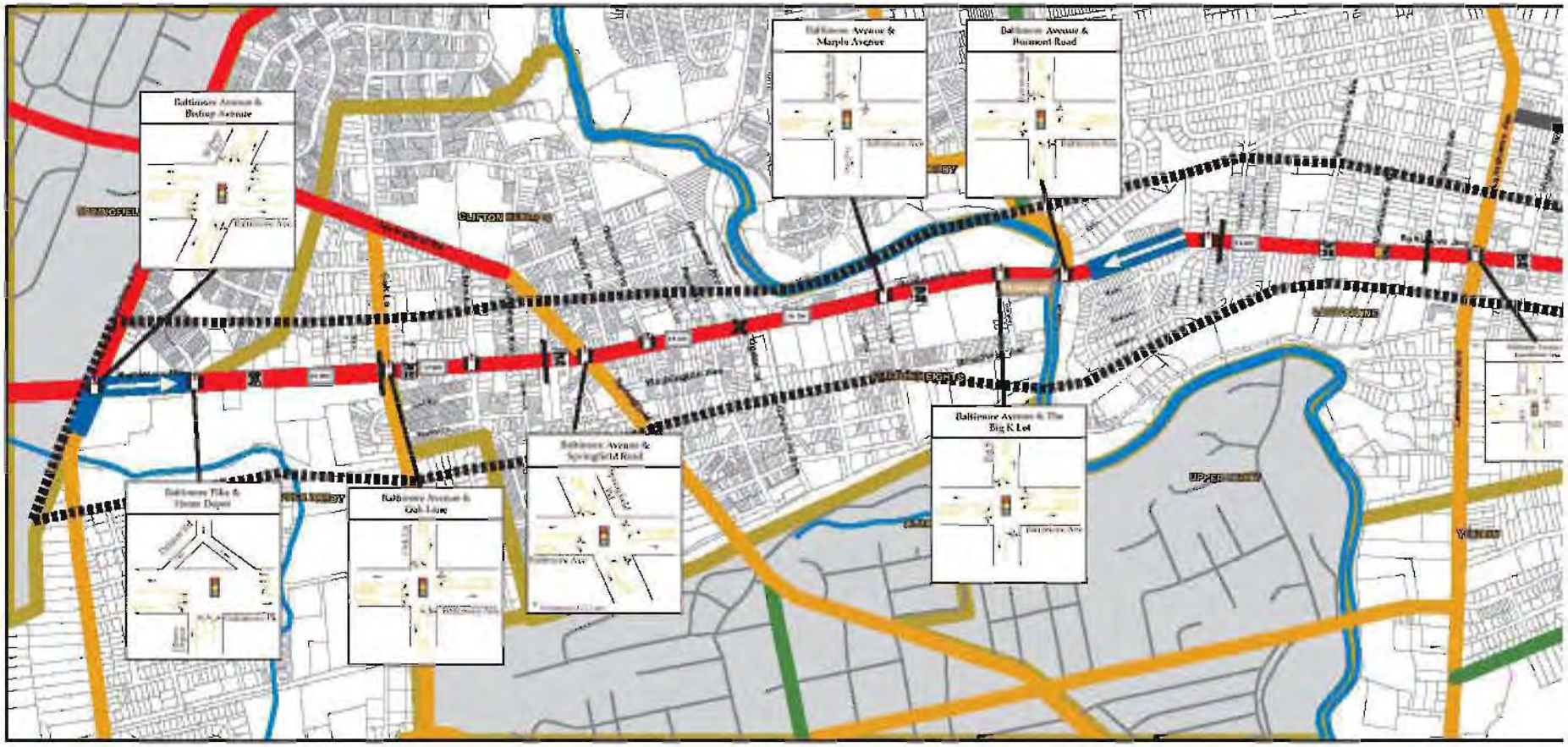
Figure 5.4

Baltimore Avenue Corridor Revitalization Plan



Acknowledgements

The preparation of the Baltimore Avenue Corridor Revitalization Plan was made possible through the support and involvement of the dedicated Baltimore Avenue Study Area Committee Members. Thanks to each of the members, and to members of the public that attended the focus group meetings, for their input and commitment throughout 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
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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.

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The following documents are attached to support various phases of the Study.

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Chapter 1

Project Background

PROJECT BACKGROUND

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.

The primary purpose of the Baltimore Avenue Corridor Revitalization Plan study is 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 targeted recommendations for redevelopment opportunities, and identify the necessary implementation approaches to achieve those recommendations and preliminary recommendations for physical design or transportation circulation improvements along the corridor.

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 a Steering Committee representing the City, County, municipalities, and others.

PROJECT CORRIDOR

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. 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 enters 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 its 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 through the study area is the westernmost end of the corridor. Upper Darby's land parcels along the corridor are much larger than the rest of the corridor's and contain shopping centers and auto-oriented commercial facilities.

PROJECT PROCESS

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 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, the State House of Representatives, the Philadelphia Department of Commerce, Councilwoman Jannie Blackwell's Office, 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 (see Appendix for names of SAC representatives).

The final outcome of the planning process is this report, with a focus on Recommendations for the corridor (Chapter 6) and an Implementation Strategy (Chapter 7). These chapters are preceded by ones that outline Existing Conditions (Chapter 2), Market Analysis (Chapter 3), Defining Opportunities (Chapter 4), and Visioning (Chapter 5).

Table 1.1 illustrates the process followed in the study.

Work Program Schedule

Baltimore Avenue Corridor Revitalization Plan

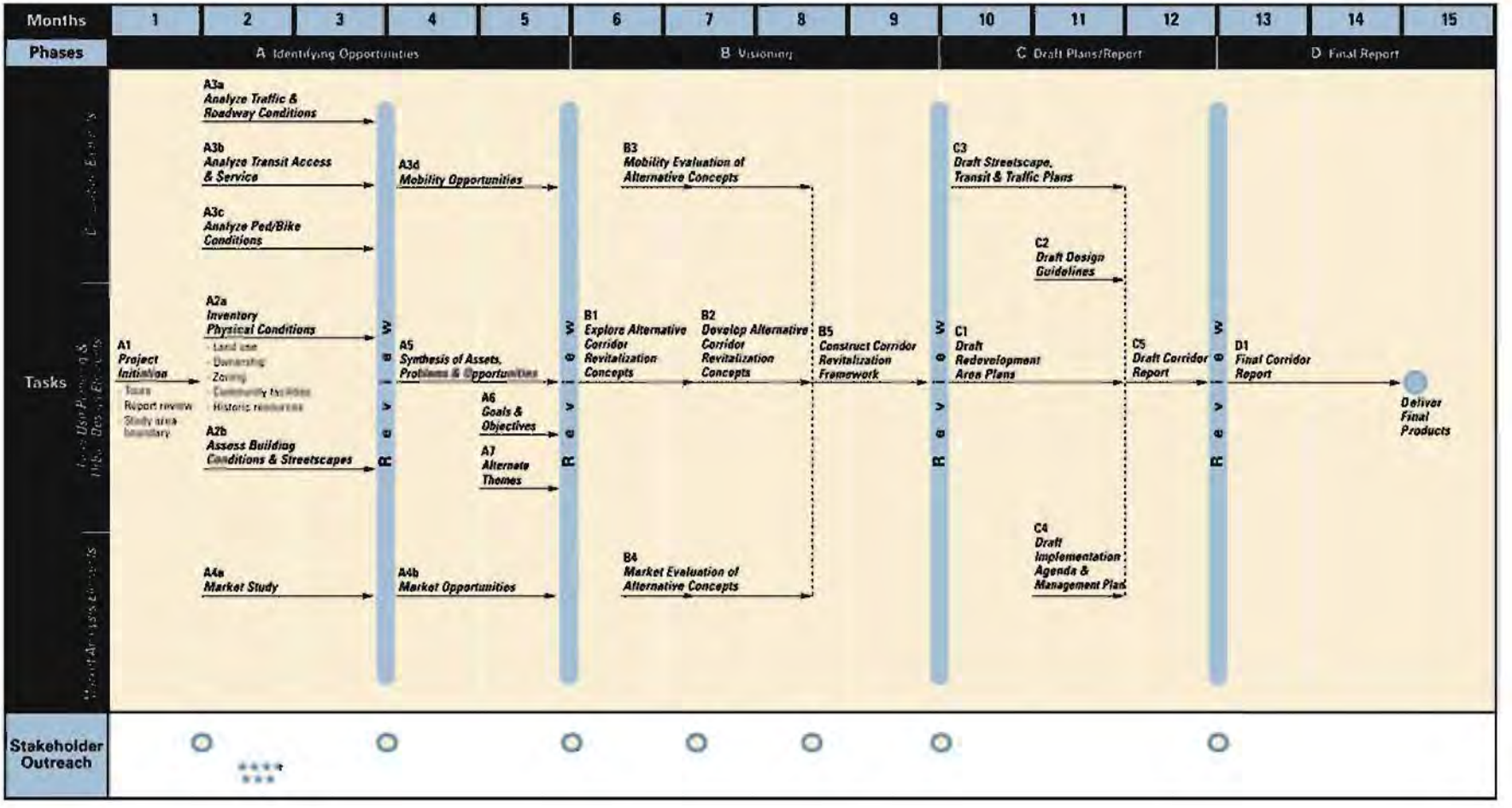

Table 1.1

Chapter 2

Existing Conditions

EXISTING CONDITIONS

During Phase A of the Baltimore Avenue Corridor Revitalization Study, the corridor was examined in detail to fully appreciate its existing physical and market conditions. Previous planning studies were reviewed, data was compiled from various sources, and field investigations conducted in order to comprehend the conditions of the corridor. These conditions are documented in the form of maps, photos, and written descriptions on the following pages. An aerial map illustrating the project area is shown in Figure 2.1.

EXISTING LAND USE

The Existing Land Use map illustrates how land is currently used in the study area. 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 following land use categories have been used to describe the use of parcels within the study area:

1. Residential – Single-Family Detached
2. Residential – Two-Family
3. Residential – Single-Family Attached
4. Residential – Multi-Family
5. Mixed Use – Commercial/Residential
6. Commercial/Services
7. Institutional
8. Industrial
9. Transit Facilities
10. Recreation
11. Cemetery
12. Vacant
13. Woodland

A description of each municipality's existing land use, from east to west follows.

Philadelphia – The City of Philadelphia portion of the corridor encompasses a fine-grained, interspersed configuration of land uses. Two-family, rowhouse, and multi-family dwellings and commercial/services occur within the corridor. Exceptions to the general pattern include the Cobbs Creek Shopping Center, the Cobbs Creek Public Library Branch, Sherwood Park, and the A.D. Harrington and the J.P. Turner Schools, all fronting on Baltimore Avenue.

Cobbs Creek Shopping Center.

Yeadon Borough– Yeadon Borough is primarily industrial within the corridor, focused on a trucking and warehousing site between Kelly Road and Cobbs Creek.

Upper Darby Township (East) - Upper Darby's eastern portion within the project area contains widely varied land uses. Relatively

Baltimore Avenue Corridor Revitalization Plan

Baltimore Avenue

Project Area

AERIAL BASE MAP

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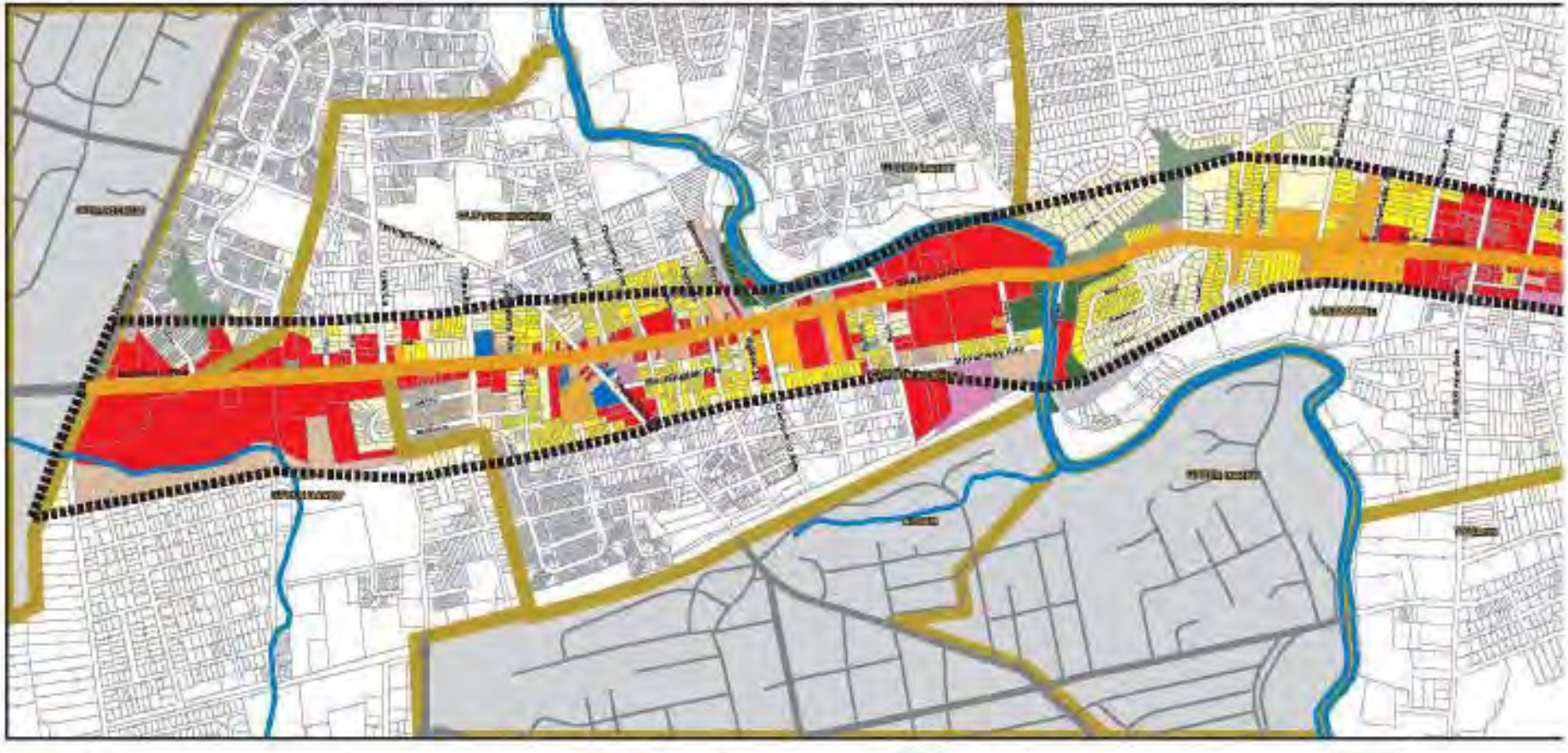
Figure 2.1

Baltimore Avenue Corridor Revitalization Plan



Baltimore Avenue
Project Area
Rivers & Streams
Single-Family Detached
Two-Family Dwelling
Single-Family Attached
Multi-Family
Mixed Use Comm/Res
Commercial/Services
Institutional
Industrial
Transit Facilities
Recreation
Cemetery
Vacant
Woodland

Source: DVRPC for Delaware County data, City of Philadelphia City data

EXISTING LAND USE

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Figure 2.2

small parcels with commercial, industrial, or mixed land uses occur on the blocks between Kelly Road and Hirst Avenue, while the Fernwood Cemetery occupies the entire approximately 96-acre area east of Church Lane to Cobbs Creek. West of Hirst Avenue are the comparatively large Giant supermarket and vacant former-Acme site.

East Lansdowne Borough – East Lansdowne's land use is a fine-grained mix of commercial/services and mixed use commercial/residential along the north side of Baltimore Avenue with two-family dwellings further to the north.

Lansdowne Borough – Lansdowne has a highly variated mix of uses in its central business district at the intersection of Lansdowne Avenue and Baltimore Avenue. East of this area, uses fronting Baltimore Avenue include retail stores, St. Philamena Roman Catholic Church, and the new CVS at Union Avenue, backed up on the north by multi-family dwellings. West of Lansdowne Avenue, the commercial uses along Baltimore Avenue give way to institutional (St. John the Evangelist Church) and multi-family residential apartment buildings. West of Windermere Avenue uses are single-family detached residential with the exception of the commercial concentration west of Martin Drive.

Clifton Heights Borough – Retail commercial uses in the borough range from smaller-scale storefronts on Baltimore Avenue east of the intersection with Springfield Road to auto-oriented commercial and larger retailers near the eastern and western borders of the borough. West of Springfield Road are some institutional uses, including Clifton Heights Fire Company #3. The borough has some mixed-use properties along Baltimore Avenue from Springfield Road to Glenwood Avenue.

Upper Darby Township (West) - Upper Darby's western portion contains commercial/services directly along Baltimore Avenue in the form of shopping centers, "big box" retail, and auto-related commercial uses, with single-family detached residential uses on either side of the corridor.

EXISTING ZONING

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)

A description of each municipality's zoning pattern, from east to west, follows.

Philadelphia – The City of Philadelphia portion of the corridor encompasses the most interspersed zoning pattern. Adjacent to Baltimore Avenue is a mix of Medium Density Residential (R-2), High Density/Multi-Family Residential (R-3), Recreational/Open Space (ROS), and Neighborhood/Regional Commercial (C-1). Areas south of Baltimore Avenue have Limited/Light Industrial (L1) designations and areas north of Baltimore Avenue include a mix of Medium to High Density Residential districts.

Yeadon Borough – Yeadon Borough contains only two parcels within the study area. One parcel is a very large Limited/Light Industrial-zoned property on the south side of Baltimore Avenue. The other is zoned Recreational/Open Space as part of Cobbs Creek Park.

Upper Darby Township (East) - Upper Darby's eastern portion within the project area is almost entirely zoned Limited/Light Industrial. In addition to this designation there are also Neighborhood/Regional Commercial parcels and a large Cemetery parcel (Fernwood Cemetery).

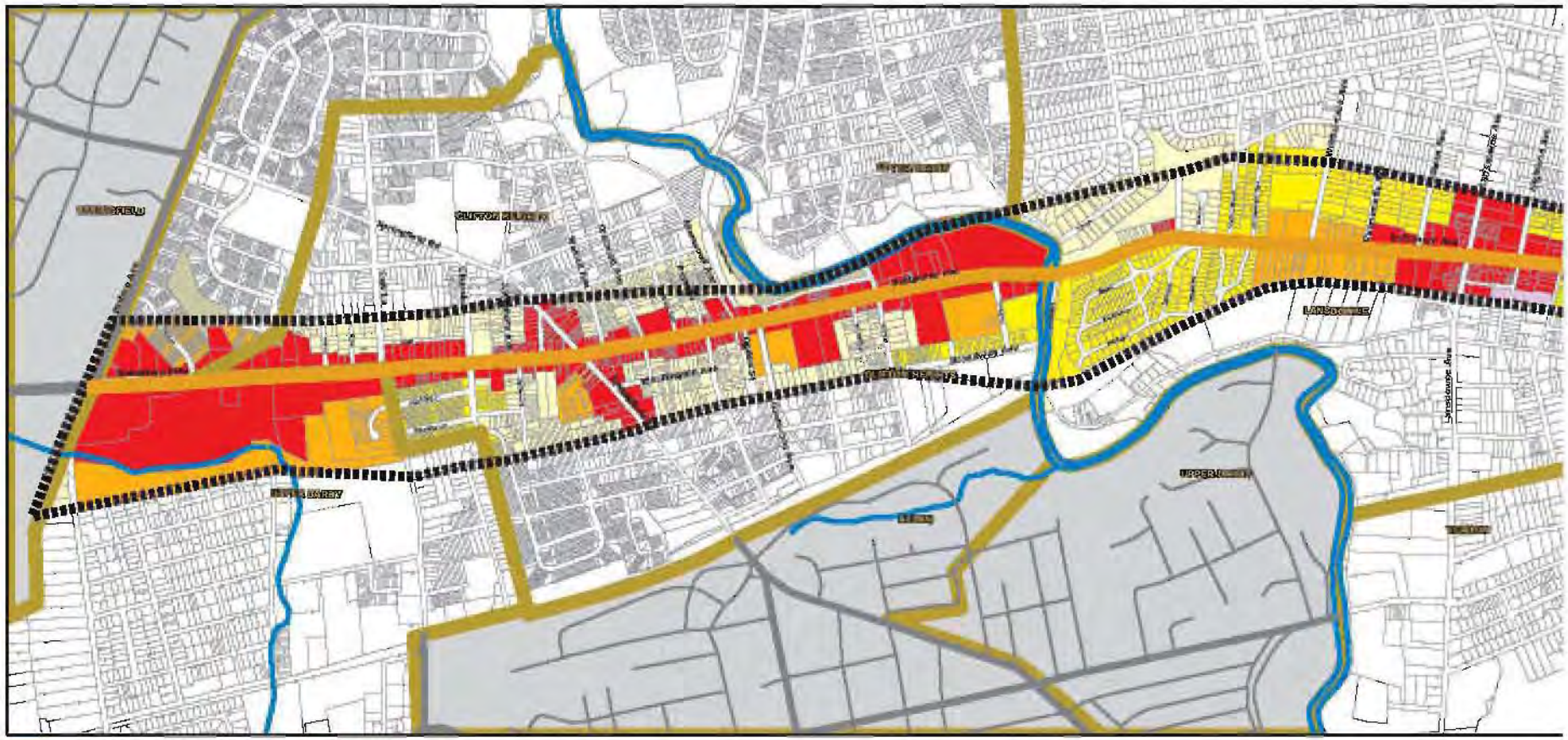
East Lansdowne Borough – East Lansdowne is zoned Neighborhood/Regional Commercial adjacent to Baltimore Avenue, transitioning to Medium Density Residential to the north of the corridor. This zoning contrasts with the south side of Baltimore Avenue, which is Upper Darby's Limited/Light Industrial area.

Lansdowne Borough – Lansdowne Borough's zoning along the study area transitions from industrial to commercial/high density residential and then to medium and low density residential from east to west. The easternmost portion is zoned Limited/Light Industrial. Closer to the center of the borough's business district, with Lansdowne Avenue-fronting properties designated Neighborhood/Regional Commercial. West of the business district is an area of High Density/Multi-Family Residential zoning, giving way to Medium and Low Density Residential districts at the western limits of Lansdowne. A small pocket of Neighborhood/Regional Commercial zoning exists within the western residential portion of Lansdowne.

Clifton Heights Borough – Clifton Heights is zoned entirely Neighborhood/Regional Commercial adjacent to Baltimore Avenue. North and south of the corridor are residential designations, varying from low, to medium, and to high.

Upper Darby Township (West) - Upper Darby's western portion contains about a dozen large parcels zoned Neighborhood/Regional Commercial.

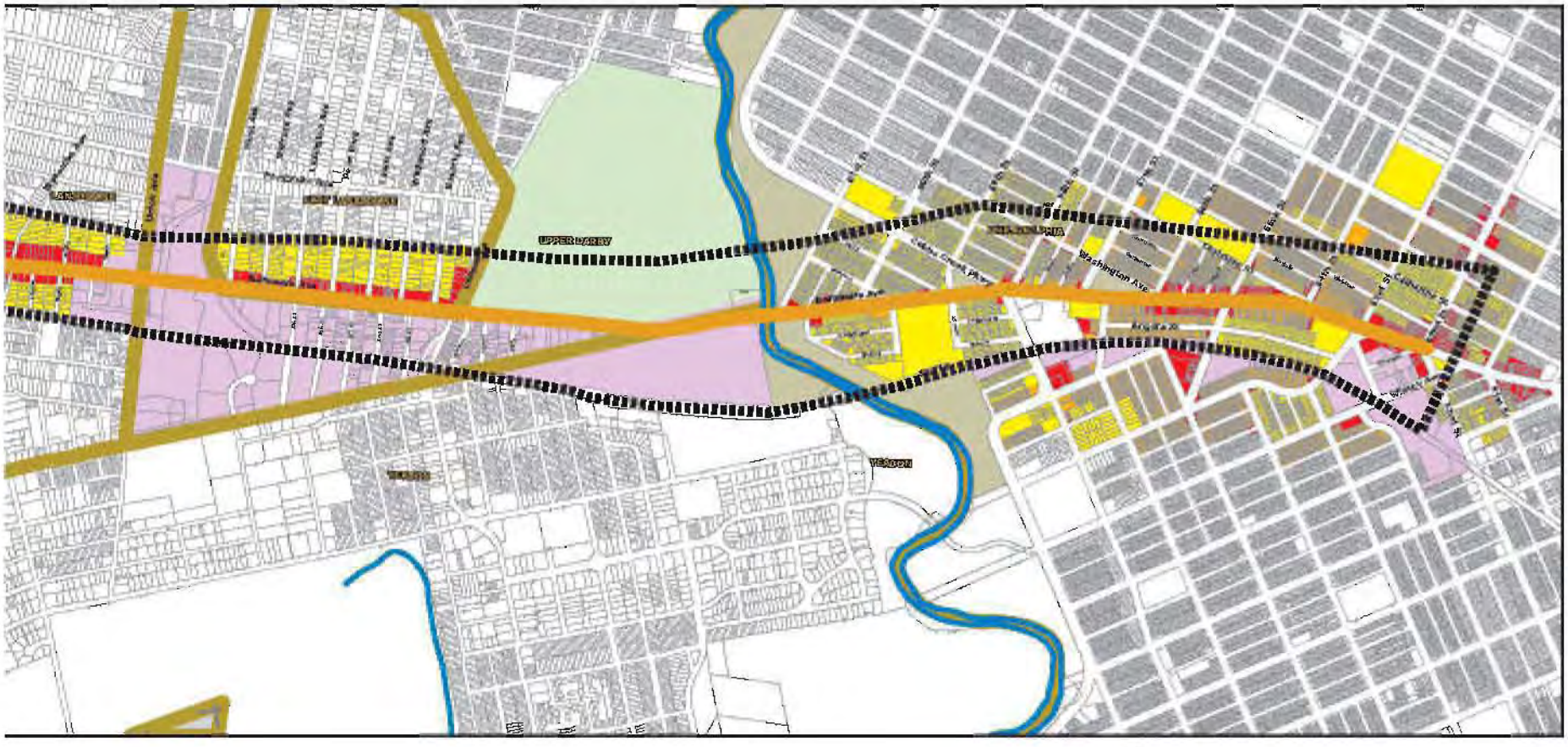
Baltimore Avenue Corridor Revitalization Plan



Baltimore Avenue
Project Area
Low Density Residential (R-1)
Medium Density Residential (R-2)
High Density/Multi-Family Residential (R-3)
Neighborhood/Regional Commercial (C-1)
Limited/Light Industrial (LI)
Cemetery (CEM)
Recreational/Open Space (ROS)

Source: DVRPC and Upper Darby Township Comprehensive Plan for Delaware County data; City of Philadelphia for City data

EXISTING ZONING



N

0 400 800 1,600 Feet

July 2005

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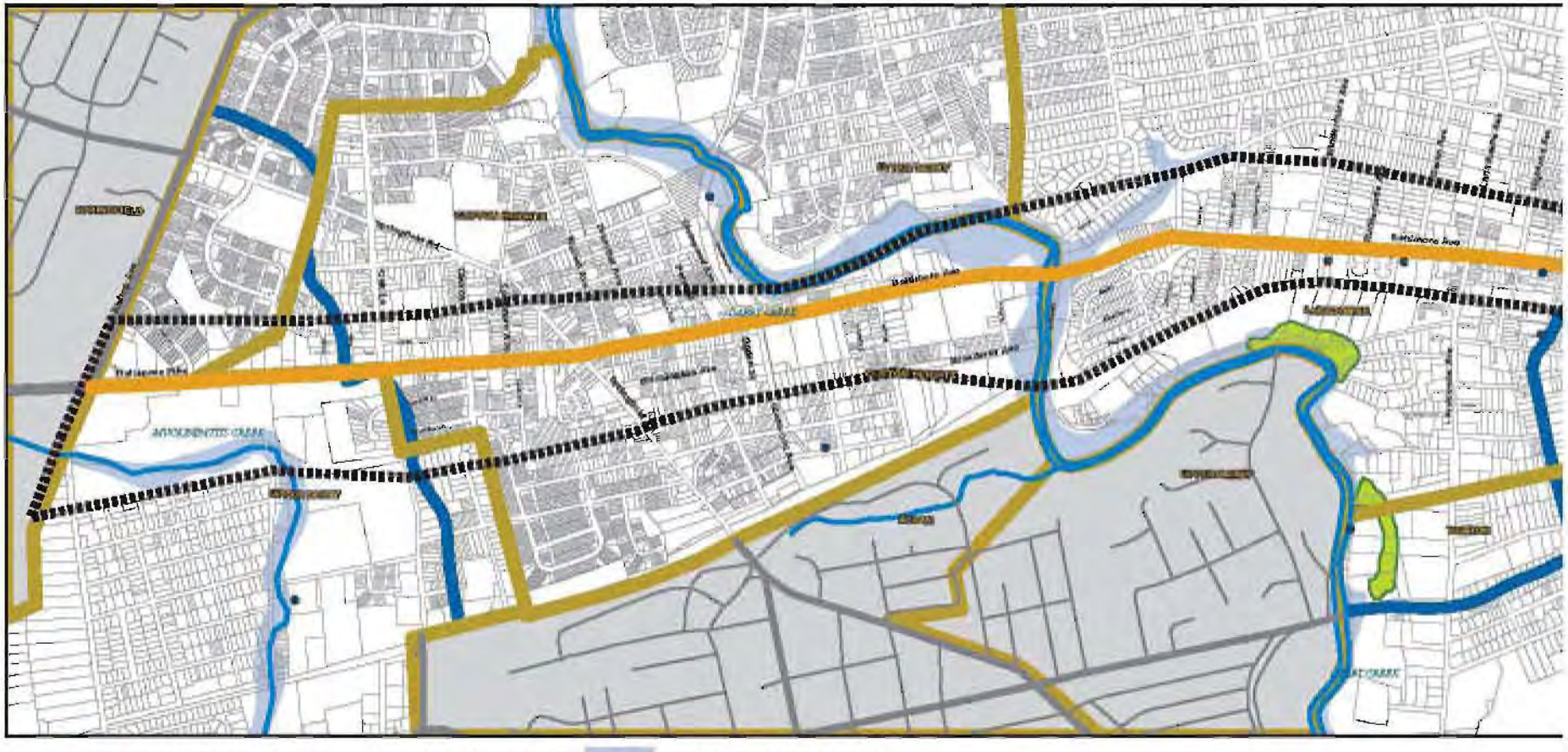
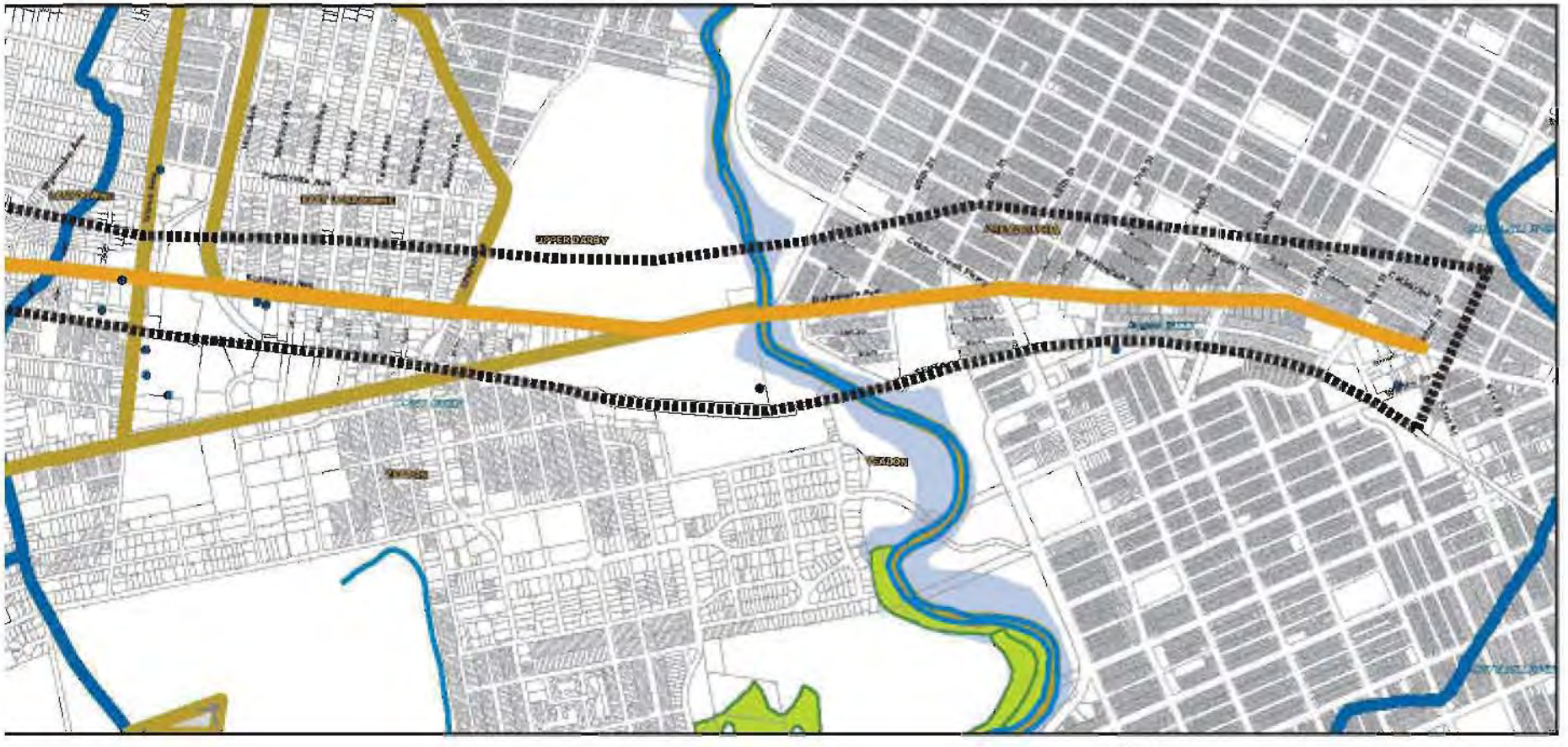
Figure 2.3

Baltimore Avenue Corridor Revitalization Plan



Baltimore Avenue
Project Area
Rivers & Streams
Field Verified Wells
Hydric Soils
100-Year Floodplain
Watersheds

HYDROLOGY



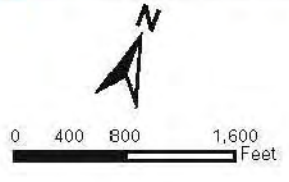


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Figure 2.4

HYDROLOGY

The Hydrology map (Figure 2.4) illustrates where waterways and their associated floodplains exist within the study area. The presence of these natural features may enhance the setting of the study area but may also restrict 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.

Cobbs Creek Park.

The southwestern corner of the study area, in Upper Darby, is bypassed by Muckinipattis Creek, just south of Baltimore Avenue.

Floodplains associated with the two waterways are present. The Cobbs Creek 100-year floodplain is about 300 feet wide as it crosses Baltimore Avenue. North of Baltimore Avenue, the floodplain is contained within Fernwood Cemetery and Cobbs Creek Park. South of Baltimore Avenue, the floodplain widens to as much as 500 feet within the study area, covering part of the easternmost Yeadon Borough parcel in the study area.

The Darby Creek floodplain is approximately 500 feet wide as it crosses Baltimore Avenue. A northeast spur of the creek crosses the swim club property in Landsdowne and then forms the valley of Marlyn Park. North of Baltimore Avenue, the Darby Creek floodplain covers most of the K-Mart parcel and small parts of the parcels north and west of K-Mart, expanding to over 650 feet wide. South of Baltimore Avenue, the Darby Creek floodplain covers privately-owned, wooded land and crosses the SEPTA R-3 railroad right-of-way.

Darby Creek at the Lansdowne/Clifton Heights border.

Focus Group participants reported frequent flooding at Cobbs Creek during heavy rain.

NATURAL FEATURES AND OPEN SPACE

The Baltimore Avenue Corridor study area includes extensive stream course-associated open space areas as well as some smaller pocket parks. Both types of open space are described below, municipality by municipality, and illustrated on Figure 2.5.

Philadelphia – Philadelphia has four pocket parks, including a community garden at 55th Street, the Butterfly Garden between Vodges and Allison Streets, Sherwood Park (between 56th and 57th Streets), and the pocket park located at 60th Street. The park at 60th Street and Sherwood Park are predominantly grassed open space with trees, paved pathways, and benches. The Butterfly Park and Community Garden are lushly planted gardens.

There are ongoing programs to improve Sherwood Park. These programs include repairing the perimeter sidewalks and fencing, refurbishing benches, cutting down rotting trees, fixing the park sign, and installing a doggie bag dispenser.

At the western end of the Kingsessing neighborhood is the Cobbs Creek corridor, which runs north/south along the western boundary of the City of Philadelphia. Cobbs Creek has extensive open space and a variety of amenities, from playfields to bike trails. Connections to adjacent neighborhoods are also provided. Maintenance of the park and creek is a shortcoming and the waterway contains trash and litter.

Cobbs Creek, as it crosses Baltimore Avenue, forms a topographic low point of the study area.

Former Fernwood Elementary School Playground.

Fernwood Cemetery in Upper Darby.

Yeadon Borough – A small portion of Cobbs Creek Park is within Yeadon Borough, although views of the park and access to it from Yeadon are limited.

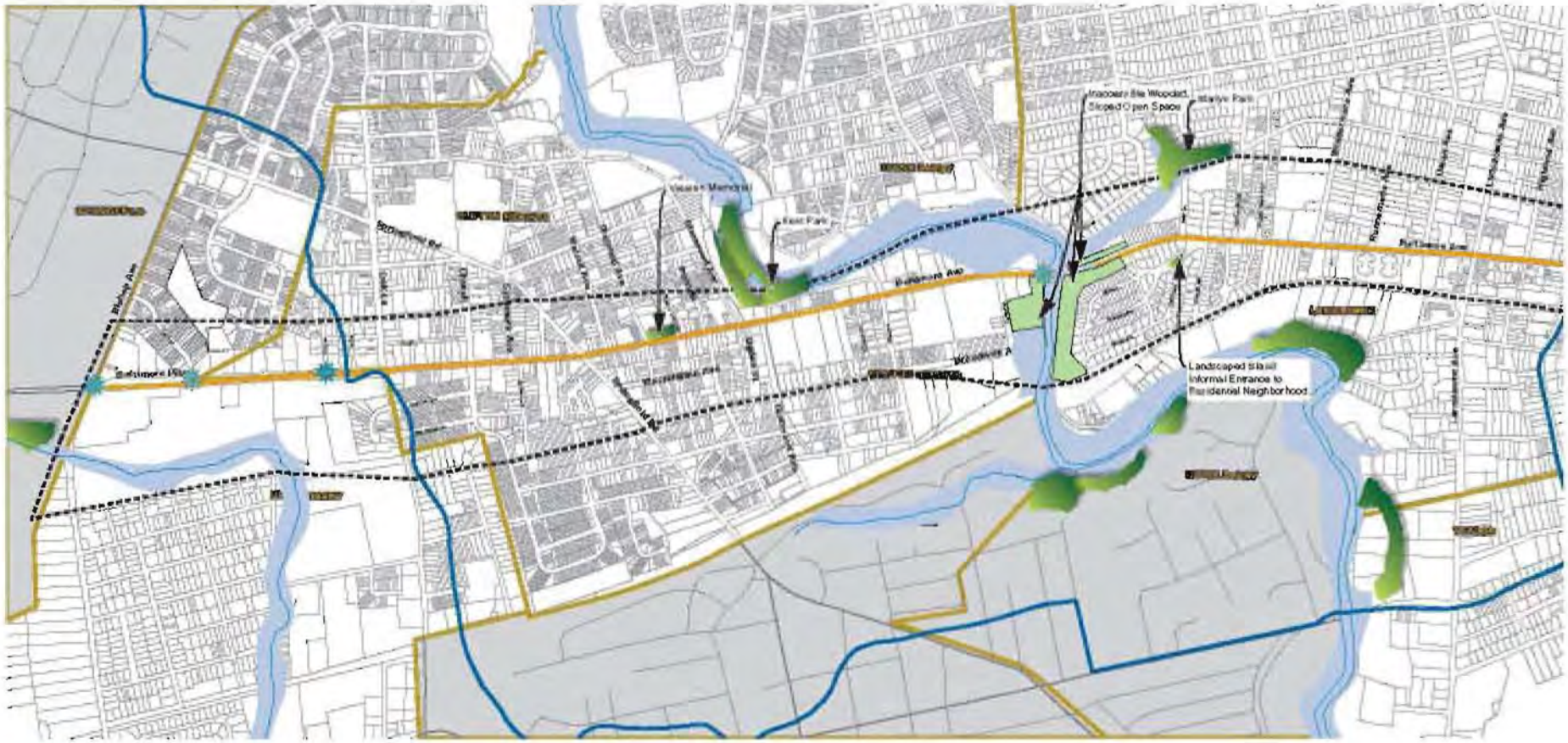
Upper Darby Township (East) - Fernwood Cemetery is the largest area of open space within the study area. While the cemetery is a private establishment with restricted access (not actively used by the surrounding community), views into and across the cemetery represent a significant amenity for the corridor, conveying openness and scenic qualities.

Upper Darby also has a small, (at this point unused and inaccessible) playground remaining from the former Fernwood Elementary School.

East Lansdowne Borough – No natural features or open space are within the study area.

Lansdowne Borough –Marlyn Park, a passive park located at the intersection of Willowbrook Avenue and West Stratford Avenue, is a 3-acre facility used for open space and picnicking.

Baltimore Avenue Corridor Revitalization Plan



NATURAL FEATURES AND OPEN SPACE

0 700 1,400 Feet

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Figure 2.5

Lansdowne/Clifton Heights Border - The border between Lansdowne and Clifton Heights includes Darby Creek. Darby Creek is another topographic low point along the Baltimore Avenue corridor. Darby Creek and the surrounding slopes offer views into the adjacent wooded areas of the corridor; however, there is no public access into these areas.

Clifton Heights Borough – Clifton Heights Borough is relatively hilly compared to the eastern portion of the study area, with a noticeable high point along the corridor near the Wilton Avenue and Baltimore Avenue intersection. A low point exists at the eastern boundary of the borough at the Darby Creek stream course.

A small World War I Veterans Memorial at the Diamond Avenue and Baltimore Avenue intersection forms the central focus of a pocket park.

Upper Darby Township (West) – No natural features or open space are within the study area.

World War 1 Memorial at Diamond Avenue in Clifton Heights.

Focus Group participants expressed a desire to increase the amount of parks and landscaped areas along the corridor to improve the level of pedestrian amenities and provide additional open space for communities.

HISTORIC AND COMMUNITY RESOURCES

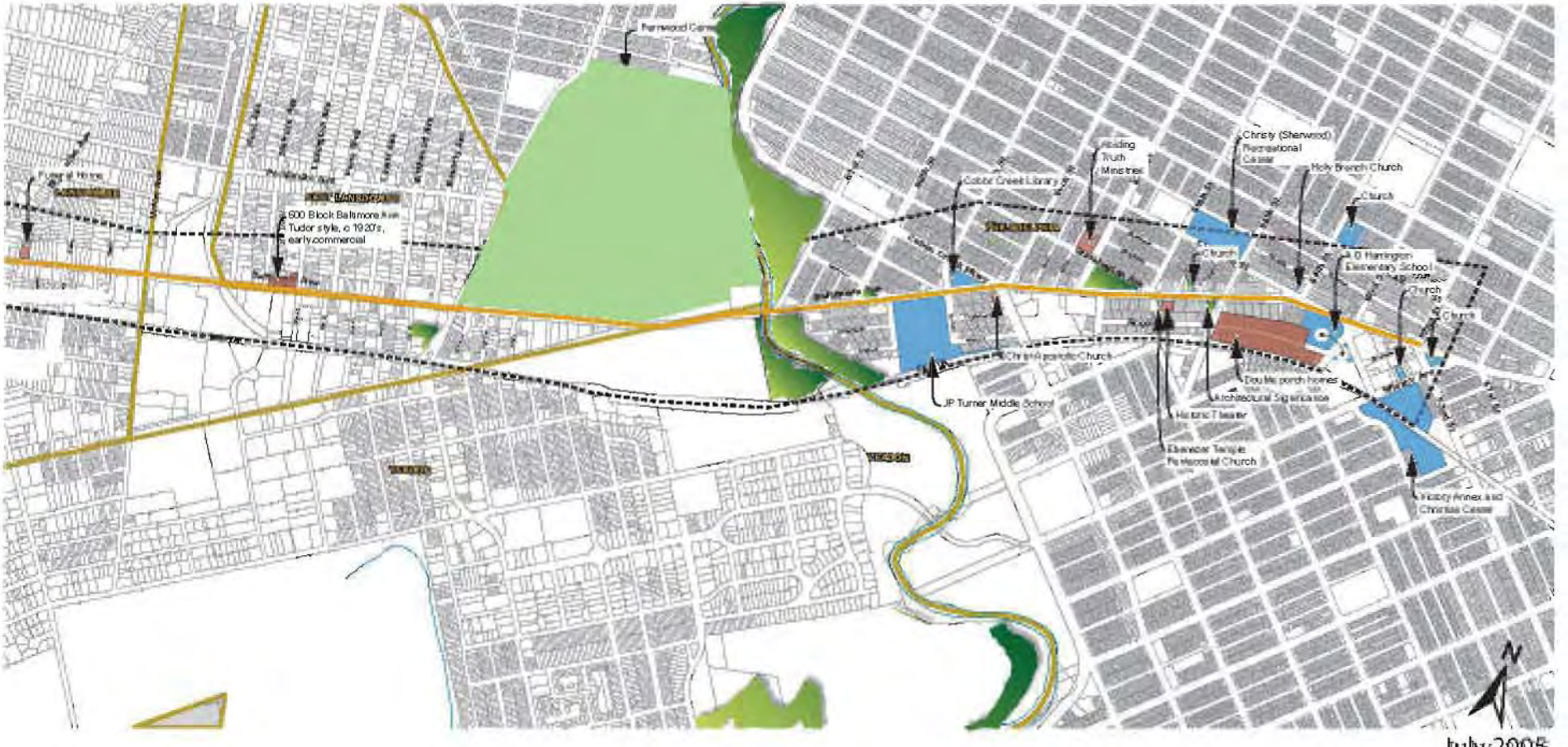

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Figure 2.6

Baltimore Avenue Corridor Revitalization Plan

HISTORIC AND COMMUNITY RESOURCES

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, which are identified in Figure 2.6. Some of these elements are listed below.

Philadelphia –

- Double Porch Houses: Angora Street from 53rd to 55th Streets has twin dwellings that have front porches covering both the first and second floors.
- Historic Theater: Former theater, currently vacant.
- Abiding Truth Ministries: Large, limestone historic church at 57th and Washington Avenue.
- Christ Apostolic Church: 1-story, stone historic building.

Upper Darby Township (East) –

- Fernwood Cemetery: Named for the fourteen varieties of ferns growing within its limits, this land has served as a cemetery since 1872.

East Lansdowne Borough –

- 500 Block of Baltimore Avenue: Early commercial row, Tudor style – built c. 1920s.

Lansdowne Borough –

- Funeral Home: Intersection of Wycombe and Baltimore Avenues. Built 1895; bought and converted by Beers Funeral Home from 1914-1948; Queen Anne Style.
- St. Philamena Roman Catholic Church and School: Built c. 1910.

Commercial buildings along Baltimore Avenue in East Lansdowne.

- Lansdowne Borough Hall: 12 East Baltimore Avenue. Built 1903; originally used as firehouse until 1912.
- 25 S. Lansdowne Avenue: Built 1893; originally opened as a co-operative market; Second Empire style.
- 27-35 S. Lansdowne Avenue: Built c. 1891 by Casper Pennock; site of the Post Office 1896-1919.
- Lansdowne Theater: 29 North Lansdowne Avenue. National Register Listed; built 1927 in the Hollywood Moorish style.
- Landsdowne Baptist Church: Built 1887.
- Lansdowne Trust Company: Built 1925-1926 for the Trust Company; most recently Fidelity Bank.
- Barker Building: 14-16 North Lansdowne Avenue. Built 1896; early commercial building; Second Empire style; designed by Furness firm.
- St. John the Evangelist: Built 1900.

- Lansdowne Park Historic District: Between W. Stratford Avenue, Windermere Avenue, Baltimore Avenue, and Owen Avenue. National Register Listed; built between1889-1898 and up to 1912. Variety of styles including Dutch Colonial, Tudor, Georgian Revival, and different Victorians. Possibly the largest collection of Queen Anne-style buildings in the region.
- Willowbrook: Built c. 1880's by Dr. DeForest Willar. Italianate apartment building, originally a tourist hotel.
- The Windermere: Built c. 1836-1865, part of the estate of Dr. DeForest Willard. Italian Villa style.
- 20th Century Club: 84 S. Lansdowne Avenue. Former Women's Club currently serving as an event center.

Clifton Heights Borough –

- St. Stephen's Episcopal Church: Built in 1881 and given by Thomas A. Scott, then president of the Pennsylvania Railroad.
- Lower Swedish Cabin: National Register of Historic Places, domestic dwelling from 1650-1699 era.

Lansdowne Trust Company Building at Lansdowne and Baltimore Avenues.

Focus Group participants suggested several ideas to use historic and cultural facilities in programs for economic revitalization and community improvement. These ideas included:

- *Incorporating promotional strategies such as a street jazz festival.*
- *Coordinating promotions for a trio of area theaters (Lansdowne, Yeadon, Media) to advance the arts in Delaware County.*
- *Developing annual events along Baltimore Avenue that can engage all the communities.*
- *Developing a Baltimore Avenue walking tour of historic and cultural features. This could increase pedestrian traffic along the corridor, encouraging additional activity in the area.*

VACANT AND UNDERUTILIZED LAND

Figure 2.7 illustrates the extent to which vacant and underutilized land are present within the study area. Vacant and underutilized buildings and land represent potential opportunities for development or redevelopment. When the "modules" are small in size (a single house or lot in a row, for example) the opportunity is likely for "infill"; when the module is larger, however, the opportunity may be for significant new construction.

Most vacant buildings and properties are 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.

Philadelphia – The City of Philadelphia contains several small parcels scattered throughout its portion of the study area that are currently vacant. Near 56th Street there are four adjacent residential homes on the north side of Baltimore Avenue that appear to be vacant and an abandoned, architecturally significant, former theater that has an approximately 3,600-square-foot building footprint. Philadelphia's largest underutilized study area parcel is at the Cobbs Creek Shopping Center, where stores sit on large parcels and where there are extensive and excessive paved parking areas.

Yeadon Borough – Although Yeadon Borough only includes two parcels within the study area, these are highly visible parcels. The industrial uses are on parcels larger than any found in the rest of the corridor and are considered underutilized in consideration of the amount of surface area that is used for parking and materials storage. This area constitutes over five acres of underutilized land along the corridor.

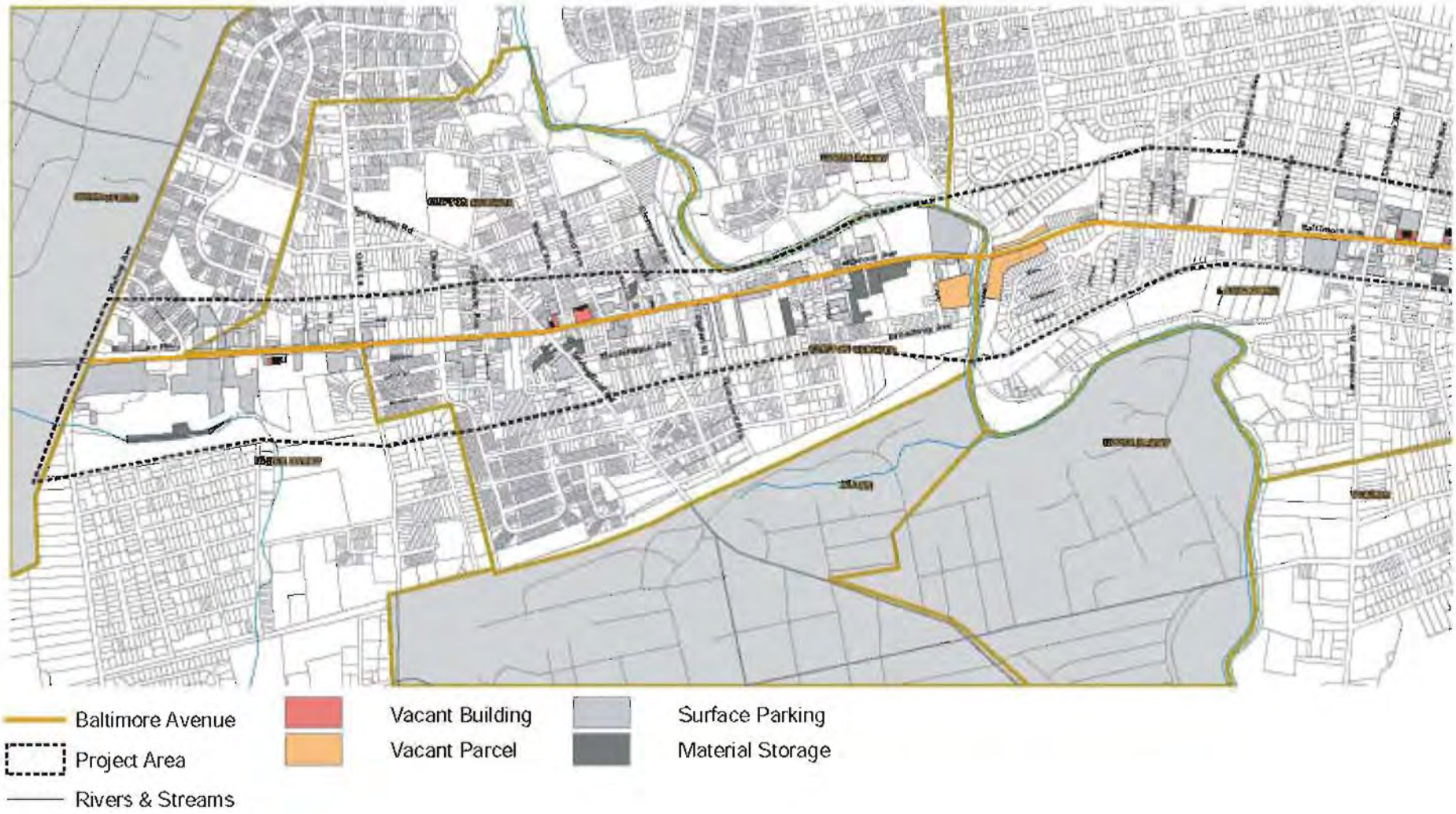
Industrial Property in Yeadon.

Underutilized land in Upper Darby (East).

Upper Darby Township (East) – Upper Darby Township's eastern portion within the study area includes a few vacant buildings and lots that do not match the intensity of use of the rest of the corridor. The most prominent area of underutilized parcels is on the south side of Baltimore Avenue. Almost seventy-five percent of the street frontage along Baltimore Avenue's south side through Upper Darby (East) is currently being used for surface parking and/or materials storage. Just east of Union Avenue, on the north side of Baltimore Avenue, are three large vacant properties, the largest of which is the former Acme site. These vacant and underutilized properties make up over 600 feet of street frontage and approximately seven acres of contiguous land.

East Lansdowne Borough – East Lansdowne Borough's share of the study area contains two small vacant parcels. However, roughly one-third of the street frontage is underutilized.

Baltimore Avenue Corridor Revitalization Plan



VACANT AND UNDERUTILIZED PARCELS

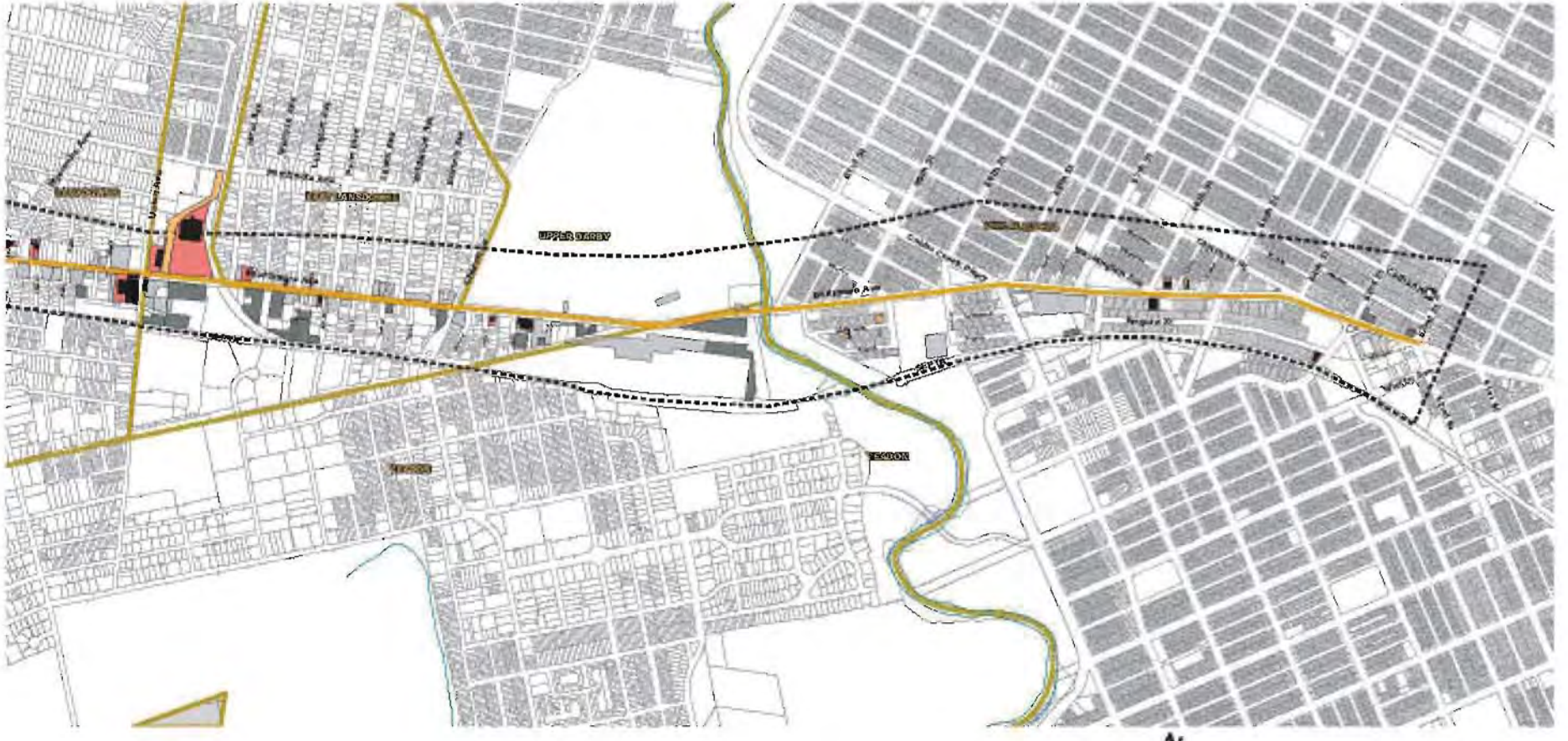


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Figure 2.7

Lansdowne Borough – Lansdowne Borough contains several small vacant parcels, primarily east of Lansdowne Avenue, on the north side of Baltimore Avenue. The area east and southwest of Lansdowne Avenue contains extensive amounts of underutilized parcels, used for parking and material storage, through retail and commercial portions of the borough. The westernmost edge of Lansdowne Borough within the study area, just east of Scottdale Road, contains two parcels on the north and south sides of Baltimore Avenue that are vacant. These parcels contain wooded, sloped areas.

Clifton Heights Borough – Relatively few vacant buildings and lots exist in Clifton Heights Borough within the study area, although there are some in the shopping area near Springfield Road. For the most part, Clifton Height's underutilized land exists in its eastern end. Surface parking and materials storage is common in this area, particularly with respect to the approximately seven-acre Big K-Mart parcel just west of Scottdale Road, which has an extensive paved parking lot.

Upper Darby Township (West) – Upper Darby Township contains only one visually-recognizable vacant building, Frank's Nursery, along the western portion of the study area. The remaining large lots in this area bear a high rate of underutilization, with most of these parcels used for surface parking and materials storage. The shopping center on the southwest corner of Bishop and Baltimore Avenues is the largest representation of underutilized land in the area, with its generous-sized parking lot.

Underutilized land in Clifton Heights.

BUILDING CONDITION

The Building Condition map, Figure 2.8, focuses on buildings in the corridor that are either in Fair-to-Poor or Poor condition. 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, Fair-to-Poor, and to Poor. These ratings are described as follows:

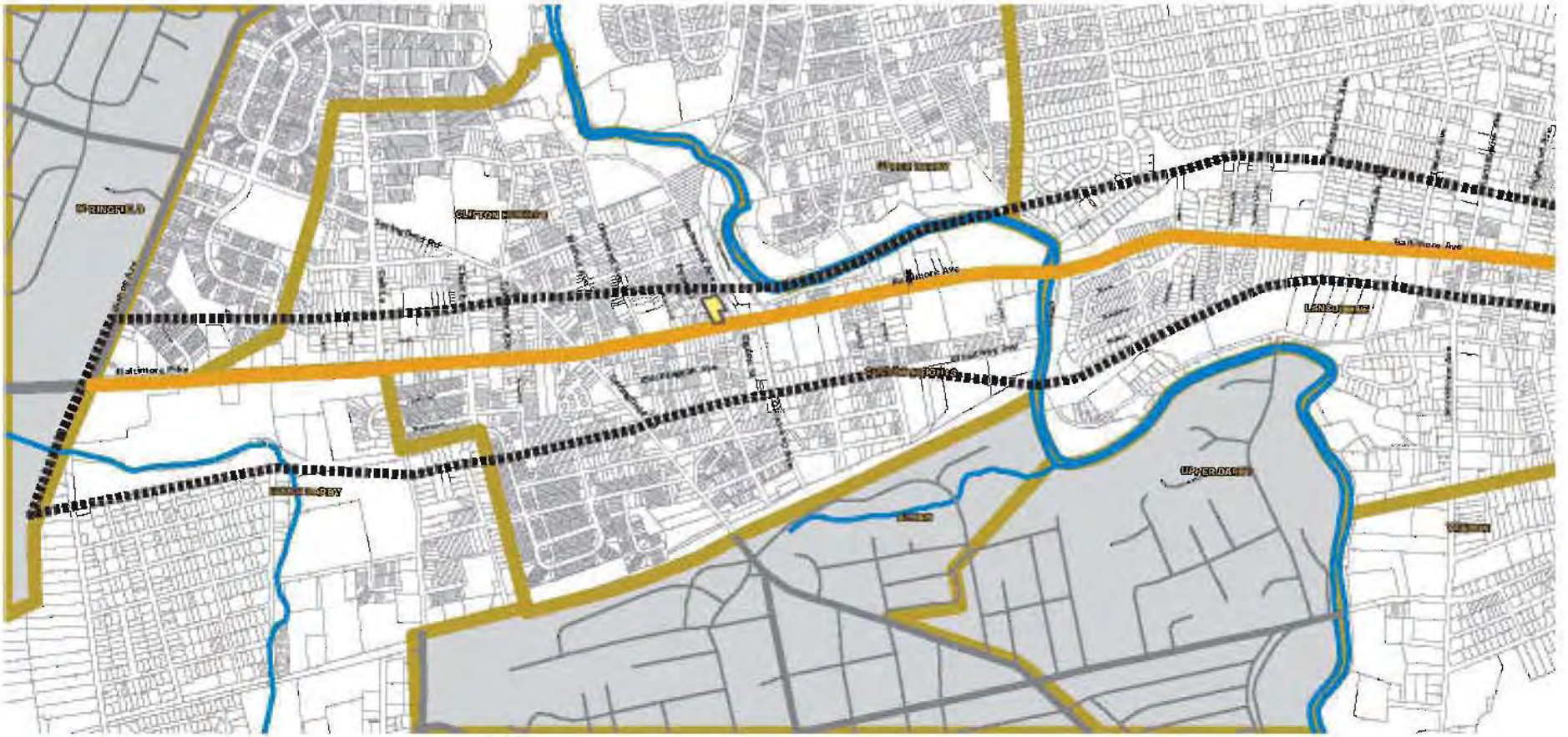
Good-to-Fair – Building appears to be structurally sound and receive periodic tending.

Fair-to-Poor – Building appears to have deteriorating walls, foundations, roofs, cornices, or windows.

Poor – Building appears to have absent window sash and collapsing or missing roofs and floors.

The majority of buildings within the study area have been rated Good-to-Fair. There are 22 properties with Fair-to-Poor and Poor ratings, with 20 of them in the City of Philadelphia. Concentrated in the northeast quadrant of the Philadelphia segment of the study area, Fair-to-Poor and Poor ratings occur with respect to 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.

Baltimore Avenue Corridor Revitalization Plan



Baltimore Avenue
Project Area
Rivers & Streams

Good to Fair
Fair to Poor
Poor

BUILDING CONDITIONS

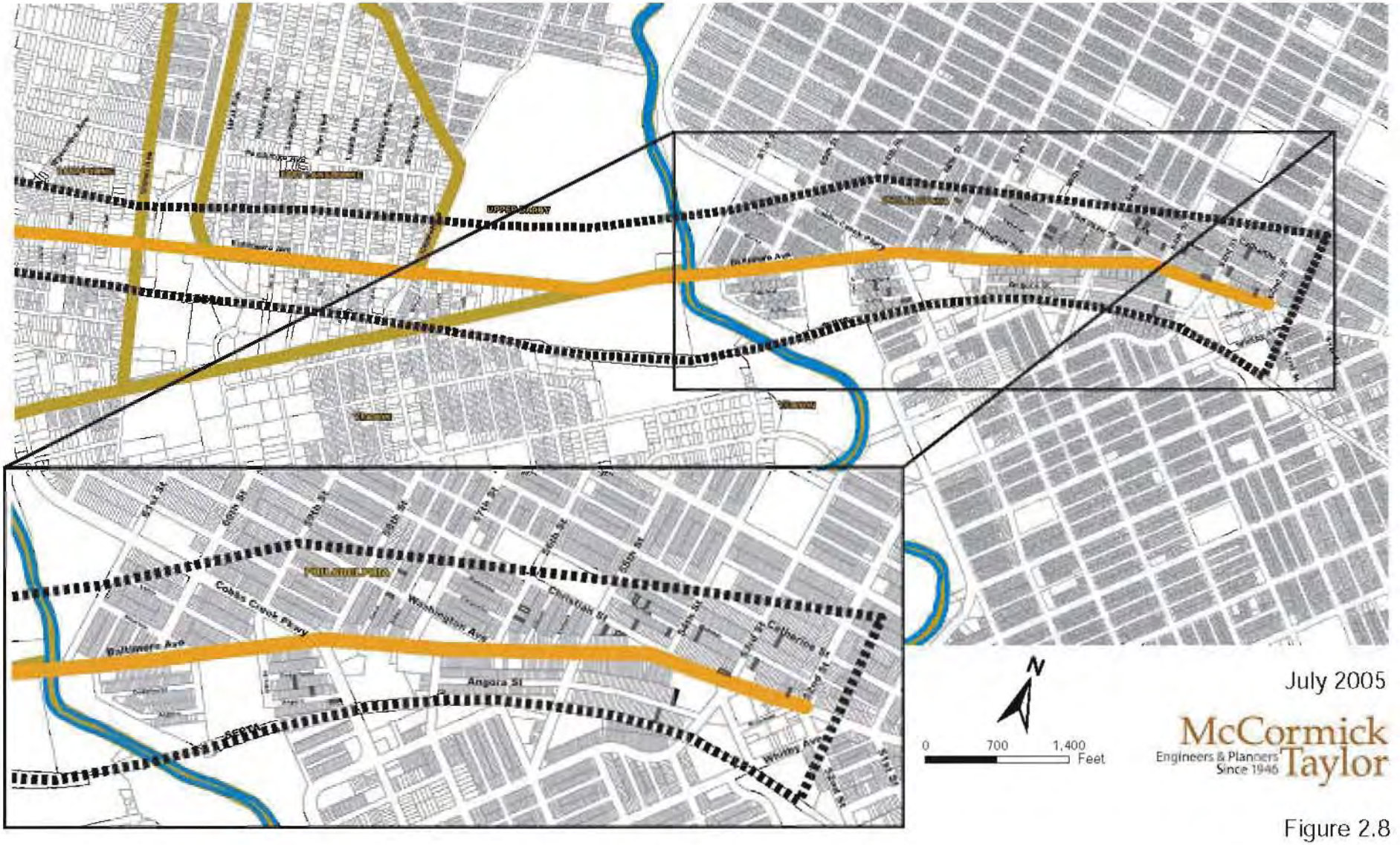


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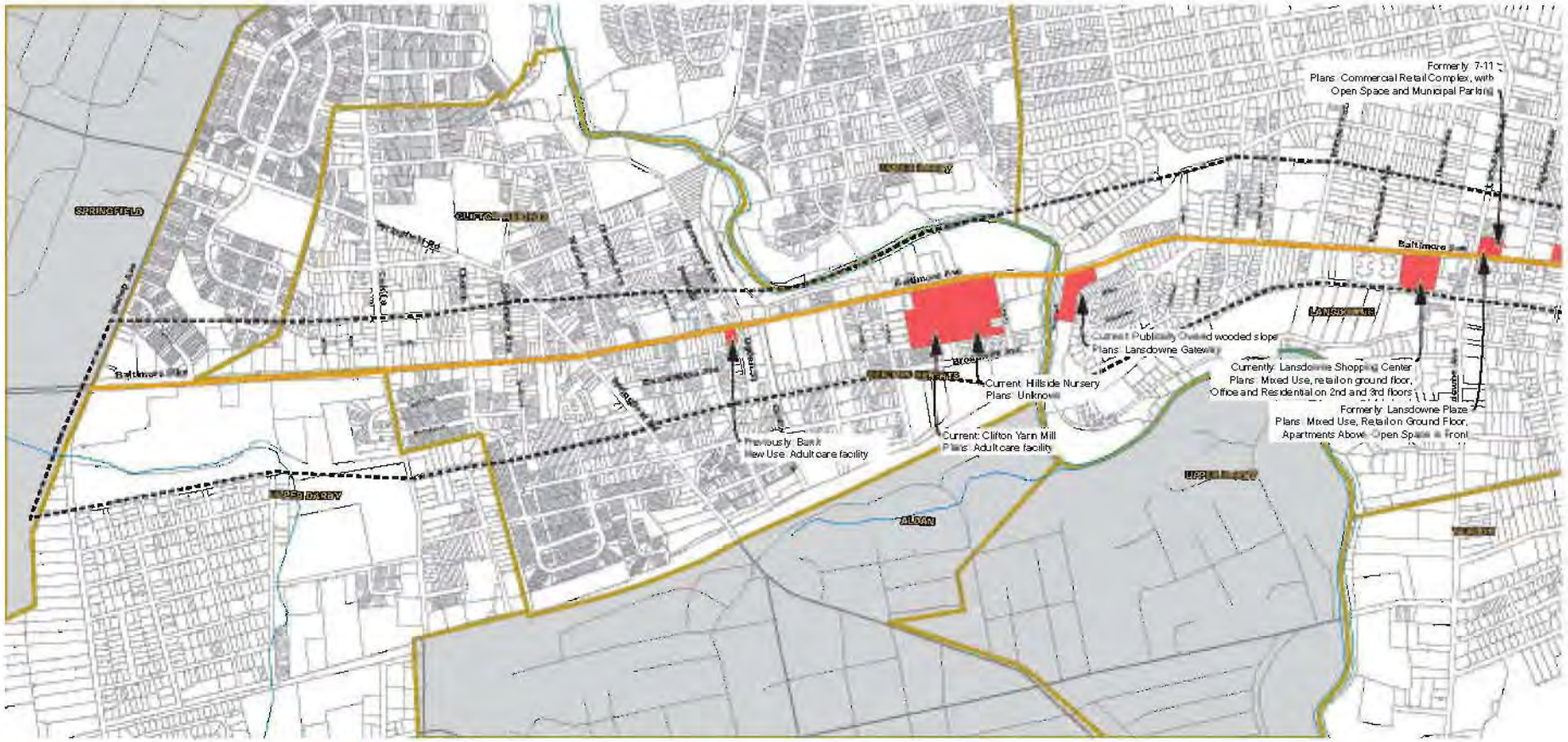
Figure 2.8

Baltimore Avenue Corridor Revitalization Plan



Baltimore Avenue

Project Area

Rivers & Streams

Reported Site of
Future Development

PENDING AND PROPOSED DEVELOPMENT

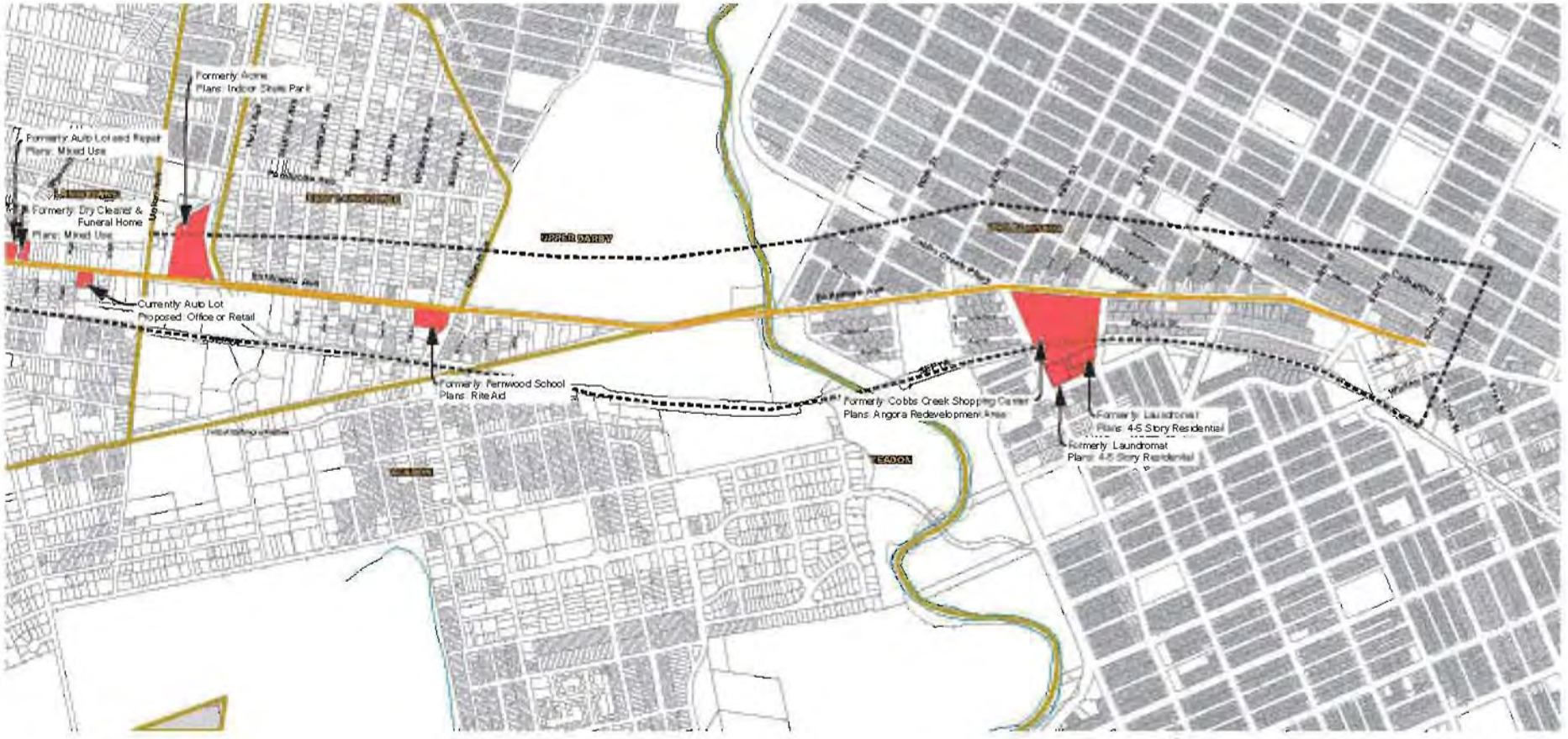


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Figure 2.9

PENDING AND PROPOSED DEVELOPMENT

The Pending and Proposed Development map, Figure 2.9, shows properties that have a degree of probability of being developed or redeveloped in the next few years. These prospective development or redevelopment sites are described below.

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 efforts for commercial and residential development.

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 an unknown future development.

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-Eleven 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.

Focus Group participants expressed the hope that the communities along the corridor could come up with a clear vision for the corridor before developers buy up many more properties. If communities are equipped with a plan, supported by ordinances, developments would be more likely to be well designed and reflect what the community wants, participants said.

PEDESTRIAN/BICYCLIST CIRCULATION

The Bicycle and Pedestrian Facilities Map, Figure 2.10, illustrates the current conditions for pedestrian and bicycle mobility along Baltimore Avenue. These conditions can best be understood by analyzing the presence, physical condition, and safety of sidewalks, intersections, and bike lanes.

Sidewalks – Baltimore Avenue includes almost continuous sidewalks along both sides through the study area. Curb ramps at intersections are present throughout much of the corridor. There are a few places along the corridor where sidewalks may be only on one side of the street, curb ramps are absent from sidewalks at intersections, or because of considerable deterioration, sidewalks are not safe. Only near the intersection with Scottdale Road are sidewalks absent along Baltimore Avenue.

Blocked sidewalk along Baltimore Avenue.

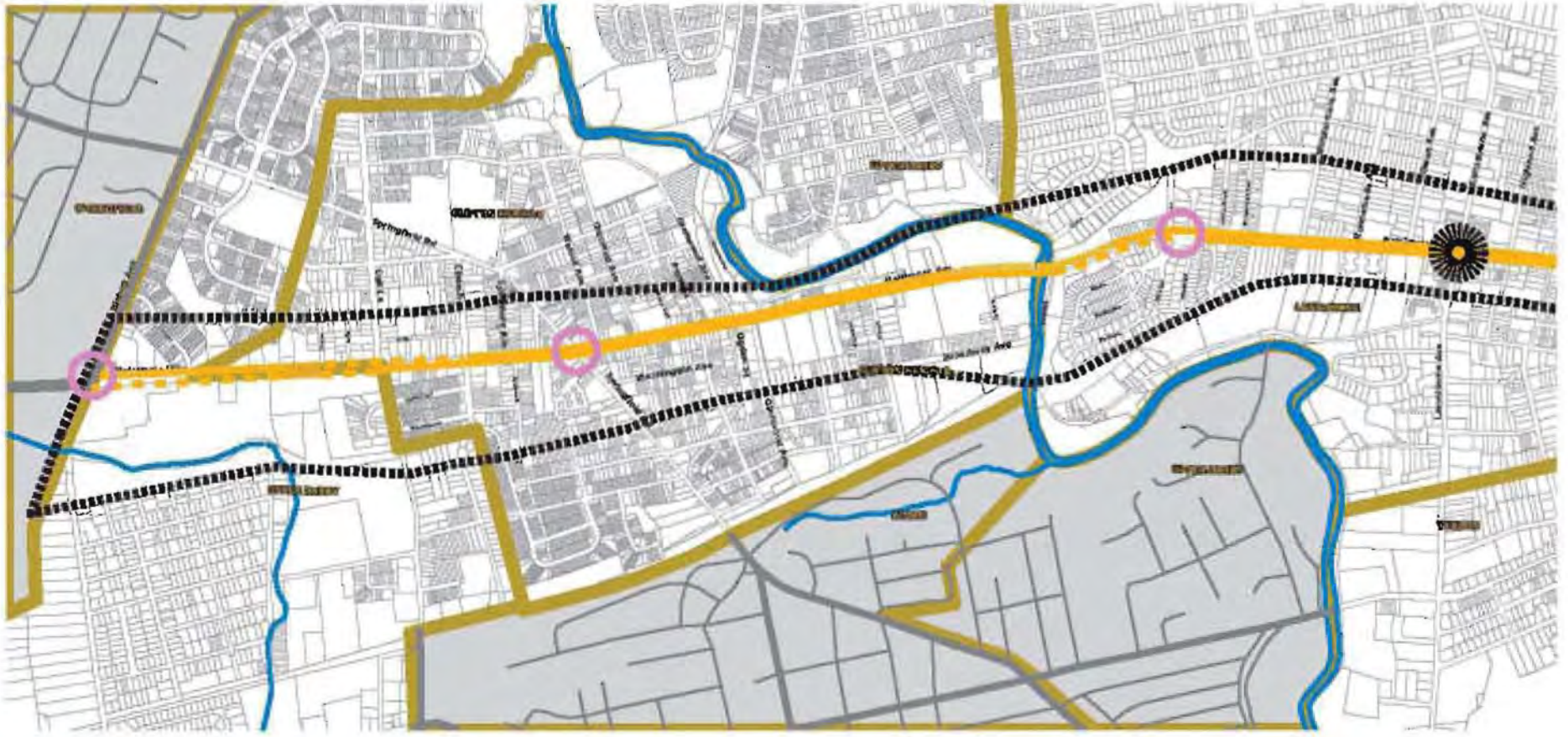
While sidewalks are present throughout most of the corridor, their conditions are frequently less than ideal. Sidewalks are often very narrow, directly adjacent to the travel way, and are frequently blocked, or paved over in order to provide parking in front of commercial buildings. These factors, coupled with a general inconsistency in the physical conditions of sidewalks and the lack of pedestrian amenities like benches and shade, reveal shortcomings in the system for pedestrian movement.

Intersections – Several intersections have been noted on the map for problems due to poor visibility, lack of accessible curb ramps, exaggerated crowns in the road, absence of pedestrian cross lights, or conflicting signing and striping. These types of conditions at these intersections make them both unattractive and unsafe for pedestrians and bicyclists.

Cobbs Creek Bike Path.

Bicycle Provisions – 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 through the corridor. Other bicycle networks intersect the study area and connect to adjacent areas north and south of the Kingsessing neighborhood.

Baltimore Avenue Corridor Revitalization Plan



BICYCLE AND PEDESTRIAN FACILITIES

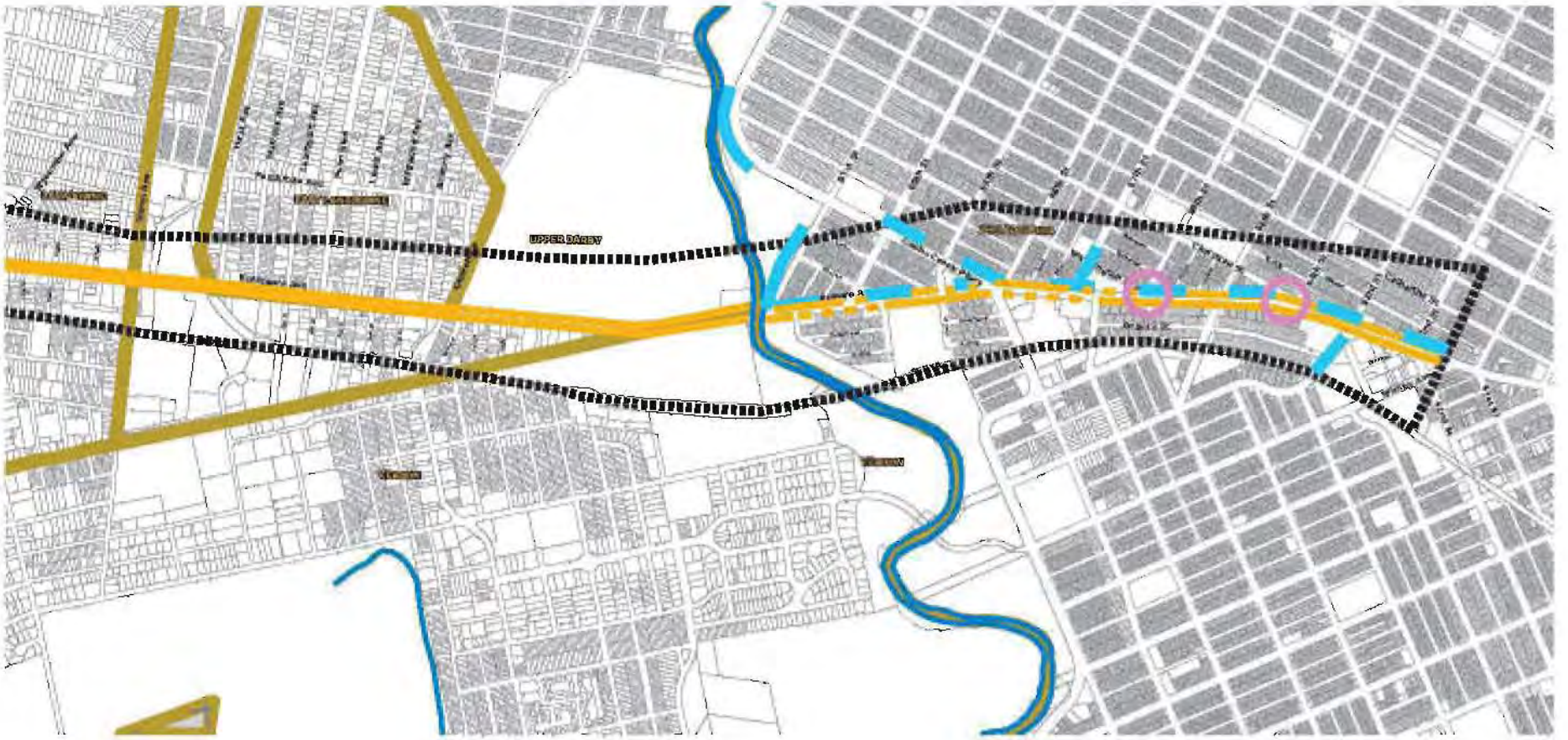


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Figure 2.10

The Draft Delaware County Bicycle Plan identifies Baltimore Avenue as a future "Primary Route." The Delaware County's Bicyclist's Baltimore Pike Plan recognizes Oak Lane and Springfield Avenue, which pass through the Baltimore Avenue corridor, as bike routes.

Focus group participants articulated various reasons why there are few pedestrians and bicyclists using the corridor:

- *Perceived lack of safety;*
- *Lack of local retail destinations to service the community;*
- *Uninteresting pedestrian environment;*
- *Inaccessibility;*

However, while conducting field work, the consultant team noted considerable amounts of pedestrian and bicyclist activity along the corridor, particularly in Lansdowne, regardless of the sometimes inhospitable nature of facilities.

Focus Group participants specifically mentioned a need to improve the pedestrian environment in Yeadon.

SHOPPING AREAS

The Shopping Areas map, Figure 2.11, illustrates where distinct shopping areas exist along the corridor. The Shopping Areas map identifies places that were identified by Study Area Committee members, as well as Focus Group participants, as distinct retail districts and other small commercial nodes.

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 area parking lot.

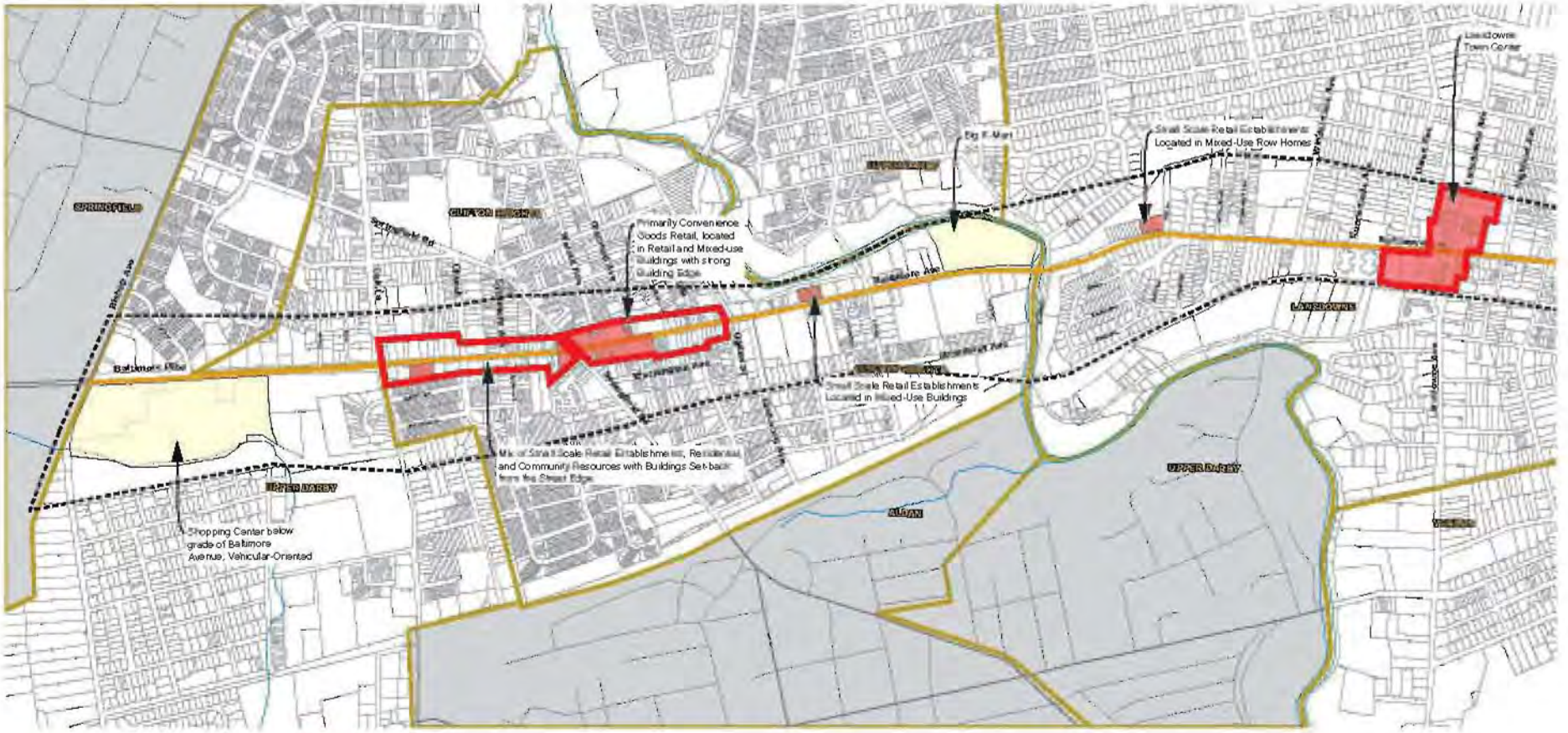
East Lansdowne Borough – East Lansdowne's shopping area extends from Church Lane to Hirst Avenue. Retail and service businesses are located on the ground floor of attached buildings, with residential uses on the second floor.

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.

Lansdowne Avenue Shopping Area.

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

Baltimore Avenue Corridor Revitalization Plan



Baltimore Avenue

Project Area

Rivers & Streams

Pedestrian-Oriented Shopping Area

Shopping Center / Big Box Retail Shopping Area

Shopping District
(as defined by Focus Groups)

SHOPPING AREAS

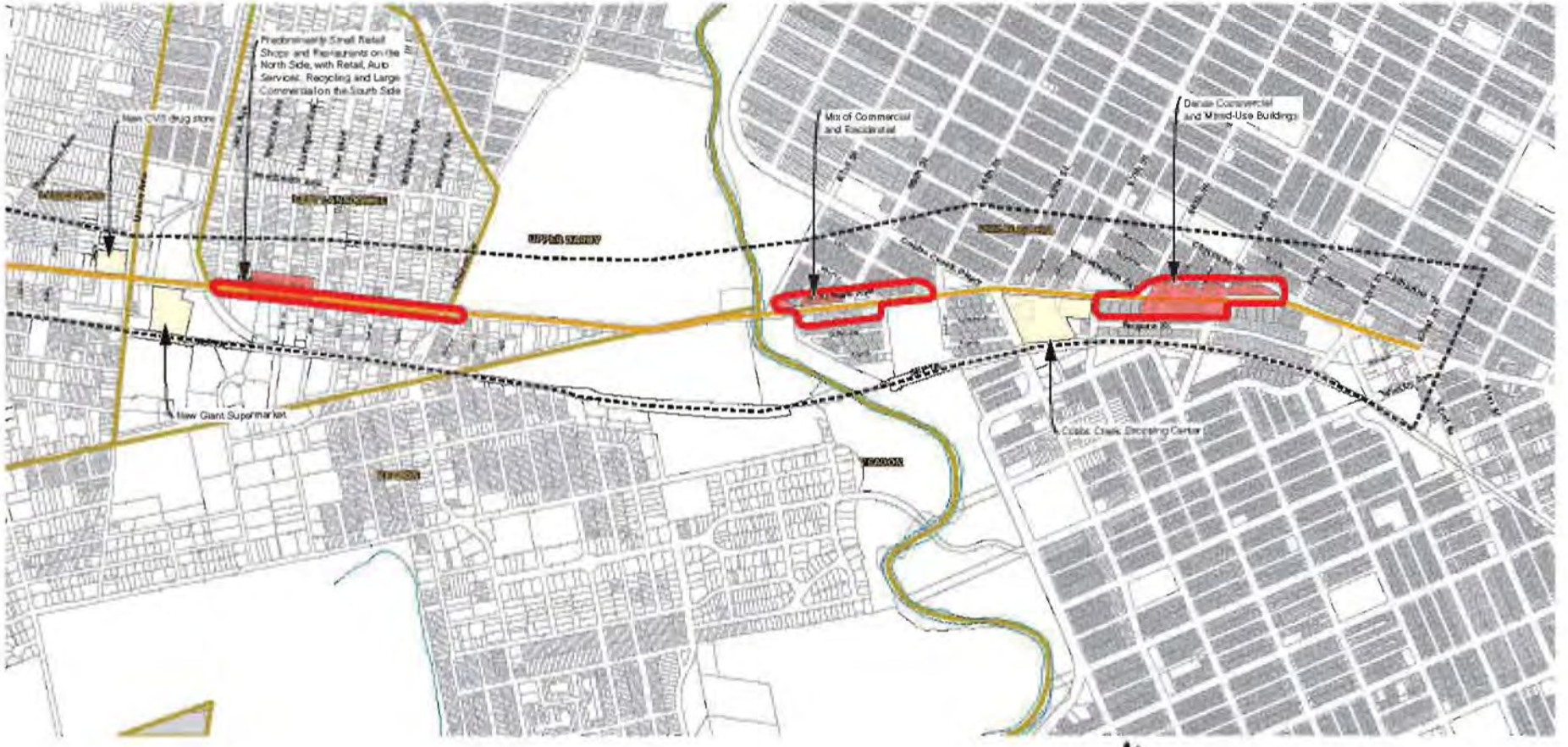


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Figure 2.11

Clifton Heights Shopping Area.

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.

VISUAL ANALYSIS

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. A description of visual aspects of the corridor, from east to west, follows.

Philadelphia – The eastern segment of the Kingsessing neighborhood is a fine-grained, mixed-use retail-residential area, with shops located on the ground floor of row buildings and residential uses above. Many businesses are marginal economically, and some facades reflect a lack of resources for maintenance and improvements to older structures. Just west of 54th Street, on the south side of the street, is a community garden that is very well maintained. A unique "Butterfly Garden" on the north side of the street occupies a vacant parcel between attached mixed-use structures. This area offers views to historic churches and bank buildings that are located adjacent to the corridor.

Sherwood Park, located on the north side of the street between 56th and 57th Streets, offers a reprieve from intense commercial uses, and provides views into a passive, green lawn with trees and park benches. An insubstantial wood fence delineates the perimeter of the park, and it is difficult to see the park's access points.

Cobbs Creek Shopping Center, located on the south side of Baltimore Avenue between 57th and Cobbs Creek Parkway, appears markedly different than other parts of the corridor, as it is made up of much larger parcels, with buildings set back from the street edge and parking in front. The shopping center has fast food restaurants, auto services, a discount grocery, and a liquor store.

Sherwood Park, between 56th and 57th Streets.

Opposite the shopping center, on the north side of Baltimore Avenue, is a row of residential dwellings. Property conditions are highly variable in this block; one house may be tidy and well maintained while the next may have boarded up windows, peeling paint, and a littered entrance.

West of Cobbs Creek Shopping Center are institutional uses. The Cobbs Creek Library branch and its landscaped parcel are on the north side of Baltimore Avenue, while the south side contains the JP

Turner Middle School. West of 59th Street the corridor has approximately two blocks of well-maintained attached, two-story residential dwellings, and some of vibrantly painted ethnic restaurants. The trolley turnaround is situated behind one of these restaurants.

The western edge of Philadelphia's portion of the study area contains Cobbs Creek and its associated bike path and recreational park. Both the Baltimore Avenue Recreational Park, an active playground on the south side, and Cobbs Creek Park, a passive recreational corridor on the north side, appear to be well maintained and utilized by the community. Views into the creek bed are generally obstructed from the road by trees, however the drainageway is highly littered.

Entry view into Delaware County from Baltimore Avenue.

Yeadon Borough – West of Cobbs Creek, one passes into Delaware County. Yeadon Borough is on the south side of Baltimore Avenue and the roadway slopes uphill through this portion of the corridor. Yeadon Borough's land use through this portion is industrial. Buildings are large, rectangular, and undistinguished one-story structures and properties hold large, industrial equipment and parking on their lots and are surrounded by chain link fencing. A large water tower is situated on one of these sites and has the word "RENT" painted on it. This water tower is visible throughout much of the eastern portion of the study area.

Industrial and commercial uses through Upper Darby (East).

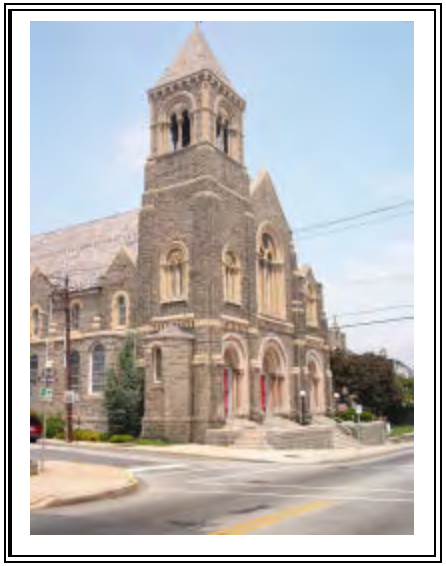
Upper Darby Township (East) – Upper Darby Township "weaves" through the corridor, being on the north side of Baltimore Avenue west of Cobbs Creek, the south side of Baltimore Avenue west of Yeadon, and on both the north and south sides of Baltimore Avenue between Hirst and Union Avenues. West of Cobbs Creek, the view north contains Fernwood Cemetery. The cemetery offers expansive views of its rolling hill, lush lawn, large trees, and fenced wrought iron perimeter. The property has a scattering of structures on it: one large, modern memorial building and one or two other historic buildings that resemble historic colonial homes.

The south side of Baltimore Avenue contains many mid-sized commercial and industrial uses with parking and goods displays in the front of businesses.

East Lansdowne Borough – The north side of Baltimore Avenue, from Wildwood Avenue to Hirst Avenue, contains a row of historic, mixed-use, commercial buildings in Tudor-style, with retail uses on the ground floor and residential uses on the second floor.

Shopping Area in East Lansdowne.

New Giant supermarket in Upper Darby (East).



St. Philamena Church in Lansdowne.

Upper Darby Township (East) –The roadway appears to narrow at the border of Upper Darby and East Lansdowne, passing through a former railroad right-of-way and embankment. Just west of this area, the view opens up and reveals a new Giant supermarket on the south side of the street. The north side contains three large tracts of land, with large, industrial, vacant buildings and empty surface parking lots along the street edge. Oversized vehicles are stored on these sites.

Lansdowne Borough – As Baltimore Avenue gradually gains elevation to the west of Union Avenue, the street is lined by retail uses in mid-century buildings set back from the street. Some properties contain auto sales, and flag banners and auto parking form the street edge. West of Wycomb Avenue, the large St. Philamena Roman Catholic Church on the north side of Baltimore Avenue comes into view.

The Lansdowne Avenue and Baltimore Avenue crossing marks the first, small town, shopping street intersection atmosphere along the corridor. Of particular distinction are the historic Lansdowne Trust Building with its stone structure and corner clock on the southwest corner of the intersection and the Lansdowne Borough Hall, a modest brick structure, on the southeast corner. A small modern shopping plaza at the northeast corner of the intersection, with a

small surface parking lot in front of the stores, is uncharacteristic of the area.

West of Lansdowne Avenue is another historic building, the Church of St. John the Evangelist. Land use west of the church is largely residential, with apartment buildings along the street edge and twin and single family detached dwellings located on the cross streets. The streetscape along this portion of Lansdowne consists of sidewalks on both sides of the street and large, canopy trees, the latter making this portion of the corridor shady and quiet. West of Martin Road, a small pocket of attached Tudor-style two-story, mixed-use buildings provide a small node of retail use within the residential neighborhood. Approaching the Lansdowne Borough-Clifton Heights Borough border, Baltimore Avenue descends in elevation and is lined by largely wooded slopes.

Clifton Heights Borough – The eastern gateway into Clifton Heights Borough along Baltimore Avenue is marked by large, commercial properties. Some of these have poor physical and visual connections to the street, with grade differences from Baltimore Avenue's roadway elevation, entrances away from the street frontage, and extensive parking areas along the corridor. The Big K-Mart typifies these conditions.

Westward and up hill, low intensity, auto-oriented uses predominate, with businesses such as car washes, auto services, public storage, and restaurants that are set back from the street edge and have surface parking in front.

From Glenwood Avenue to Springfield Road, a historic commercial atmosphere exists. Buildings are one to two stories, well maintained, with convenience retail on the ground floor and parking (in one case, a municipal lot) located in the rear. Cross-street banners advertising community events, other types of community banners, bollards, and street lighting also appear. West of the intersection with Springfield Road is additional shopping, but the mid-century pattern of strip development returns. Institutional, commercial, and residential buildings tend to occupy larger parcels here, with surface parking in front and set backs further from the street edge. There are some large billboards and commercial signs line the edge of the street.

St. Stephan's Episcopal Church is a historic and well-landscaped and maintained highlight of the corridor at the intersection of Church Road.

St. Stephan's Episcopal Church.

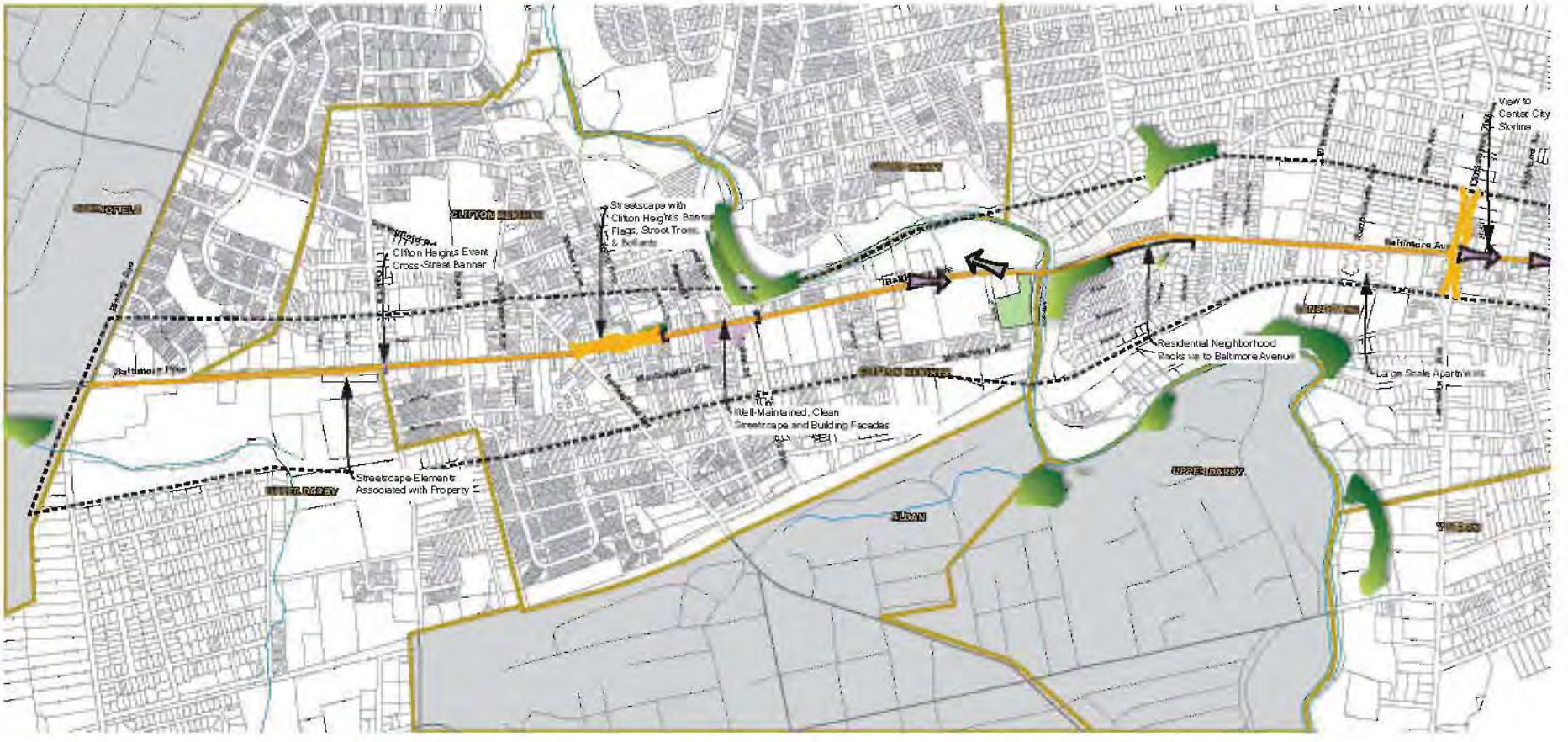
Upper Darby Township (West) – Upper Darby Township's western portion of the study area is suburban strip commercial in nature. Shopping facilities are auto-oriented, large signs on tall posts advertise to drivers, and landscaping and pedestrian facilities are sparse.

Suburban Shopping Center in Upper Darby (West).

Focus group participants expressed ideas on how to improve the visual quality of the corridor. The following ideas were mentioned:

- *Design gateways between municipalities, possibly using varying color schemes (Lansdowne Borough is interested in establishing a western gateway near Scottdale Road and Baltimore Avenue);*
- *"Underground" electrical wires;*
- *Initiate Main Street Programs (Lansdowne Borough has a program extending from Lansdowne Avenue to Union Avenue. The borough has hired a manager specifically for this program. Clifton Heights Borough is interested in initiating a similar program).*

Baltimore Avenue Corridor Revitalization Plan



VISUAL FEATURES

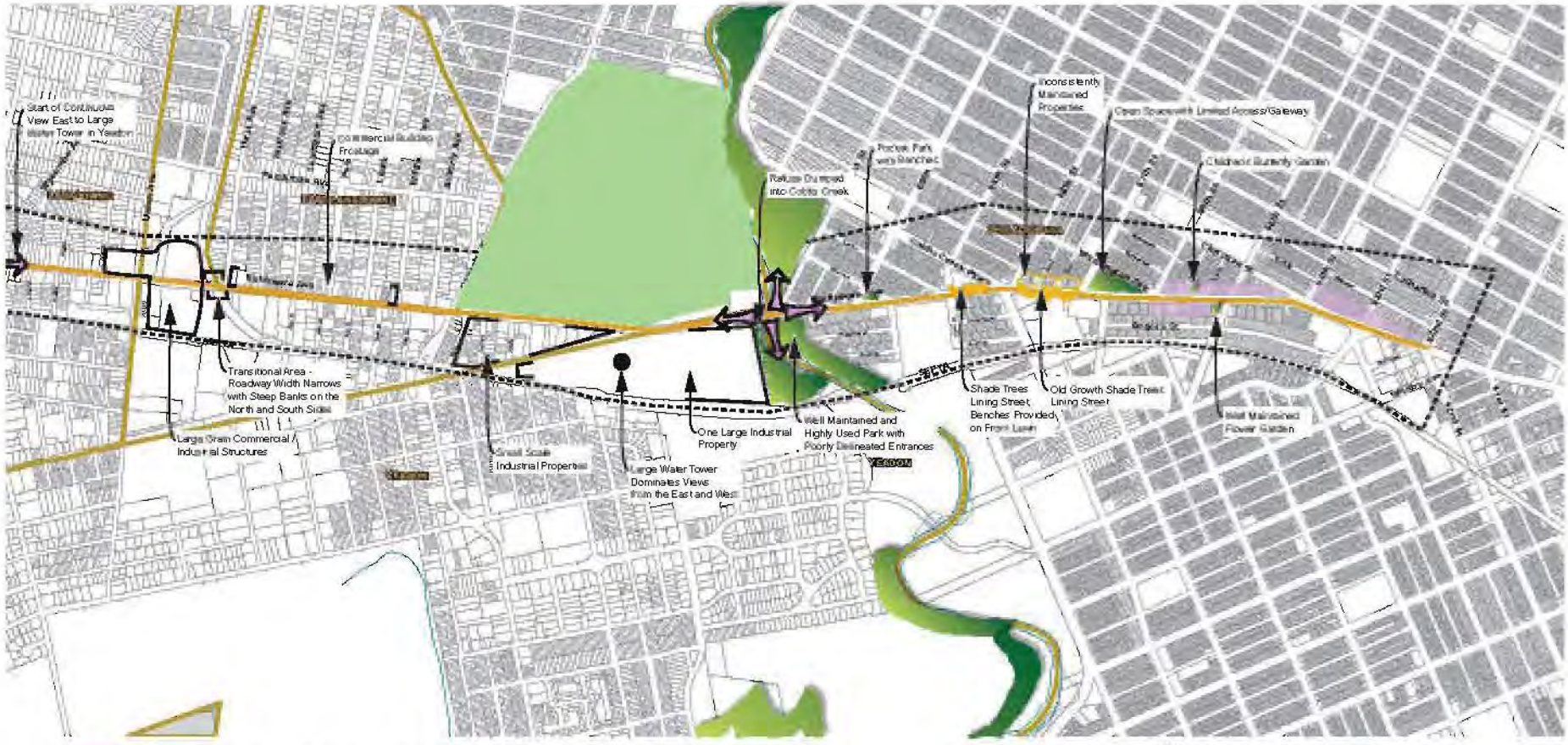
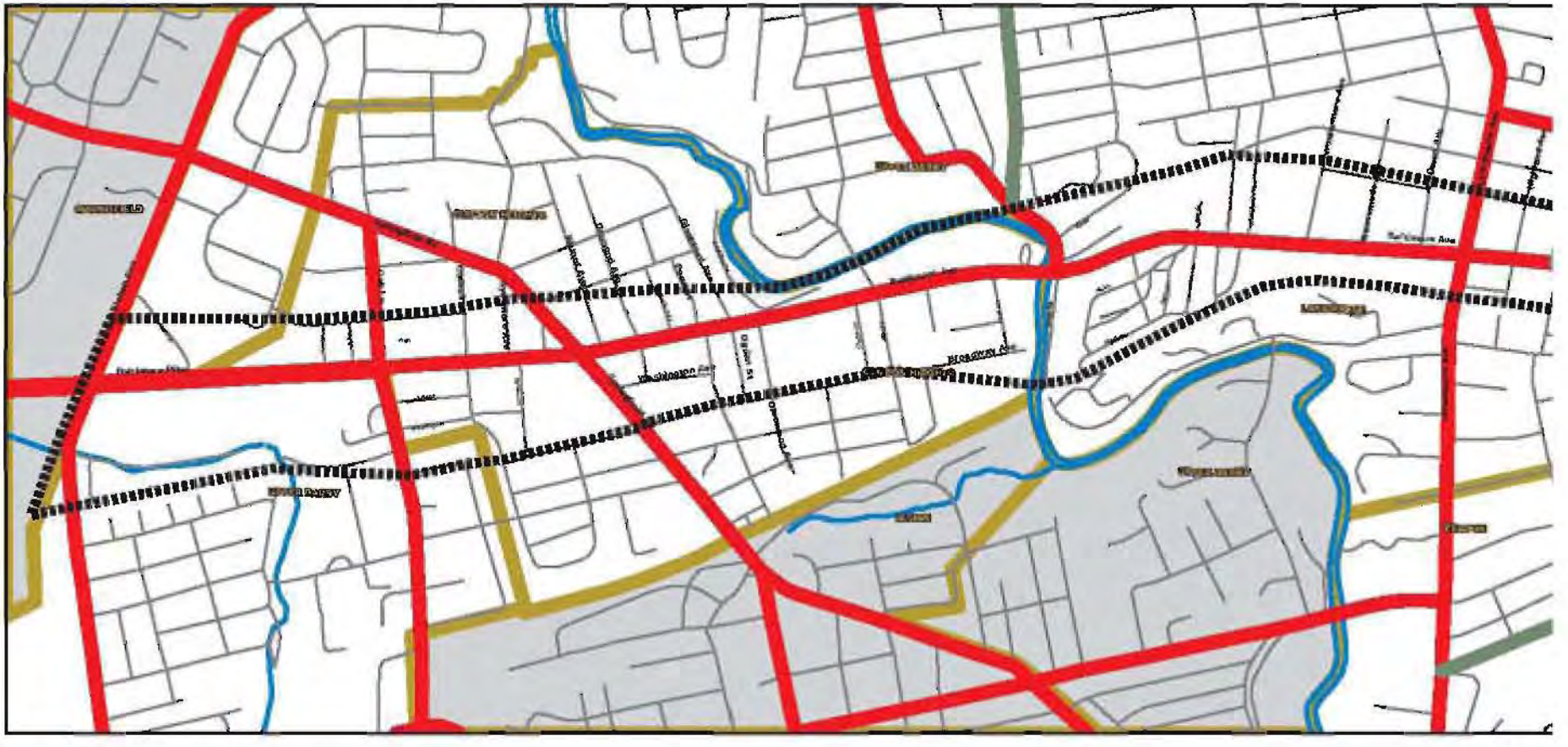


Figure 2.12

Baltimore Avenue Corridor Revitalization Plan



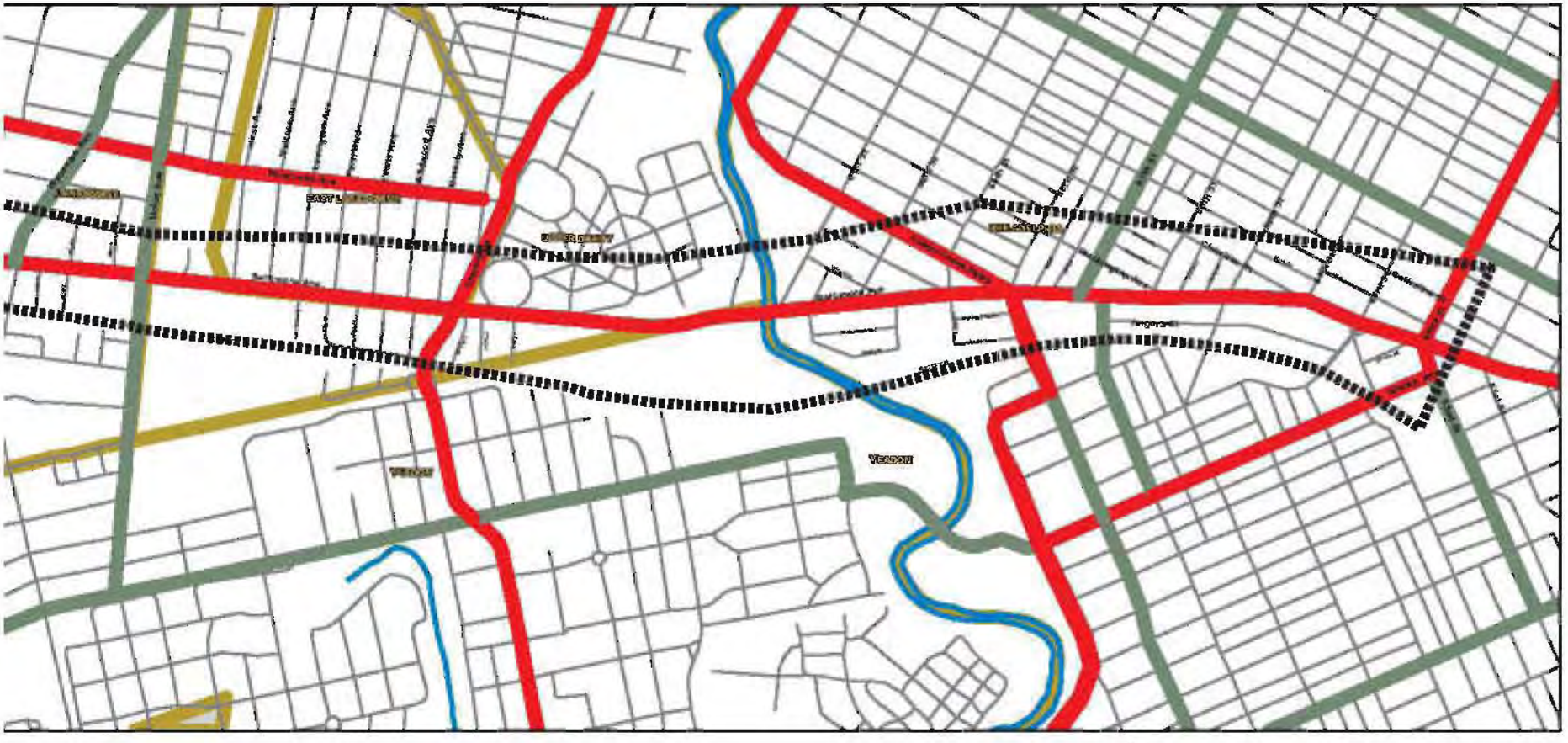
State

Other

Non-State Federal Aid

Project Area

ROADWAY JURISDICTIONAL CLASSIFICATION



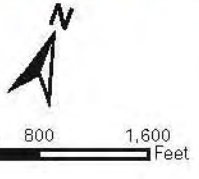


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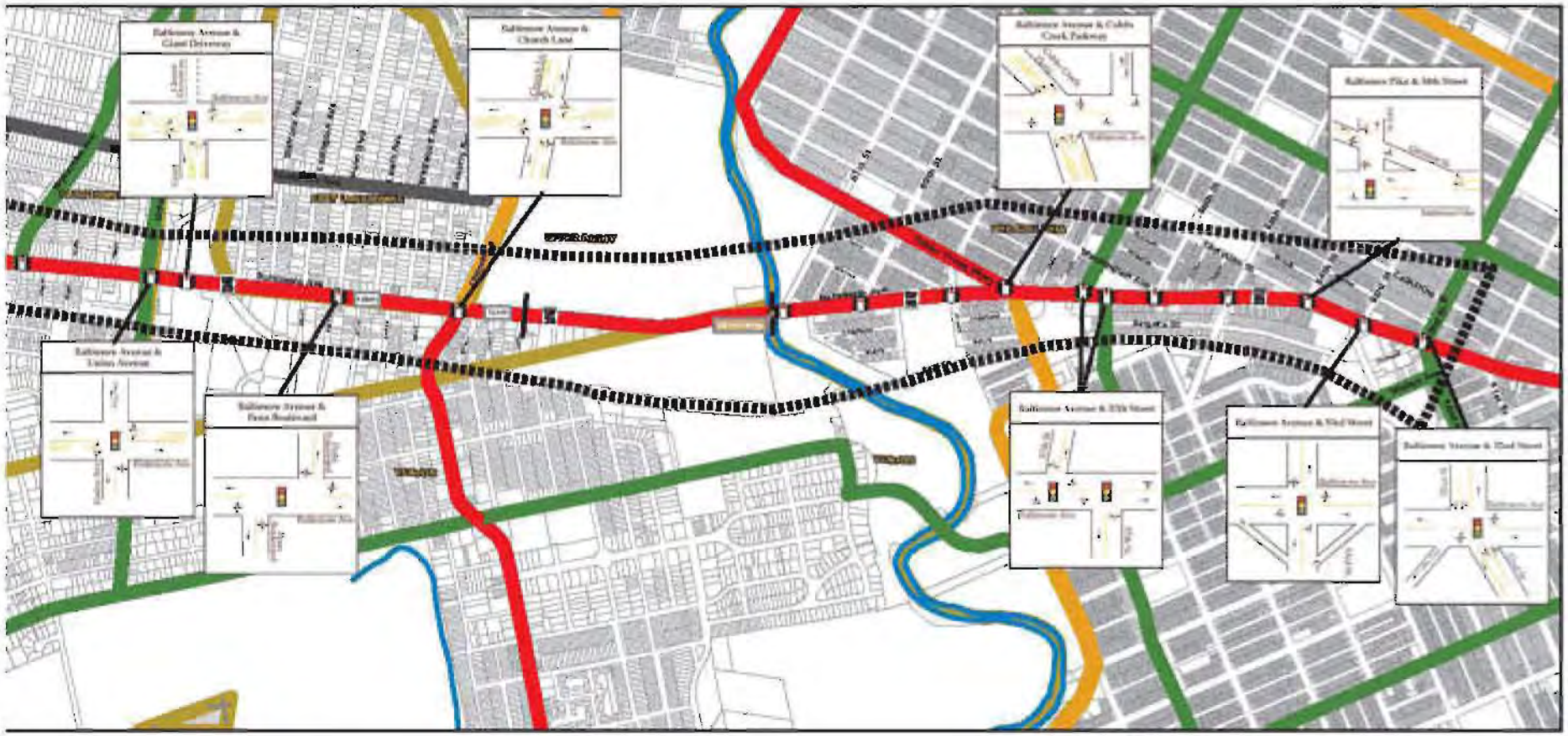
Figure 2.13

ROADWAY FUNCTIONAL CLASSIFICATION & TRAFFIC



- Structures

Severe Grade
w/ Direction of Downgrade

N

0 400 800 1,600
Feet

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Figure 2.14

TRAFFIC AND ROADWAY CONDITIONS

Within the study limits from Bishop Avenue to 52nd Street Baltimore Avenue takes several forms. While classified as an Urban Principal Arterial throughout, the character and features along 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 constraints include conflicts with trolley traffic along the eastern section of the corridor and geometric deficiencies, particularly the lack of turning lanes, through the middle of the corridor.

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 utilization of many cross-streets for travel to the south, as rail crossings are limited to the more significant routes.

VEHICULAR TRAFFIC VOLUMES

Traffic volumes along the corridor are generally lower in the eastern section and increase to the west. Data obtained from DVRPC shows daily two-way volumes over just over 12,000 vehicles per day (vpd) through Philadelphia and into Yeadon. These volumes increase to over 17,000 vpd at the western end of the corridor. Comparing the volumes of traffic on Baltimore Avenue to recent counts of the other primary east-west corridors connecting Delaware County and Philadelphia shows that Baltimore Avenue carries the least vehicular traffic. Volumes on the alternate routes, just west of the City, range from 17,700 vpd on Route 13 (Chester Pike/MacDade Boulevard) to 24,000 vpd on Route 1 (Township Line Road).

While there are several significant cross-streets along this corridor, the four most heavily traveled are Lansdowne Avenue (16,300 vpd), Church Lane, (15,700 vpd), Springfield Road (14,000 vpd), and Bishop Road (13,800 vpd). To a great extent these corridors all provide access to similar destinations. The 69th Street section of Upper Darby is accessible by Bishop Road (via Garrett Road), Lansdowne Avenue (via Plumstead Avenue), and Church Lane. Church Lane, Lansdowne Avenue, and Springfield Road (via Island Avenue) provide access to the Philadelphia Airport and I-95. Springfield Road to the north also provides access to I-476, while Lansdowne Avenue to the north provides access to City Avenue and the Main Line. The volume of traffic on these cross streets, combined with the high percentage of turning vehicles, result in significant levels of congestion during peak periods.

Peak period traffic counts obtained from PennDOT show significant directional variations in volume during the morning periods while evening volumes are relatively balanced. During the morning peak, westbound volumes are heavier along the western section of the corridor, while eastbound volumes are higher in the eastern section. The patterns along the western section of the corridor are counter to typical commuting patterns favoring travel towards the City, indicating that many travelers favor alternate routes.

A significant contributor to off-peak vehicular congestion along Baltimore Pike is retail traffic, particularly traffic destined for the Upper Darby Home Depot (formerly the Bazaar of All Nations) and the Springfield Mall. While data were not available to quantify the off-peak traffic, a plethora of anecdotal evidence, as well as field observations, confirm that weekend congestion rivals that experienced during commuter periods. Interestingly, observations indicate that this weekend congestion occurs at different critical

points, such as Burmont Road, when compared to weekday peak period congestion.

ROADWAY GEOMETRY AND TRAFFIC CONTROL

Physically, Baltimore Avenue ranges from a five-lane Suburban Arterial to a two-lane City Street. At the western boundary of the study area, from Bishop Avenue to Oak Lane, Baltimore Avenue provides two travel lanes in each direction and a center turn lane within a fifty-four foot paved cartway. The pavement widens adjacent to the Burlington Coat Factory, at Oak Lane, to provide additional width that was previously used for on-street parking. The speed limit in this section of the corridor is forty miles per hour. Numerous access points are provided to the expansive parking areas supporting the adjacent Highway Commercial-type developments. With one possible exception, this section of Baltimore Avenue presents the greatest changes in vertical geometry, with a sag vertical curve in the middle and crests at both ends.

Turning lanes are present at the three signalized intersections within this section: Bishop Avenue, Delmar Road, and Oak Lane. The traffic signal at Oak Lane does not accommodate left turn phasing on Baltimore Avenue. The eastbound approach to Oak Lane can be challenging to unfamiliar motorists, as the right-most through lane turns into a right turn lane. This transition occurs as vehicles crest a vertical curve, resulting in less than desirable merging maneuvers.

The remainder of the corridor east of Oak Lane generally provides only one travel lane in each direction. Two thirteen-foot travel lanes and one eight-foot parking lane (on the southern side) are provided within approximately thirty-four feet of paved cartway. Immediately east of Oak Lane, Baltimore Avenue takes on a more "main street" atmosphere, with the on-street parking, storefront retail, and

Turn lanes near Oak Lane.

residential uses. The residential uses within this section typically do not have driveway access to Baltimore Avenue. This configuration generally continues until Marple Avenue. The speed limit in this section is thirty-five miles per hour west of Springfield Road and twenty-five miles per hour east of Springfield Road.

There are four signalized intersections within this section of the corridor: Diamond Street, Springfield Road, Church Street, and Marple Avenue. Diamond Street, north of Baltimore Avenue, is one-way southbound. Marple Avenue is one-way southbound south of Baltimore Avenue. With the exception of Springfield Road, these signals do not serve a significant volume of minor street traffic. There is also a traffic signal west of Marple Avenue, where the Route 102 Trolley crosses Baltimore Avenue.

Turn lanes are provided on Baltimore Avenue at Springfield Road – an eastbound right turn lane and a westbound left turn lane. The westbound left turn lane is extremely short and does not provide sufficient space for more than one vehicle to queue. These lanes favor vehicles attempting to travel south on Springfield Road. This

non–symmetrical lane configuration, combined with the on-street parking east of Springfield Road, requires eastbound vehicles to make several horizontal deflections within a short distance, resulting in a travel path similar to those created through the use of various traffic calming techniques.

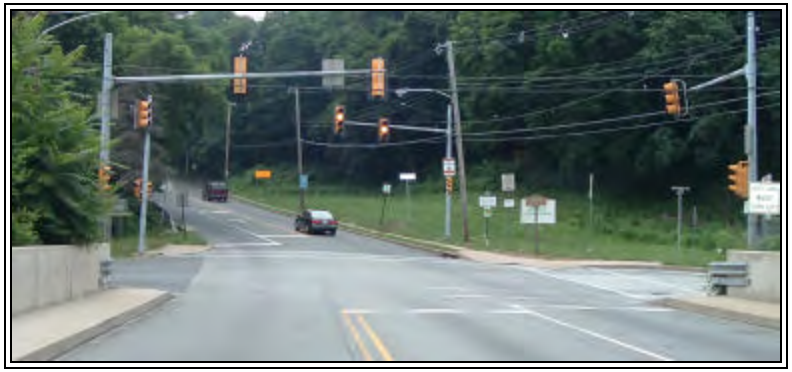
An eastbound left-turn lane is also provided on Baltimore Avenue at Marple Avenue. This lane does not have a clearly defined transition and eastbound through vehicles are required to transition right immediately beyond the end of the on-street parking.

Left turn lane at Marple Avenue.

The section of Baltimore Avenue from Marple Avenue to Burmont Road is slightly more commercial than the areas on either side, with more highway commercial type developments including a convenience store, two service stations (one reduced to car-wash service only), and larger retail use. These uses generate high driveway volumes, resulting in higher friction for through traffic. The on-street parking is discontinued in this section in favor of wider travel lanes. This configuration continues until just west of Lansdowne Avenue.

Turn lanes are provided at the two signals within this section: Jackson Road/K-Mart drive and Burmont Road/Scottsdale Road. The eastbound left turn and westbound right turn lanes at Jackson Road serve the K-Mart. Opposing left turn lanes are provided at Burmont Road. Immediately west of Burmont Road Baltimore Avenue passes over Darby Creek on a 33-foot-wide bridge. This bridge was recently replaced after suffering substantial damage during Hurricane Floyd in 1999.

The most significant vertical grades along Baltimore Avenue are immediately east of Burmont Avenue. There is no development immediately adjacent to this section; however just beyond the steep slopes are a residential area to the south and a swim club to the north. Previously, concerns have been expressed about the ability of westbound vehicles (traveling downhill) to stop at Burmont Road, and the pavement has been grooved in the past to improve friction.



At the top of the crest, immediately west of the signalized intersection of Martin Drive/Walsh Road, are six residences (three twins) and a small commercial area on the north side of the roadway. These houses have driveway access to Baltimore Avenue and, more significantly, the commercial area has head-in parking. The difficulty accessing these spaces is accentuated by a pronounced horizontal curve in the roadway, which negatively affects sight distance. Between Martin Drive and Lansdowne Avenue, adjacent to the Wildeman Arms Apartments, is a flashing beacon providing warning for an uncontrolled pedestrian crossing.

Small commercial area on north side of Baltimore Avenue.

From Owen Avenue to Wycombe Avenue, Baltimore Avenue traverses the Central Business District of Lansdowne Borough. The speed limit along this section of roadway is twenty-five miles per hour. While recent development has included several highway-commercial type uses, which introduced driveways, a significant portion of this section is comprised of storefront retail that continues to rely on public lots and on-street parking. On-street parking is provided along the south side of the roadway, except for the small section between Owen Avenue and Lansdowne Avenue, where parking is to the north.

Signalized intersections are located at Lansdowne Avenue, Wycombe Avenue, and Union Avenue. Wycombe Avenue is one-way southbound and Union Avenue is one-way northbound, north of Baltimore Avenue. Left turn bays are provided at Lansdowne Avenue and Union Avenue; however the signal does not accommodate left turn phasing. Turn lanes are not provided at Wycombe Avenue.

East of Union Avenue is a new Giant supermarket, which has a signalized access with turn lanes. The roadway also widens east of Union Avenue, from thirty-four to forty-four feet. The speed limit through this area is twenty-five miles per hour. Within the last several years, the railroad bridge crossing Baltimore Avenue was removed, however the abutments remain. While on-street parking is not provided from Union Avenue to Hirst Avenue, east of Hirst Avenue on-street parking is provided on both sides of the roadway. This parking serves the storefront retail uses. The heavy utilization of this parking during certain periods has presented operational concerns, resulting in the posting of "No U-Turn" restrictions through this section.

The last two traffic signals within Delaware County are at Penn Boulevard/Fourth Street, an offset "T" intersection, and at Church Lane. Left turn lanes are provided at the Church Lane intersection.

Baltimore Avenue east of Church Lane can be considered transitional, passing between a cemetery and industrial uses to enter the city. This section, because of the scale of the uses and the limited activity, is very different from any other section of the corridor, in

that it permits a brief opportunity for uninterrupted, higher speed travel, despite the thirty-five mile per hour speed limit.

A narrow bridge (thirty-three feet) over Cobbs Creek marks the interface of the city and Delaware County. East of this bridge, the roadway widens again to forty-four feet. The westernmost traffic signal within the city is at 61st Street. The roadway between 61st Street and 52nd Street (the eastern limit of the study) is generally consistent in several respects: The impact of the Route 34 trolley, the presence of on-street parking on both sides of the road, and the frequency of traffic signals. From 57th Street east dedicated bicycle lanes are also provided on both sides of the road. The speed limit along the roadway in the city is twenty-five miles per hour.

The Route 34 trolley provides two-way service from 61st Street and Baltimore Avenue to Center City Philadelphia. Two sets of tracks for the trolley run along Baltimore Avenue. The uneven and occasionally slippery surface created by these tracks creates a less than desirable driving surface that has a tendency to reduce vehicular travel speeds.

Bridge over Cobbs Creek.

Trolley turning off Baltimore Avenue at 61st Street.

The presence of the actual trolleys also reduces vehicular speeds, as the frequent stops and boarding activities limit the flow of vehicular traffic.

On-street parking is provided through most of the city portion of the study corridor. This parking serves the predominately residential and storefront commercial uses along the corridor. The turnover of the spaces creates additional friction for both vehicular and transit traffic. The practice of "double" parking also creates obstructions, particularly to the trolley service.

Between Cobbs Creek and 52nd Street there are eleven traffic signals, including 61st Street, almost one per block. Turns lanes are not provided on Baltimore Avenue at these signals and the traffic signals are typically pre-timed. While the City typically employees some form of signal coordination along the Arterial Corridors, the heavy transit operations preclude the effective coordination of Baltimore Avenue.

Also of note is the skewed angle of many intersections within the city. Within the study area, Baltimore Avenue is not aligned with the adjacent city grid. This creates numerous intersections (Cobbs Creek Parkway, Washington Avenue, and Christian Street, for example) with acute angles and non-standard alignments.

PARKING AND DRIVEWAYS

As previously noted, on-street parking is provided at numerous locations along the corridor. The greatest concentration is within the city where non-metered parking is provided along almost the entire roadway. Within Delaware County, on-street parking is generally metered and provided on only the south side of the street. The exceptions are:

- East Lansdowne/Upper Darby, from Hirst Avenue to Church Lane, where parking is provided on both sides of the street;
- Lansdowne, west of Lansdowne Avenue, where parking is provided on the north side of the street; and
- Clifton Heights, where un-metered parking is provided between Marple Avenue and Diamond Avenue.

Off-street parking is provided at numerous locations adjacent to the corridor. The majority of these locations are associated with the adjacent highway commercial type developments, such as the Home Depot Plaza or the Cobbs Creek Shopping Center. There are also several municipal parking lots, most notably in Lansdowne and Clifton Heights.

One issue within the Delaware County section of the corridor is the impact of parking lot accesses on vehicular traffic. Active driveways that are poorly located or densely spaced have the potential to negatively affect safety and/or traffic flow. Locations that warrant further evaluation of the impact of driveways include:

- Immediately west of Church Lane;
- Either side of Union Avenue;
- East of Lansdowne Avenue;
- Immediately west of Martin Drive;
- West of Jackson Road; and
- East of Delmar Road.

In several of these locations, such as in the vicinity of Union Avenue, accesses have recently been consolidated as part of new developments (Giant and CVS). This pattern of implementing access management could be followed at Church Lane, Union Avenue, and Lansdowne Avenue as the former Hess, Super Fresh, American Appliance, and 7-11 sites are redeveloped. The parking for the small retail area west of Martin Drive should also be evaluated to determine if improvements could be made.

Driveways serving the uses between Jackson Road and Marple Avenue and Oak Lane and Delmar Road should also be evaluated. In both locations the driveways access sections of roadways with appreciable vertical grades, making the judgment of gaps difficult. There also appears to be little benefit from the proximity of adjacent traffic signals in both locations, where the signal progressions do not generate gaps for left turn movements. Vehicles on Baltimore Avenue west of Oak Lane also travel at higher speeds, while those using the accesses must negotiate a larger cross-section.

BICYCLE LANES

Only one section along Baltimore Avenue in the study area, east of 57th Street, has designated bike lanes. "Share the Road" signs are provided along Baltimore Avenue at the bridge over Cobbs Creek and at Burmont Road. Unless consideration is given to reducing the amount of on-street parking, areas where additional bike lanes can be provided are limited. These could include from Burmont Road to Owens Avenue and from Church Lane to the City of Philadelphia border. It should be noted that input received from the public indicates that cyclists traveling between the City and Delaware County use Longacre Boulevard and Whitby Avenue as a parallel route to Baltimore Avenue.

TRANSIT

Public transportation comprises an important component of the mobility system within the study area. For many riders who do not have cars, it 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. Moreover, the mature transit network and its proximity to major regional hubs can influence land use decisions and assure the economic vitality of the area. This section presents a description of the current Southeastern Pennsylvania Transportation Authority (SEPTA) transit system in terms of the service available to residents, employees, and other trip makers. It also provides a summary of current utilization of these services and facilities and ongoing planning efforts.

SERVICE DESCRIPTION

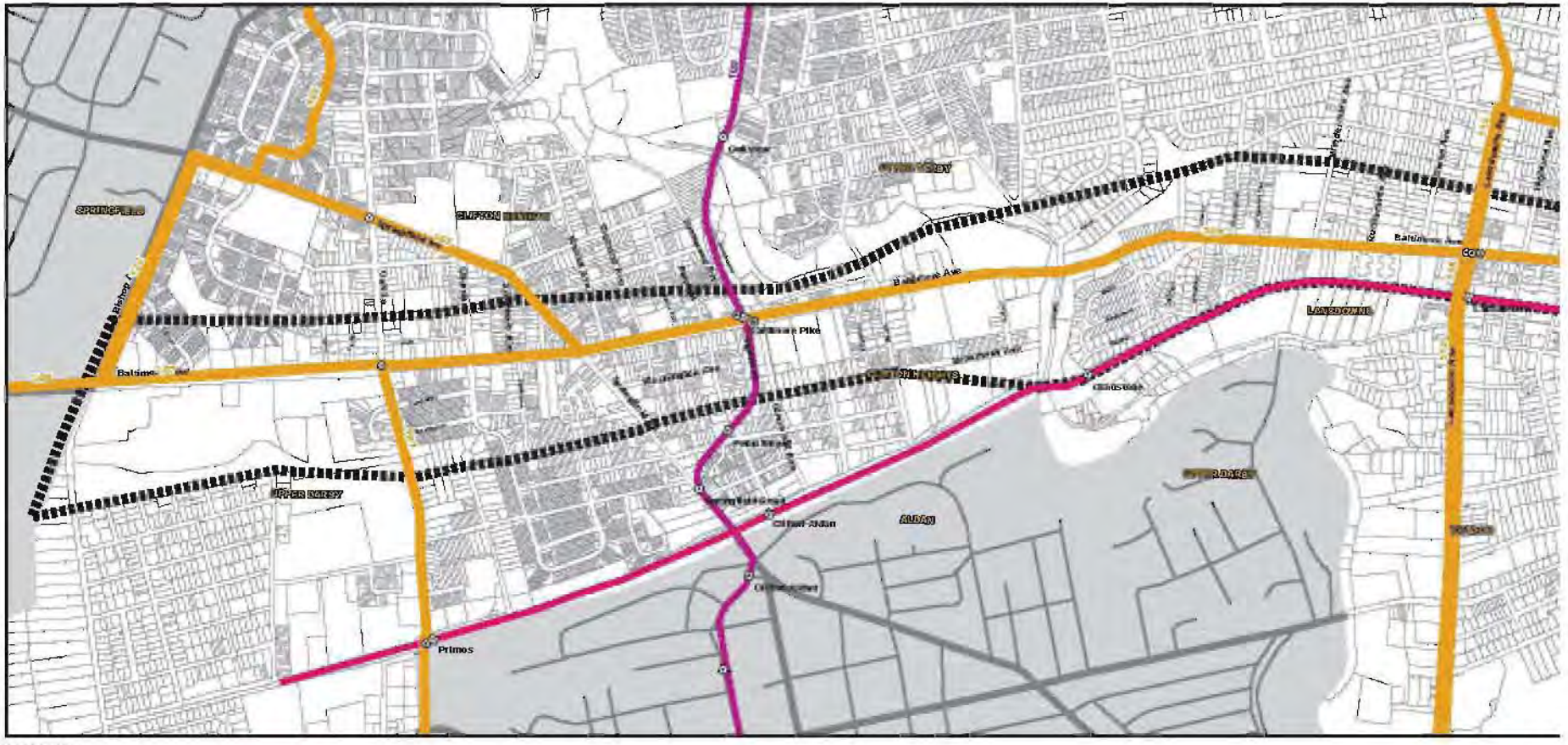
The study area is served by a mix of public transportation modes (i.e., Regional Rail, light rail and bus) and about one dozen routes. The services reflect the historical development of transit in the region with services typically oriented to Center City in Philadelphia and Upper Darby in Delaware County. As shown in Figure 2.15, the transit network conforms to a grid pattern in that routes are both parallel and perpendicular to the spine of the study area. A description of the various routes is presented in Table 2.1.

The R3-Media/Elwyn Regional Rail line that generally follows a course parallel to Baltimore Avenue operates between Center City and Elwyn. The rail line is typically "interlined" or through-routed with the R3-West Trenton line that serves Philadelphia and suburban areas of Bucks and Montgomery Counties. Four Regional Rail stations are within the study area: Angora, Fernwood-Yeadon, Lansdowne, and Gladstone. Stations adjacent to the study area include: 49th Street, Clifton-Aldan, Primos and Secane. The R3-Media/Elwyn line affords a relatively swift ride to the employment, education, medical, and other opportunities in University City and downtown Philadelphia.

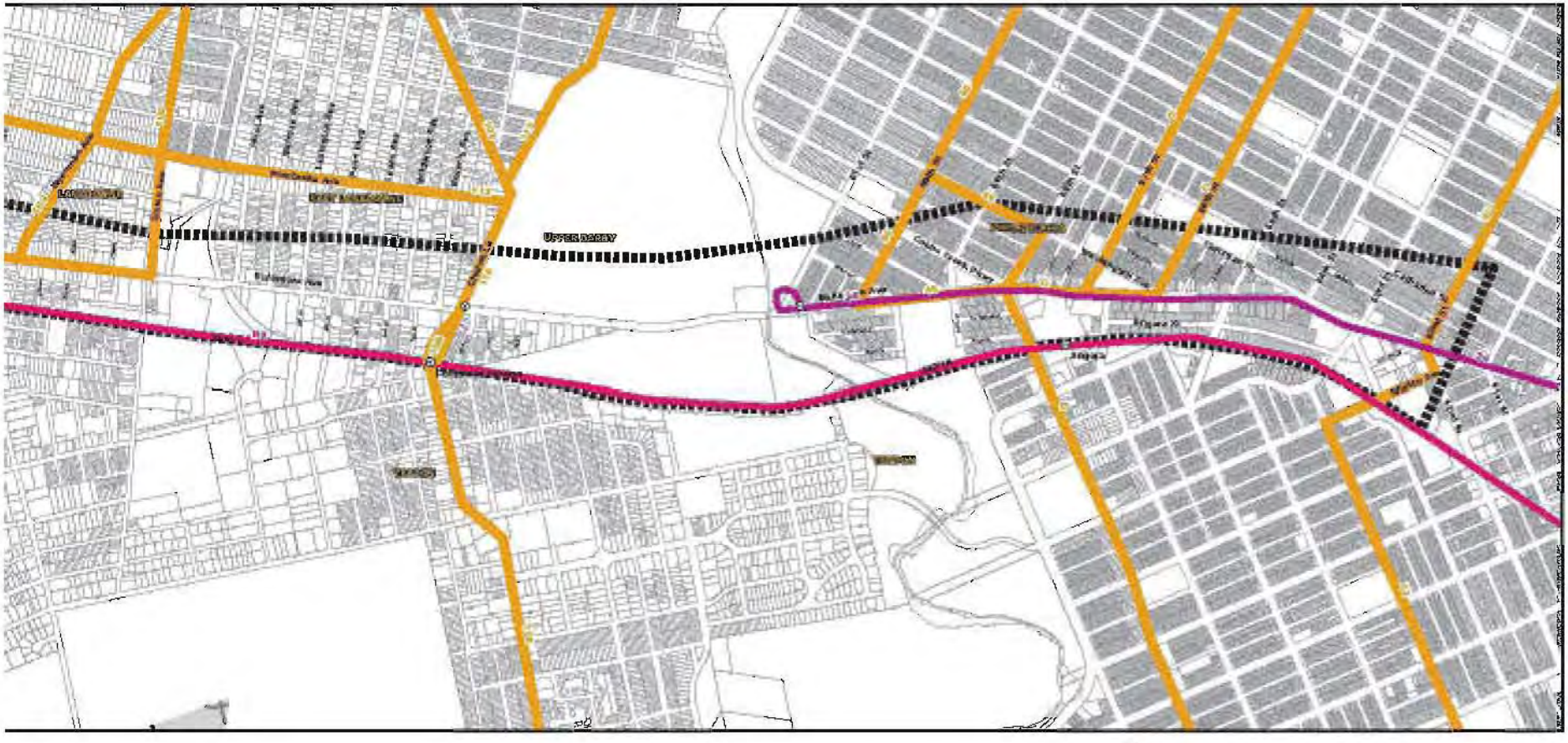
As noted above, two trolley lines serve the study area, Routes 34 and 102. The Route 34 operates on Baltimore Avenue between 61st Street and the 40th Street portal. Trolleys stop at intersections similar to a bus route in the study area, although east of the 40th Street portal, Route 34 vehicles travel on their own right-of-way, with stops only at subway stations to a terminal just east of City Hall. The Route 102 is part of the trolley network that emanates from the 69th Street Terminal in Upper Darby. It utilizes its own right-of-way with passenger loading and unloading at designated stations or stops. From the viewpoint of the current analysis, the Clifton-Aldan Station is important since it is adjacent to Baltimore Avenue.

Three bus routes are operated by SEPTA's City Division and provide crosstown connections with the Market-Frankford Line and other neighborhoods in Philadelphia. Route G principally operates on 56th and 57th Streets as well as Passyunk and Oregon Avenues. It connects with the Broad Street line and the Market-Frankford line. A limited portion of the line, between 56th and 58th Streets, is on Baltimore Avenue. Route 46 operates on 60th Street, with service on Baltimore Avenue between 58th and 60th Streets. Route 52 utilizes 52nd and 54th Streets and offers circumferential coverage in the Kingsessing, West Philadelphia, and Overbrook neighborhoods.

Baltimore Avenue Corridor Revitalization Plan



EXISTING PUBLIC TRANSPORTATION SYSTEM



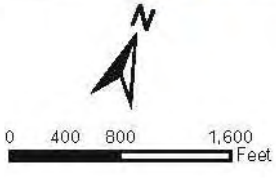


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Figure 2.15

Table 2.1
Transit Service Description

Route	Between	And
Regional Rail		
R3-Media/Elwyn	Elwyn	Market East
Light Rail (Trolley)		
34 Angora-Center City	Baltimore Avenue/61st Street	Juniper Street/13th Street
102 Sharon Hill	69th Street Terminal	Sharon Hill
Bus		
G South Philadelphia-Overbrook	Galloway Street/Packer Avenue	Overbrook Station
46 Overbrook-Angora	63rd Street/Malvern Avenue Loop	58th Street/Baltimore Avenue
52 Wynnefield-Woodland	54th Street/City Line Avenue	49th Street/Woodland Avenue
107 Lawrence Park	69th Street Terminal	Lawrence Park Shopping Center
108 Philadelphia International	69th Street Terminal	Terminal B/United Parcel Service
109 Chester	69th Street Terminal	Chester Transportation Center
113 Marcus Hook	69th Street Terminal	Market Street/Delaware Avenue
115 Brookline-Glenolden	Darby Road/Brookline Boulevard	McDade Mall
116 Eastwick Postal Facility	69th Street Terminal	Eastwick Postal Facility

Six bus routes operate within the Delaware County portion of the study area, with much of the service oriented to the 69th Street Terminal in Upper Darby. This is the primary transit hub for this portion of the SEPTA service area and reflects the historical service patterns of Red Arrow (the earlier transit provider). Route 107 serves Clifton Heights and Lansdowne and operates along Marshall Road and Baltimore Avenue between Bishop Avenue east to Oak Lane and later from Woodland Avenue west to the Springfield Mall. Route 108 provides service in East Lansdowne and Yeadon along Church Lane and Oak Avenue within the study area. This bus line only crosses Baltimore Avenue. Route 109 serves residents of East Lansdowne, Lansdowne, and Clifton Heights with service on Baltimore Avenue between Union Avenue and Sproul Road. Routes 113 and 115 serve Lansdowne and only cross Baltimore Avenue at Lansdowne Avenue. A new route implemented within the past year is Route 116, which connects the 69th Street Terminal to the Eastwick Postal Facility. It operates principally along Church Lane, with a limited number of stops, including one at Baltimore Avenue. Route 122, which offered limited coverage in the study area and utilized Baltimore Avenue between Oak Avenue and Bishop Avenue, has been consolidated with Route 107.

No transit service extends the entire length of the corridor on Baltimore Avenue. This lack of service limits the accessibility of the corridor.

LEVEL OF SERVICE

A major determinant as to whether people ride public transportation is the frequency of service. How often transit vehicles operate influences waiting and transferring times. In the study area, headways or the interval between vehicles is a function of both demand levels to eliminate overcrowding and policy considerations to limit waiting times.

The frequency of service was measured in terms of headways or the interval between transit vehicles in minutes (Table 2.2). Values were computed for four operating periods during a weekday, since ridership levels vary considerably by period. For example, Route 116, which is oriented to postal employees, operates selected trips oriented to employee shift times. In contrast, ridership levels are generally more uniform on weekends, although some differences are noted. Accordingly, headways were determined for the midday period to indicate the relative frequency of service. Intervals between buses differ within each operating period and along different segments of the routes; the headways shown are representative.

Another important measure of the level of service is when service is available to riders for the trips that they make. The span of service was computed from the first departure to the last arrival at a location representative of the study area. Separate start and end times were computed for each service day – weekdays, Saturdays, and Sundays. Typically, there is a direct relationship between frequency and span. Those routes with the most frequent service often have the longest span of service. And transit lines with less frequent service usually have relatively short spans of service. The duration of service generally reflects ridership levels. The representative times of when service is available are shown in Table 2.3.

There is no direct relationship between the start and end times by day of the week. Several routes operate the entire day with no gaps in service, while some routes do not operate on weekends. On the R3-Media/Elwyn rail line, service on Saturday starts later and ends earlier than on weekdays; similarly, Sunday service starts later than on Saturday.

REGIONAL RAIL STATION PARKING

As part of its routine record keeping and planning activities, SEPTA staff maintain an inventory of Regional Rail parking spaces and their utilization. Most parking spaces are provided on a first come, first served basis. The spaces, known as "daily fee" spaces, are numbered and commuters deposit coins in the appropriate slot of a payment box attached to a pole to prove payment. Some spaces are provided on a monthly basis through a permit system. With this system, riders purchase a monthly permit, which is displayed in the motorist's windshield.

Information was obtained from SEPTA in July 2005, and reflects conditions during November 2002, for the four stations within the study area and the stations to the west from Clifton to Elwyn. The results for both the study area and the entire R3-Media/Elwyn line indicates a situation of insufficient parking. Many commuters cannot find a parking space and, find themselves prevented from using the Regional Rail system. Parking supply and utilization data are presented in Table 2.4.

Table 2.2
Frequency of Service (Headways in Minutes)

Route	Weekday			Weekend	
	Peak	**Midday**	**Evening**	**Saturday**	**Sunday**
Regional Rail					
R3	25	60	60	60	60
Light Rail (Trolley)					
34	4	10	15	15	20
102	11	30	30	30	30
Bus					
G	7	15	30	15	20
46	8	15	30	20	30
52	3	7	12	8	12
107	30	60	–	60	–
108	15	20	30	30	60
109	15	20	30	20	30
113	16	30	30	30	60
115	60	60	90	--	--
116	9 trips	5 trips	4 trips	--	--

Table 2.3
Span of Service

Route	Weekday		Saturday		Sunday	
	Start	**End**	**Start**	**End**	**Start**	**End**
Regional Rail						
R3	6:00AM	12:21AM	6:40AM	11:36AM	8:40AM	11:36AM
Light Rail (Trolley)						
34	5:00AM	1:45AM	5:00AM	1:45AM	5:00AM	1:45AM
102	5:11AM	1:38AM	5:06AM	1:29AM	5:06AM	1:29AM
Bus						
G	24 Hours		24 Hours		24 Hours	
46	5:15AM	2:01AM	5:47AM	2:01AM	5:47AM	2:01AM
52	24 Hours		24 Hours		24 Hours	
107	6:30AM	8:19PM	7:30AM	7:26PM	No Service	
108	24 Hours		24 Hours		24 Hours	
109	24 Hours		24 Hours		24 Hours	
113	4:23AM	1:05AM	5:09AM	1:07AM	5:14AM	1:11AM
115	6:39AM	10:02PM	No Service		No Service	
116	6:00AM	1:58AM	No Service		No Service	

FARES

Fares charged to SEPTA riders vary by mode utilized, distance traveled, and whether the trip requires a transfer. The Regional Rail system has a zone-based system where the fare charged varies by distance to downtown Philadelphia. The Angora station is in Zone 1 while Fernwood-Yeadon, Lansdowne, and Gladstone stations are in Zone 2. Trail Pass, Ten-Trip Ticket and individual ticket fares are shown in Table 2.5.

In addition to affording riders the convenience of not having to pay their fare on the train, the Trail Pass and Ten-Trip Ticket fare options also offer a discount for multiple rides. Trail Passes also allows transit riders to use bus, trolley, and subway lines within the same zone. While riders can pay a cash fare to on-board personnel, there is a $2.00 surcharge if the ticket could be purchased at the station. (Within the study area, only Lansdowne has a ticket office that functions. It operates weekdays, 5:50 a.m. to 12:30 p.m.

The fares on City and Suburban transit lines (bus, trolley, and subway) have an adult base cash fare of $2.00 with a transfer charge of $0.60 where more than a single vehicle is used. Zone charges of $0.50 are imposed for longer trips. Similar to the Regional Rail system, riders are offered discounted weekly ($18.75) and monthly ($70.00) passes. Tokens can be purchased for $1.30 in different packages with the rider able to buy as few as two.

RIDERSHIP

To indicate the current utilization of transit services and facilities, information was obtained from SEPTA in July 2005 that includes routine counts of passenger "ons and offs" for each transit line. The bus ridership counts date was Spring 2004, while rail ridership information was from 2003. In the current analysis, the focus was on the Regional Rail system and bus and trolley routes that intersect or operate along Baltimore Avenue. These data are representative of conditions prior to the consolidation of Routes 107 and 122 and the new Route 116 service to the Eastwick Postal Facility.

Because of the issues related to Angora Station (prior proposals to close the station), data for the Regional Rail line was summarized for all three service days as shown in Table 2.6.

Ridership is overwhelmingly oriented to travel between the four stations and downtown Philadelphia and University City. Ridership levels are highest for Lansdowne with the lowest current utilization exhibited by Angora. This situation holds true for all three service days. Given the orientation of Regional Rail lines to commuter travel, weekday travel is significantly higher than either Saturday or Sunday. Another point to note is that of travel symmetry, where boardings in one direction are about the same as alightings in the other direction.

The primary travel orientation for the Route 34 Trolley is toward Center City with some reverse commuting. Ridership results are presented for conditions on Baltimore Avenue that are representative of weekday conditions. Nearly five thousand boardings and alightings were recorded between 52nd Street and the 61st Street loop within the Kingsessing portion of the study area, as shown in Table 2.7.

Table 2.4
Parking Supply and Utilization

Station	Parking Spaces Available					
	Daily	Monthly	Total	Permits Sold	Car Count	Percent Utilization
Gladstone	108	0	108	--	108	100
Lansdowne	91	37	128	35	124	97
Fernwood-Yeadon	0	0	0	--	--	--
Angora	0	0	0	--	--	--
Study Area	199	37	236	35	232	98
Other	1,023	185	1,208	181	1,177	97
Entire Line	1,222	222	1,444	216	1,409	98

Table 2.5
Regional Rail Fares (Dollars)

Zone	Trail Pass		Ten-Trip	One-Way Ticket	
	Weekly	Monthly	Ticket	Peak	Off-Peak
1	18.75	70.00	28.00	3.00	3.00
2	28.25	106.00	35.50	3.75	3.00

Table 2.6
R3-Media/Elwyn Station Ridership

Station	Eastbound (Elwyn to Center City)		Westbound (Center City to Elwyn)		Total
	Board	Alight	Board	Alight	
Weekday					
Angora	15	8	3	22	48
Fernwood-Yeadon	76	16	21	91	204
Lansdowne	349	15	13	327	704
Gladstone	195	4	3	180	382
Total	635	43	40	620	1,338
Saturday					
Angora	1	9	3	7	20
Fernwood-Yeadon	41	3	2	23	69
Lansdowne	60	10	12	47	129
Gladstone	22	5	3	22	52
Total	124	27	20	99	270
Sunday					
Angora	2	4	2	9	17
Fernwood-Yeadon	11	6	4	7	28
Lansdowne	35	7	7	35	84
Gladstone	6	2	2	7	17
Total	54	19	15	58	146

Table 2.7
Route 34 Angora-Center City

Intersection	Eastbound (61st Street to Center City)		Westbound (Center City to 61st Street)		Total
	Board	Alight	Board	Alight	
61st Street Loop	198	--	--	139	337
61st Street	1	0	0	0	1
60Th Street	140	1	0	105	246
59Th Street	187	0	1	179	367
58Th Street	382	22	9	432	845
57th Street	288	5	6	287	586
56th Street	159	5	7	139	310
55th Street	277	15	15	217	524
54th Street	139	21	17	144	321
53rd Street	190	43	39	184	456
52nd Street	349	143	155	314	961
Total	2,310	255	249	2,140	4,954

The other light rail in the corridor is the Route 102 Sharon Hill, which operates to and from 69th Street and intersects Baltimore Avenue in Clifton Heights. As shown in Table 2.8, a total of 272 trip ends take place at this location.

Of particular interest is the ridership activity for the three bus routes that operate a portion of their alignment on Baltimore Avenue. The bus route with the most extensive coverage in the study area is Route 109, which has stops from Union Avenue to Bishop Avenue. This route continues beyond the study area to the Springfield Mall and then continues along Sproul Road to Chester. Route 107 has service on Baltimore Avenue between Burmont Road and Bishop Avenue. Finally, Route 122, which was consolidated with Route 107, had only a small segment on Baltimore Avenue, between Oak Avenue and Bishop Avenue. The boardings and alightings on these routes for Baltimore Avenue are summarized in Table 2.9.

During the course of a typical weekday, 1,643 riders board and alight one of the three bus lines on Baltimore Avenue within the study area. The overwhelming majority of these riders use Route 109, route that provides the greatest coverage in the study area and that also serves the Springfield Mall, a major generator of transit users. The other routes are primarily oriented to corridors that cross Baltimore Avenue, providing a degree of access to residences, jobs, and other locations along Baltimore Avenue.

When the weekday ridership counts are examined by bus stop, a clear pattern emerges. The most heavily utilized bus stops are at transfer points with other SEPTA routes or along areas with high residential and commercial development. Most stops, however, have relatively low ridership, reflecting travel patterns where individuals walk to bus stops. Detailed ridership information is presented in Table 2.10.

PROPOSALS

Discussions with staff of SEPTA's Operations Planning group yielded information on a number of transit proposals. These may be summarized as follows:

- *Elimination of service to the Angora station of the Regional Rail System.* The rationale for this proposal was the relatively low ridership of this station. Angora was among several stations slated for abandonment. Currently, the SEPTA Board has deferred implementation of this proposal. (It should be noted that an important element of the current Baltimore Avenue study is to respond to community concerns about closing this rail station.)

- *Service reductions on the Route 34 bus.* This is not being implemented at present in response to strong community opposition.

- *Changes to both Route G and Route 46.* Such changes, however, would not affect the manner in which Baltimore Avenue is served.

- *Merging Route 109 with another bus line.* This, however, would not affect service along Baltimore Avenue in the study area.

Table 2.8
Route 102 Sharon Hill

	Eastbound (Sharon Hill to 69th Street)		Westbound (69th Street to Sharon Hill)		
	Board	**Alight**	**Board**	**Alight**	**Total**
Baltimore Pike	98	44	28	102	272

Table 2.9
Baltimore Pike Bus Ridership By Route

	Eastbound		Westbound		
Route	**Board**	**Alight**	**Board**	**Alight**	**Total**
107	25	3	14	42	84
109	479	279	297	456	1,511
122*	10	18	11	9	48
Total	514	300	322	507	1,643

* Subsequently consolidated with Route 107.

Table 2.10 Baltimore Pike Bus Ridership By Bus Stop (Routes 107, 109 and 122*)

Intersection	Eastbound		Westbound		Total
	Board	Alight	Board	Alight	
Bishop Avenue	68	34	36	110	248
Delmar Road	25	9	6	26	66
Oak Lane	96	42	26	89	253
Church Avenue	14	4	9	7	34
Sycamore Street	4	2	2	6	14
Springfield Road	20	9	19	16	64
Diamond Street	3	5	6	8	22
Penn Street	5	4	1	0	10
Clifton Station	32	40	61	38	171
Marple Avenue	30	13	20	50	113
New Street	5	0	0	0	5
Jackson Avenue	34	11	5	13	63
Burmont Road	11	7	3	13	34
Gladstone Road	4	2	0	2	8
Ardmore Avenue	0	0	7	15	22
Windermere Avenue	17	4	2	8	31
Runnemeade Avenue	21	7	12	14	54
Lansdowne Avenue	75	74	97	52	298
Highland Avenue	2	1	0	3	6
Wycombe Avenue	23	8	10	37	78
Rigby Avenue	2	2	0	0	4
Union Avenue	23	22	0	0	45
Total	514	300	322	507	1,643

* Subsequently consolidated with Route 107.

- An unmet need cited was the portion of Baltimore Avenue between Cobbs Creek Parkway and Union Avenue that is not served by transit. At one time, there was a bus route between Angora and Media that served this market, but the route was discontinued because of low ridership. A possible extension of Route 109 could serve reverse commuters and provide a transit link to Springfield Mall and other locations in Delaware County.

- Proposed service changes to Route 107 and 122 were presented in SEPTA's *Annual Service Plan.* As noted previously, Route 122 was eliminated and consolidated with Route 107.

- There are some plans to expand parking capacity along the R3-Media/Elwyn Regional Rail line, although most of the additional spaces would not be at the study area stations. Discussions have been held between SEPTA and Lansdowne officials to obtain spaces along Highland Avenue. While some distance from the station, they could be sold to riders on a monthly permit basis at a reduced rate of ten dollars. Potential expansion of parking at a site near the Clifton-Aldan station is also under consideration.

- Some changes will be made to the Regional Rail schedules with the extension of the R3-Media/Elwyn line to Wawa. Peak period express trains (the current two morning inbound and one afternoon outbound) will continue to operate non-stop between University City and Secane.

Chapter 3

Market Analysis

STUDY AREA BOUNDARY

BALTIMORE AVENUE CORRIDOR

The study area for the Baltimore Avenue Corridor Revitalization Plan stretches along Baltimore Avenue from 52nd Street in southwest Philadelphia to Bishop Avenue in the Township of Upper Darby in Delaware County. The study area includes land uses adjacent to Baltimore Avenue and approximately one block north and south of the avenue.

PRIMARY TRADE AREA

This segment of Baltimore Avenue intersects with a number of neighborhoods that constitute the Primary Trade Area for the market analysis, including the Boroughs of Clifton Heights, East Lansdowne, Lansdowne, and Yeadon, as well as the Township of Upper Darby, and the Kingsessing neighborhood in West Philadelphia

DEMOGRAPHIC CHARACTERISTICS

Demographic factors can affect retail market potential. Changes in the number of people living in a Primary Trade Area can alter the characteristics of the potential customer pool, particularly in terms of household income (affecting how much households spend on retail purchases) as well as the age distribution of a population (affecting the mix of likely purchases).

RECENT POPULATION TRENDS AND PROJECTIONS

The neighborhoods vary significantly in size. In 2005, Upper Darby, the largest neighborhood, was home to more than 83,000 people, while East Lansdowne, the smallest area in terms of population, had approximately 2,500 inhabitants.

In 1990, these six neighborhoods had a total combined population of 206,370 (see Table 3.1). By 2000, the population had declined by almost 10,000 people or 4.7 percent. In this period the Philadelphia portion of the Primary Trade Area experienced population loss of about 9,000 people (9.9 percent), the largest population decline of all six neighborhoods. Of the five neighborhoods in Delaware County, Lansdowne experienced the largest population loss with a decline of 5.7 percent. All other neighborhoods were also confronted with a loss of population, with the exception of Upper Darby, which experienced a minimal population growth of 0.8 percent. During the same period the Delaware Valley Regional Planning Commission (DVRPC) region, which includes nine counties in Pennsylvania and New Jersey that form the larger Philadelphia Metropolitan Statistical Area (MSA), gained 3.9 percent in population.

For the period between 2000 and 2005, DVRPC projected that the overall population in the Primary Trade Area would remain stagnant with a loss of about 0.7 percent. However, DVRPC estimated that all neighborhoods with the exception of Upper Darby would have lost between 2.2 and 3.1 percent of their population.

Over the next five years DVRPC estimates that this trend in population loss will continue (see Table 3.2). DVRPC projects that the Primary Trade Area population will continue to decline by 2.5 percent between 2005 and 2010, with declines in the individual municipalities ranging from 1.7 to 3.1 percent.

Between 2005 and 2025 the overall population loss in the Primary Trade Area is projected to reach almost 13,000 or 6.6 percent. In comparison during the same period the overall population in the DVRPC region is estimated to grow by approximately 8.3 percent.

Table 3.1
Recent Population Trends: 1990, 2000, and 2005

Trade Area Segments	1990	2000	2005	1990 to 2000	2000 to 2005
Clifton Heights	7,111	6,779	6,590	-4.7%	-2.8%
East Lansdowne	2,691	2,586	2,510	-3.9%	-2.9%
Lansdowne	11,712	11,044	10,700	-5.7%	-3.1%
Upper Darby	81,177	81,821	83,210	0.8%	1.7%
Yeadon	11,980	11,762	11,440	-1.8%	-2.7%
West Philadelphia	91,699	82,663	80,844	-9.9%	-2.2%
Primary Trade Area	206,370	196,655	195,294	-4.7%	-0.7%
DVRPC Region	5,182,705	5,387,407	5,499,670	3.9%	2.1%

Notes: The DVRPC region includes Baltimore, Camden, Gloucester, Mercer, Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. Philadelphia area includes the following Census tracts: 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87. Population growth for Philadelphia area Census tracts was modeled using growth rates estimated by DVRPC for the Southwest Philadelphia region.
Sources: Census 2000 & 1990 and DVRPC

Table 3.2
Projected Popualtion and Population Growth: 2005 to 2025

Trade Area Segments	2005	2010	2015	2020	2025	2005 to 2010	2005 to 2025
Clifton Heights	6,590	6,480	6,280	6,150	5,990	-1.7%	-9.1%
East Lansdowne	2,510	2,440	2,350	2,290	2,220	-2.8%	-11.6%
Lansdowne	10,700	10,490	10,140	9,920	9,610	-2.0%	-10.2%
Upper Darby	83,210	80,650	77,580	75,510	74,950	-3.1%	-9.9%
Yeadon	11,440	11,290	10,970	10,800	10,540	-1.3%	-7.9%
West Philadelphia	80,844	79,130	79,196	79,720	79,076	-2.1%	-2.2%
Primary Trade Area	195,294	190,480	186,516	184,390	182,386	-2.5%	-6.6%
DVRPC Region	5,499,670	5,602,710	5,732,060	5,863,842	5,957,444	1.9%	8.3%

Notes: The DVRPC region includes Baltimore, Camden, Gloucester, Mercer, Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. Philadelphia area includes the following Census tracts: 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87. Population growth for Philadelphia area Census tracts was modeled using growth rates estimated by DVRPC for the Southwest Philadelphia region.
Sources: Census 2000 & 1990 and DVRPC

AGE DISTRIBUTION

In 1990 and 2000 the age distribution in the Primary Trade Area was similar to the DVRPC region with differences within each age category of about ± 2 percent (see Table 3.3).

All neighborhoods within the Primary Trade Area as well as the DVRPC region show a significant shift between two of the age categories. The share of the population 18 to 34 years of age was 5.4 to 8.0 percent higher in each municipality in 1990 compared to 2000. During the same period, the age group 35 to 49 years showed an opposite pattern, i.e., its share of the population in 2000 was 1.8 to 8.0 percent higher than in 1990. This pattern suggests that the baby boomer generation is passing through age cohorts, resulting in the aging of the population. In the next 10 years the offspring of the baby boomer generation will be between 50 and 64 years old, which is likely to create an increased demand for goods and services characteristic of the mature population, including residential demand common to empty nesters, such as smaller apartments close to urban amenities, as well as independent living and assisted living facilities.

There are also significant differences between the neighborhoods in the Primary Trade Area. For example, West Philadelphia had a high share of 0 to 17 year olds (28.1 percent) and 18 to 34 year olds (27.3 percent) in 2000 compared to the Delaware County neighborhoods.

East Lansdowne had the highest share of people between ages 35 and 49 (26.8 percent) in 2000, while Lansdowne had the largest share of people between the ages 50 and 64. In the Philadelphia portion of the Primary Trade Area the population 65 and older represents about 10.7 percent of the population, compared to 15.4 percent in the borough of Yeadon.

HOUSEHOLDS AND HOUSEHOLD SIZE

The number of households decreased in all neighborhoods in the Primary Trade Area. As shown in Table 3.4, the largest decrease between 1990 and 2000 occurred in Lansdowne (3.9 percent) and in West Philadelphia (4.9 percent).

These two neighborhoods also experienced the largest population decline, though the decline in households is significantly lower than the population decline. While the population loss in the Primary Trade Area reached 4.7 percent, the number of households decreased only by 2.7 percent between 1990 and 2000. In the DVRPC region the opposite is the case, with the number of households increasing by 6.4 percent compared to an overall population growth of 3.9 percent.

Average household size decreased as well in all six neighborhoods. The Primary Trade Area shows a typical pattern for an area that is losing population, while the DVRPC region shows characteristics typical for a high growth area. The Primary Trade Area experienced negative growth in all three demographic categories (population, household, and household size), leading to the conclusion that the younger population is leaving the area while the older generation remains in their homes living in smaller households. In the DVRPC region, population growth and household growth are positive, while the household size is decreasing over time. This suggests that the overall DVRPC region receives new population, mostly young families and singles starting new households, resulting in a decrease in household size.

Table 3.3
Age Distribution: 1990, 2000

Trade Area Segments	0 -17 Years		18-34 Years		35-49 Years		50 – 64 Years		65+ Years	
	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000
Clifton Heights	24.8%	25.8%	31.2%	23.2%	16.7%	24.2%	12.6%	11.9%	14.7%	14.9%
East Lansdowne	25.5%	25.8%	28.9%	21.6%	18.8%	26.8%	11.8%	11.8%	15.1%	14.0%
Lansdowne	21.1%	23.0%	29.0%	22.1%	20.5%	25.4%	12.0%	15.6%	17.3%	13.9%
Upper Darby	22.5%	25.2%	29.8%	24.3%	18.3%	23.9%	12.9%	12.9%	16.5%	13.7%
Yeadon	23.6%	24.5%	26.1%	20.6%	21.6%	25.0%	12.6%	14.5%	16.1%	15.4%
West Philadelphia	25.9%	28.1%	33.1%	27.3%	18.5%	20.3%	12.8%	13.6%	9.7%	10.8%
Primary Trade Area	24.1%	26.3%	31.0%	25.1%	18.7%	22.6%	12.8%	13.4%	13.5%	12.6%
DVRPC Region	24.3%	25.3%	27.9%	22.5%	20.6%	23.7%	13.7%	15.0%	13.5%	13.5%

Notes: The DVRPC region includes Baltimore, Camden, Gloucester, Mercer, Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. Philadelphia area includes the following Census tracts: 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87. Population growth for Philadelphia area Census tracts was modeled using growth rates estimated by DVRPC for the Southwest Philadelphia region.
Sources: Census 2000 & 1990

Between 1990 and 2000, one-person households increased by about 2 to 3 percent in all neighborhoods with the exception of Upper Darby, where one-person households increased by only 0.3 percent (see Table 3.5). The share of family households decreased between 2 to 5 percent in all Primary Trade Area neighborhoods, with the largest decline in Clifton Heights (4.9 percent). However, this change seems to be connected to a regional trend, since a similar pattern can be observed for the overall DVRPC region.

HOUSEHOLD INCOME

Between 1990 and 2000, households with annual income of less than $30,000 decreased by 9.2 percentage points to about 43 percent of the households for the overall Primary Trade Area, while the DVRPC region had only 30.9 percent of its households in this income category (see Table 3.6).

Within the Primary Trade Area, West Philadelphia had the highest number of households earning less than $30,000, nearly 58 percent, while Lansdowne had the lowest percentage of households in this income group (about 28 percent). The share of households earning between $30,000 and $75,000 remained almost constant between 1990 and 2000 in the Primary Trade Area. However, the share of households earning between $74,000 and $125,000 per year increased significantly throughout the Primary Trade Area, in most cases doubling between 1990 and 2000. Clifton Heights experienced the largest increase in this income category, with the share of households earning between $74,000 and $125,000 growing by more than 300 percent. The West Philadelphia neighborhood had the fewest households in this income category, less than 6 percent in 2000.

Table 3.4
Number of Households and Household Size: 1990, 2000

Trade Area Segments	Total Households			Household Size		
	1990	2000	Change	1990	2000	Change
Clifton Heights	2,747	2,714	-1.2%	2.59	2.49	-3.9%
East Lansdowne	961	938	-2.4%	2.76	2.71	-1.8%
Lansdowne	4,917	4,724	-3.9%	2.38	2.32	-2.5%
Upper Darby	32,746	32,551	-0.6%	2.48	2.50	0.8%
Yeadon	4,794	4,696	-2.0%	2.46	2.44	-0.8%
West Philadelphia	32,372	30,784	-4.9%	2.74	2.67	-2.3%
Primary Trade Area	78,537	76,407	-2.7%	2.63	2.57	-2.1%
DVRPC Region	1,894,306	2,015,758	6.4%	2.83	2.69	-5.2%

Notes: The DVRPC region includes Baltimore, Camden, Gloucester, Mercer, Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. Philadelphia area includes the following Census tracts: 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87. Population growth for Philadelphia area Census tracts was modeled using growth rates estimated by DVRPC for the Southwest Philadelphia region.
Sources: Census 2000 & 1990

Table 3.5
Household Composition: 1990, 2000

Trade Area Segments	1-person household		2 or more person household:		Family households:	
	1990	2000	1990	2000	1990	2000
Clifton Heights	28.9%	31.9%	71.1%	68.1%	67.4%	62.5%
East Lansdowne	26.2%	28.9%	73.8%	71.1%	68.5%	64.9%
Lansdowne	32.7%	34.9%	67.3%	65.1%	61.8%	58.2%
Upper Darby	31.3%	31.6%	68.7%	68.4%	64.3%	62.9%
Yeadon	29.9%	32.2%	70.1%	67.8%	65.9%	63.2%
West Philadelphia	29.2%	32.5%	70.8%	67.5%	62.1%	59.6%
Primary Trade Area	30.3%	32.2%	69.7%	67.8%	63.5%	61.3%
DVRPC Region	25.3%	27.1%	74.7%	72.9%	69.9%	67.4%

Notes: The DVRPC region includes Baltimore, Camden, Gloucester, Mercer, Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. Philadelphia area includes the following Census tracts: 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87. Population growth for Philadelphia area Census tract was modeled using growth rates estimated by DVRPC for the Southwest Philadelphia region.
Sources: Census 2000 & 1990

Households earning more than $125,000 annually are still under-represented in the Primary Trade Area. Only 3.6 percent earn more than $125,000 compared to 9.6 percent in the DVRPC region. However, households with an income of more than $125,000 increased by 5.9 percentage points in Lansdowne over the past decade. Clifton Heights and West Philadelphia have the smallest share of households in this income category, with about 2 percent each.

The median income in the Primary Trade Area increased from $28,630 in 1990 to $35,458 in 2000. This represents an increase of 23.8 percent, while the median income in the overall DVRPC region was growing by 37.1 percent. The largest increase in median household income occurred in Lansdowne, where the median income grew by 41.1 percent and even outpaced the median income growth in the overall DVRPC region. The smallest increase in median household income took place in the Philadelphia portion of the Primary Trade Area, where the median income grew by only 12.2 percent between 1990 and 2000.

HOUSING STATISTICS

TENURE AND OCCUPANCY

Homeownership is a key characteristic in the Primary Trade Area, where 59.4 percent of households own the home (see Table 3.7). This is only about 7 percent lower than the national average and about 10 percent less than the share in the DVRPC region. Home ownership is exceptionally strong in East Lansdowne, where almost 68 percent owned their residence in 2000. Home ownership is also strong in West Philadelphia, where more than half of the households own their own home, even though the median household income is the lowest in the Primary Trade Area.

Housing data for 1990 and 2000 show that rental units gained a stronger share in a number of neighborhoods in the Primary Trade Area. While the distribution between owner-occupied and renter-occupied units remained fairly stable in Clifton Heights, Lansdowne, and Yeadon, East Lansdowne, Upper Darby, and West Philadelphia experienced an increase of rental units ranging between 2.6 and 3.6 percent.

While vacancies in the DVRPC region remained stable between 1990 and 2000, all six neighborhoods in the Primary Trade Area experienced an increase in unoccupied units. In Clifton Heights and East Lansdowne, the vacancy rate increased by 3.0 and 3.9 percentage points respectively, while in the Philadelphia portion of the Primary Trade Area vacancies increased by 3.0 percentage points.

However, vacancy rates are still low, especially in Lansdowne, Upper Darby, and Yeadon, when compared to the national vacancy rate in 2000 (9.0 percent). The vacancy rate in West Philadelphia is significantly higher than in all other neighborhoods, reaching 15.7 percent in 2000.

HOUSING INVENTORY

In the Primary Trade Area, only 15.4 percent of housing units are single-family detached dwellings, compared to 42.3 percent in the DVRPC region (see Table 3.8). East Lansdowne has the largest share of single-family detached dwellings with 34.0 percent, while West Philadelphia has the smallest, with only 5.1 percent. Townhouse-style dwellings represent the largest share in all neighborhoods and the overall Primary Trade Area (59.2 percent).

In Clifton Heights, 65.7 percent of housing units fall into this

Table 3.6
Household Income Distribution: 1990, 2000

Trade Area Segments	Less than $30,000		$30,000 to $74,999		$75,000 to $124,999		$125,000 and Over		Median Income	
	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000
Clifton Heights	48.6%	38.8%	46.2%	42.5%	4.8%	16.6%	0.4%	2.1%	$ 30,587	$ 39,291
East Lansdowne	46.2%	34.0%	44.4%	42.1%	7.1%	18.5%	2.4%	5.4%	$ 31,321	$ 44,205
Lansdowne	39.8%	28.4%	50.3%	45.9%	8.1%	18.1%	1.7%	7.6%	$ 35,795	$ 47,017
Upper Darby	45.4%	33.9%	45.6%	45.1%	7.5%	16.2%	1.5%	4.7%	$ 32,356	$ 41,489
Yeadon	41.6%	28.7%	50.3%	52.8%	7.5%	15.2%	0.5%	3.4%	$ 35,951	$ 45,450
West Philadelphia	63.4%	57.9%	33.1%	33.7%	3.0%	6.6%	0.5%	1.9%	$ 22,409	$ 25,149
Primary Trade Area	52.3%	43.1%	41.1%	40.9%	5.6%	12.4%	1.0%	3.6%	$28,630	$35,458
DVRPC Region	41.6%	30.9%	45.2%	40.5%	10.0%	19.0%	3.3%	9.6%	$ 35,923	$ 49,254

Notes: The DVRPC region includes Baltimore, Camden, Gloucester, Mercer, Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. Philadelphia area includes the following Census tracts: 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87. Population growth for Philadelphia area Census tracts was modeled using growth rates estimated by DVRPC for the Southwest Philadelphia region. Median income for the Primary Trade Area is the weighed median average for all six segments of the Primary Trade Area.

Sources: Census 2000 & 1990

Table 3.7
Housing Tenure and Occupancy: 1990, 2000

Trade Area Segments	Owner Occupied		Renter Occupied		Vacancy	
	1990	2000	1990	2000	1990	2000
Clifton Heights	64.4%	64.3%	35.6%	35.7%	3.2%	6.2%
East Lansdowne	70.7%	67.9%	29.3%	32.1%	4.0%	7.9%
Lansdowne	64.3%	64.0%	35.7%	36.0%	4.0%	5.8%
Upper Darby	65.9%	62.3%	34.1%	37.7%	4.2%	5.4%
Yeadon	64.0%	62.7%	36.0%	37.3%	4.7%	5.6%
West Philadelphia	57.1%	54.5%	42.9%	45.5%	12.7%	15.7%
Primary Trade Area	62.1%	59.4%	37.9%	40.6%	7.7%	9.6%
DVRPC Region	69.4%	69.7%	30.6%	30.3%	7.2%	6.9%

Notes: The DVRPC region includes Baltimore, Camden, Gloucester, Mercer, Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. Philadelphia area includes the following Census tracts: 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87. Population growth for Philadelphia area Census tracts was modeled using growth rates estimated by DVRPC for the Southwest Philadelphia region.

Sources: Census 2000 & 1990

category, while attached dwellings with 1 or 2 units represent 69.7 percent of housing inventory in West Philadelphia. Medium-scale, multi-family dwellings with 3 to 19 units represent more than one-fifth of the housing units in Lansdowne and Yeadon Boroughs. Of all 8,202 large-scale multi-family buildings in the Primary Trade Area, more than half (4,530) are located within in the Township of Upper Darby.

HOUSING VALUES

As shown in Table 3.9, the vast majority of all owner-occupied housing units in the Primary Trade Area (73.3 percent) had a value of less than $100,000 in 2000. Housing units in the same category represented about 39.0 percent in the overall DVRPC region. According to the 2000 Census, at least 75 percent of owner-occupied housing units in Clifton Heights, East Lansdowne, Yeadon, and the Philadelphia area were in this category. In Lansdowne and East Lansdowne, the percentage of housing units valued at $100,000 or less even increased between 1990 and 2000 by 2.4 and 6.6 percent, respectively. On the other hand, Lansdowne has the highest share of housing units (48.8 percent) with a value of between $100,000 and $200,000. Only a small fraction of all housing units in the study (2.3 percent) were valued at $200,000 or more in 2000. Clifton Heights and East Lansdowne had no housing units with a value of $200,000 or more. In 2000 Upper Darby had the largest share of high value homes (about 3.6 percent). This characteristic is in stark contrast to the share of high value housing units in the overall DVRPC region, where units valued at $200,000 or more represent 24.0 percent of the total housing stock.

Median housing values in the six neighborhoods were between 18 and 63 percent below the median housing value for the DVRPC region. Lansdowne had the highest median housing value, $101,200, of all Primary Trade Area neighborhoods; West Philadelphia area the lowest, at $45,220. However, housing values in West Philadelphia experienced the highest increase in median value between 1990 and 2000, with median values growing by 39.9 percent. During the same period, median housing values in Clifton Heights, East Lansdowne, and Lansdowne decreased between 1.7 and 5.0 percent. In another stark contrast, housing values in the DVRPC region increased by more than 17 percent.

CONTRACT RENTS

In 1990, more than 75 percent of renters in the Primary Trade Area paid less than $500 per month in rent. By 2000, this low rent category decreased to 45.4 percent of the renter-occupied units. The overall DVRPC region experienced a similar shift with the share of renters paying less than $500 a month decreasing by 37.5 percentage points to 63.0 percent (see Table 3.10).

Differences within each neighborhood were again significant. The share of renter-occupied units with a monthly rent of $500 or less decreased by less than 20 percentage points in West Philadelphia, but remains fairly large, accounting for about 66.3 percent of the renter-occupied units. East Lansdowne experienced a significant drop in the percentage of renter-occupied units renting for less than $500 per month, declining from more than 90 percent to about 63.1 percent – nonetheless representing a substantial portion of its rental housing inventory. The sharpest decline in low-rent units was experienced in Clifton Heights, where the share of units in the lowest-rent categories decreased from about 80 percent to 36 percent.

Housing units in the highest rent category of $1,000 or more are under-represented in the Primary Trade Area and accounted for only 1.0 percent or 302 units in 2000. Of the six neighborhoods, three did not have housing units in this category at all (Clifton Heights, East Lansdowne, and Yeadon).

Table 3.8
Housing Unit Size 2000

Trade Area Segments		Single Family Home		Townhouses		Medium Scale Multi Family Building		Large Scale Multi Family Building	
	Total Units:	1, detached		1 or 2 units		3 to 19 units		20 and more units	
Clifton Heights	2,883	334	11.6%	1,895	65.7%	507	17.6%	147	5.1%
East Lansdowne	1,012	344	34.0%	540	53.4%	128	12.6%	0	0.0%
Lansdowne	5,002	1487	29.7%	1,859	37.2%	1,067	21.3%	589	11.8%
Upper Darby	34,322	8046	23.4%	17,893	52.1%	3,793	11.1%	4,530	13.2%
Yeadon	4,955	868	17.5%	2,568	51.8%	1,055	21.3%	464	9.4%
West Philadelphia	35,606	1820	5.1%	24,829	69.7%	6,389	17.9%	2,472	6.9%
Primary Trade Area	83,780	12899	15.4%	49,584	59.2%	12,939	15.4%	8,202	9.8%
DVRPC Region	2,154,965	911421	42.3%	784,458	36.4%	257,547	12.0%	178,922	8.3%

Notes: The DVRPC region includes Baltimore, Camden, Gloucester, Mercer, Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. Philadelphia area includes the following Census tracts: 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87. Population growth for Philadelphia area Census tracts was modeled using growth rates estimated by DVRPC for the Southwest Philadelphia region.
Sources: Census 2000 & 1990

Table 3.9
Housing Value for Owner Occupied Units 1990, 2000

Trade Area Segments	Less than $100,000		$100,000 to $199,999		More than $200,000		Median Housing Value	
	1990	2000	1990	2000	1990	2000	1990	2000
Clifton Heights	82.8%	77.6%	17.0%	22.4%	0.2%	0.0%	$85,900	$84,400
East Lansdowne	83.5%	85.9%	16.3%	14.1%	0.2%	0.0%	$82,100	$79,700
Lansdowne	42.3%	48.9%	56.7%	48.8%	1.0%	2.3%	$106,500	$101,200
Upper Darby	59.6%	58.6%	37.6%	37.8%	2.8%	3.6%	$92,600	$93,600
Yeadon	83.3%	78.2%	15.8%	20.0%	0.8%	1.8%	$79,300	$84,700
West Philadelphia	95.6%	93.9%	4.0%	5.1%	0.4%	1.0%	$32,326	$45,220
Primary s	74.6%	73.4%	23.8%	24.4%	1.6%	2.3%	$69,767	$75,077
DVRPC Region	48.3%	39.0%	38.6%	41.5%	13.1%	24.0%	$105,465	$123,583

Notes: The DVRPC region includes Baltimore, Camden, Gloucester, Mercer, Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties. Philadelphia area includes the following Census tracts: 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87. Population growth for Philadelphia area Census tracts was modeled using growth rates estimated by DVRPC for the Southwest Philadelphia region. Median housing value for the Primary Trade Area is the weighed median average for all 6 areas.
Sources: Census 2000 & 1990

Increases in median contract rent in the Primary Trade Area between 1990 and 2000 were similar to the DVRPC region. Median contract rents in the study increased by 27.1 percent in the Primary Trade Area compared to 29.7 in the overall DVRPC region. Within the Primary Trade Area, Upper Darby and West Philadelphia had the highest increases in median contract rent, at 27.8 and 27.1 percent, respectively.

MARKET SEGMENTATION

The demographic analysis indicates some key characteristics and trends in the Primary Trade Area, such as an aging population, moderately declining number of residents, but increasing incomes. Segmentation data used in this analysis further describes the population of each neighborhood in the primary trade and classifies its members based on lifestyle characteristics and consumption preferences. The data was collected for each Delaware County municipality and the Philadelphia portion of the study area separately in order to better identify the development potential for each sub area.

The PRIZM method uses consumption, age, and income characteristics, as well as presence of children to describe the various social segments in the United States. The resulting segments are then grouped into 11 broader Lifestage Groups that have a similar life style in common. As an example, the three Lifestage Groups that comprise "Younger Years" are, for the most part, young and childless. What differentiates Lifestage Group "Midlife Success" from Lifestage Group "Young Achievers" is the level of affluence each has achieved at this young age. Dividing a population in several market segments will help to identify the dominating population and consumption groups and better understand how their needs may translate into specific demands for products and services.

The PRIZM Lifestage segmentation methodol divides the population into three main Lifestage classes based on age and the presence of children. Within each class, all the segments are sorted into groups based on affluence. The results for the Primary Trade Area are shown in Table 3.11.

YOUNGER YEARS

The Younger Years category consists of 22 segments where singles and couples are typically under 45 years old and without children: residents may be too young to have a child or they are approaching middle age and have chosen not to have children.

The Primary Trade Area has only a few households (255) that fit into the Midlife Success Group, which is the most affluent group within the Younger Years class. All households that can be associated with this group are located in Upper Darby.

Almost all members of the younger, single generation in the Primary Trade Area fall into the Young Achievers Lifestage group. Members of this group are typically young, single "twenty-somethings" who have recently settled in metropolitan area neighborhoods. Their incomes range from working-class to well-to-do, but most residents are still renting apartments in cities or close-in suburbs. This group contains a high percentage of Asian singles, and there is a decidedly progressive sensibility in their tastes as reflected in the group's liberal politics, alternative music, and lively nightlife. Mainstream Singles segments are twice as likely as the general population to include college students living in group quarters.

Table 3.10
Contract Rents for Specified Renter-Occupied Housing Units 1990, 2000

Trade Area Segments	Less than $500		$500 to $999		$1,000 or more		Median Contract Rent	
	1990	2000	1990	2000	1990	2000	1990	2000
Clifton Heights	80.0%	35.8%	20.0%	64.2%	0.0%	0.0%	$432	$524
East Lansdowne	90.8%	63.1%	9.2%	36.9%	0.0%	0.0%	$376	$463
Lansdowne	60.0%	27.1%	40.0%	70.9%	0.1%	2.1%	$469	$586
Upper Darby	65.6%	27.0%	34.3%	71.8%	0.1%	1.2%	$449	$574
Yeadon	73.6%	30.1%	26.4%	69.9%	0.0%	0.0%	$444	$532
West Philadelphia	85.8%	66.3%	12.8%	32.8%	1.4%	0.9%	$349	$444
Primary Trade Area	75.8%	45.4%	23.5%	53.6%	0.7%	1.0%	$402	$511
DVRPC Region	63.0%	37.5%	34.4%	54.9%	2.5%	7.6%	$437	$567

Notes: The DVRPC region includes Baltimore, Camden, Gloucester, Mercer, Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties.
Philadelphia area includes the following Census tracts: 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87.
Population growth for Philadelphia area Census tracts was modeled using growth rates estimated by DVRPC for the Southwest Philadelphia region.
Median contract rent for the Primary Trade Area is the weighed median average for all 6 segements.
Sources: Census 2000 & 1990

Overall, households in the Young Achievers group in the Primary Trade Area account for 19.5 percent or 14,540 households. In the West Philadelphia area alone, almost 6,500 households or 21.0 percent of the neighborhood's households belong to this category. In Upper Darby, 5,711 households or 18.0 percent are considered to be in the Young Achievers Lifestage group, while in the Borough of Yeadon, the Young Achievers represent 27.4 percent or 1,265 of all households.

FAMILY LIFE

The Family Life class is composed of 20 lifestyle types that all have high indices for middle-aged adults and children.

Similar to the Younger Years class, there are no households within the Primary Trade Area that belong to the most affluent group, the Lifestage group of Accumulated Wealth.

However, almost half of all families within the Primary Trade Area belong to the second most affluent group the Young Accumulators. Compared to the Accumulated Wealth group, the five segments in Young Accumulators are slightly younger and less affluent than their upscale peers. Ethnically diverse, these households include an above-average number of Hispanic and Asian Americans. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in Young Accumulators have fashioned

comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology, and adult toys like campers, powerboats, and motorcycles. Young Accumulators are strongly represented in all 5 neighborhoods in Delaware County, where they represent 20 to 35 percent of households. Overall, Young Accumulator households account for more than 11,500 households in the Primary Trade Area.

Mainstream Families is the other dominating group in the Family Life class in the Primary Trade Area. In general Mainstream Families refers to a collection of seven segments of middle- and working-class, child-filled households. While the age range of adults is broad—from 25 to 54 years of age—most families have at least one child under 18. Residents in this exurban group share similar consumption patterns, living in modestly priced homes—including mobile homes—and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk, and televised media. This group is of a similar size than the Young Accumulators (11,900 households), with most of its members living in the Upper Darby and the Philadelphia part of the Primary Trade Area.

Both segments together, the Young Accumulators and Mainstream Families, account for more than 23,000 households in the overall study.

MATURE YEARS

The Mature Years class comprises 24 segments, all with residents who tend to be over 45 years old and childless; segments with high rates for both 50-year old residents and children are included in Family Life. Americans in the Mature Years tend to be over 45 years old and living in houses that have "empty-nested."

Affluent Empty Nests includes upscale couples who are college educated, hold executive and professional positions, and are over 45. More than 5,000 households in the Primary Trade Area are part of this most affluent mature Lifestage group, with most of them residing in Upper Darby.

Also college educated, but over 55 years old and upper-middle-class, the six segments in Conservative Classics offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. This group is heavily represented in Lansdowne and Yeadon, where their share reaches almost 20 percent of all households, compared to about 9 percent nationwide.

Cautious Couples are typically over-55-year-old and can be singles, couples, or widows. They tend to have a working-class background, some college education, and a high rate of home ownership. Given their blue-collar roots, Cautious Couples today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants, and pursuing home-based hobbies like coin collecting and gardening.

Cautious Couples represent 13.2 percent, or almost 9,800 households in the Primary Trade Area. The largest numbers of this group can be found in Upper Darby (3,324 households) and in West Philadelphia (5,500 households).

The Primary Trade Area is also home to large number of not-so-well-to-do seniors. Approximately 34 percent of all senior households, or more 11,700 households in the Primary Trade Area, belong to the Sustaining Seniors segments. The Sustaining Seniors group consists of nine segments filled with older, economically challenged Americans. Racially mixed and dispersed throughout the country, they all score high for having residents who are over 65 years old and

Table 3.11
Segmentation by Life Stage Groups for Primary Trade Area Neighborhoods and US (Summary)

	Clifton Heights		East Lansdowne		Lansdowne		Upper Darby		Yeadon		West Philadelphia		Primary Trade Area		US Base	
	HH	Percent	HH	Percent	HH	Percent	HH	Percent	HH	Percent	HH	Percent	HH	Percent	HH	Percent
YOUNGER YEARS																
Midlife Success	0	0.0%	0	0.0%	0	0.0%	255	0.8%	0	0.0%	0	0.0%	255	0.3%	13,517,788	12.3%
Young Achievers	171	6.3%	38	4.1%	867	18.6%	5,711	18.0%	1,265	27.3%	6,488	21.9%	14,540	19.5%	11,395,548	10.4%
Striving Singles	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12,043,692	11.0%
FAMILY LIFE																
Accumulated Wealth	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4,231,103	3.9%
Young Accumulators	781	28.9%	325	35.3%	1,171	25.1%	7,085	22.3%	1,280	27.6%	938	3.2%	11,580	15.6%	8,524,549	7.8%
Mainstream Families	641	23.7%	193	21.0%	730	15.6%	5,285	16.6%	131	2.8%	4,926	16.6%	11,906	16.0%	12,903,151	11.7%
Sustaining Families	1	0.0%	0	0.0%	0	0.0%	742	2.3%	0	0.0%	1,132	3.8%	1,875	2.5%	6,740,101	6.1%
MATURE YEARS																
Affluent Empty Nesters	172	6.4%	25	2.7%	506	10.8%	3,469	10.9%	571	12.3%	331	1.1%	5,074	6.8%	7,590,093	6.9%
Conservative Classics	345	12.8%	193	21.0%	917	19.6%	4,022	12.7%	887	19.1%	1,308	4.4%	7,672	10.3%	9,983,484	9.1%
Cautious Couples	303	11.2%	91	9.9%	315	6.8%	3,324	10.5%	263	5.7%	5,499	18.5%	9,795	13.2%	11,575,428	10.5%
Sustaining Seniors	287	10.6%	56	6.1%	164	3.5%	1,900	6.0%	241	5.2%	9,065	30.5%	11,713	15.7%	11,444,291	10.4%
Totals	2,701	100%	921	100%	4,670	100%	31,793	100%	4,638	100%	29,687	100%	74,410	100%	109,949,228	100%

Sources: Claritas, Inc. 2005

have household incomes under $25,000. Many are single or widowed, have modest educational achievement, and live in older apartments or small homes. On their fixed incomes, they lead low-key, home-centered lifestyles. Their share is especially high in Philadelphia area where they account for more than 30 percent of the neighborhood households.

CAPTURE RATE ANALYSIS

The following section examines market conditions and trends in the Baltimore Avenue Corridor and its vicinity. The analysis focuses on existing retail sales in the area, and compares those sales to the expenditures of area residents. The comparison of sales to expenditure potential provides a framework for identifying potential market opportunities within the study area.

The analysis of retail conditions considers a Primary Trade Area from which the bulk of the area's sales are likely to be derived. As defined by the *Shopping Center Development Handbook*, published by the Urban Land Institute, trade areas for neighborhood retail centers generally extend 1.5 miles from a retail concentration, and typically can be reached within a 5- to 10-minute drive. Neighborhood retail centers expect to draw 70 to 80 percent of their regular customers from this trade area, including the size and mix of retail offerings, travel

distance from residential concentrations, and the proximity of competitive retail centers within the area—a consumer is unlikely to walk or drive past a center with similar retail offerings to purchase retail products or services along Baltimore Avenue.

For purposes of analysis, the Primary Trade Area for the Baltimore Pike Corridor is defined as the Boroughs of Clifton Heights, East Lansdowne, Lansdowne, and Yeadon, the Township of Upper Darby, and the following Census tracts within the West Philadelphia region: Tracts 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87 (see Figure 3.2). There is an expectation that within this Primary Trade Area, Baltimore Avenue would draw a large portion of its repeat business from residents that live closest to Baltimore Avenue, as a result of more convenient access, shorter travel time and distance, and propensity to take advantage of shopping resources close to home. Those living farther from Baltimore Avenue would likely have a greater selection of large shopping resources in closer proximity to their homes. For this reason, the analysis examines some potentially competitive retail concentrations that influenced the delineation of the Primary Trade Area boundary for retail establishments along Baltimore Avenue.

Due to the length of the study area and the fact that it traverses through several distinct neighborhoods, the analysis provides detail on the "sub-areas" within the larger Primary Trade Area; namely, the individual boroughs, the Township of Upper Darby, and the portion of West Philadelphia described above. The section of Baltimore Avenue in the study area is approximately 4 miles in length. It is anticipated that portions of the Primary Trade Area will be more than 1.5 miles away or longer than a 10-minute drive from certain retail concentrations on Baltimore Avenue. Therefore, some residents of the Primary Trade Area would not be expected to travel to retail concentrations in some portions of the study area corridor. For that reason, we provide detail on retail sales and expenditure for the individual boroughs, as well as the overall Primary Trade Area.

Retail sales and establishments data for the Primary Trade Area were obtained from Claritas, Inc., a national planning data service. These sales data were reported for a variety of goods that correspond to the types of retail stores within the study area, including shopping goods[1], convenience goods[2], eating and drinking places, and building materials. The sales data were then compared to household expenditure data to determine current retail capture rates for the individual municipalities and for West Philadelphia, as well as the study area as a whole. The household expenditure data was obtained from Claritas, which generates the data using statistical models estimated from the most current Consumer Expenditure Survey (CEX) data from the Bureau of Labor Statistics. Data on competitive retail strips within and outside of the Primary Trade Area were obtained through field survey and online sources.

[1] Shopping goods is a retail term referring to a variety of goods for which consumers generally travel farther to compare price, quality, and variety of merchandise. The types of goods typically included in the shopping goods category are general merchandise, apparel and accessories, home furnishings, furniture, and equipment, and miscellaneous shopping goods, including sporting goods, books, stationery, jewelry, hobbies, toys, games, cameras and photographic supplies, gifts, novelties, and souvenirs, luggage and leather goods, sewing needlework, piece goods, and optical goods.

[2] Convenience goods is a retail trade term referring to a variety of goods that typically do not require comparison shopping, but rather are more readily purchased in stores more convenient to home or work. Foods for home consumption, both fresh and frozen, as well as dry goods for home use, such as housekeeping supplies, make up the largest portion of convenience goods sales. These products are typically found in supermarkets, grocery stores, meat and fish markets, bakeries, fruit and vegetables markets, and candy and nut stores. The category also includes the sale of prescription and over-the-counter drugs, personal care items, and health and beauty aids commonly found in neighborhood drug stores. Tobacco products, newspapers and magazines, fresh flowers, and pet food supplies make up the remainder of the convenience goods category.

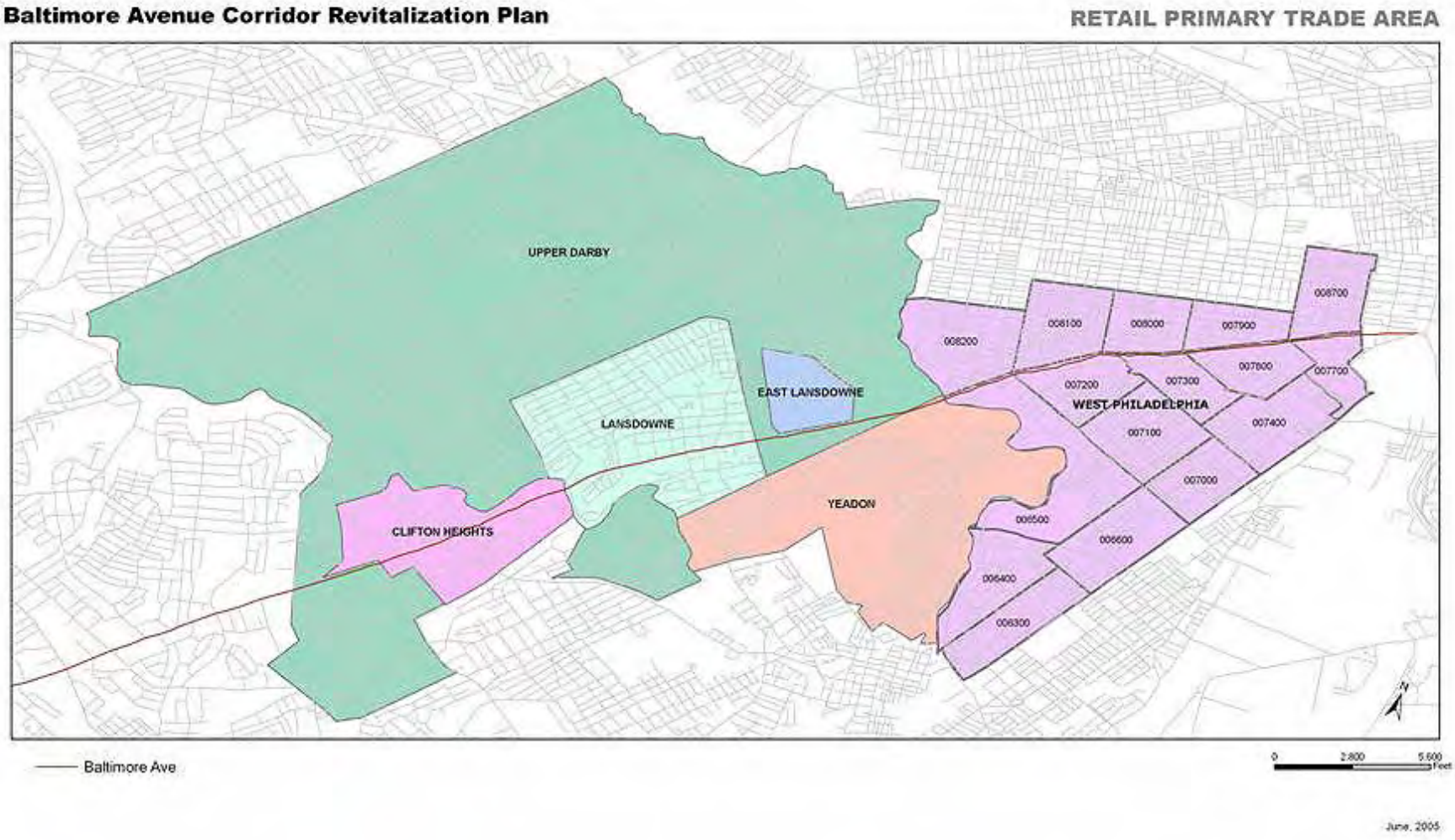

Baltimore Avenue Corridor Revitalization Plan
RETAIL PRIMARY TRADE AREA
UPPER DARBY
LANSDOWNE
EAST LANSDOWNE
CLIFTON HEIGHTS
YEADON
WEST PHILADELPHIA
008700
008100
008000
007900
008200
007800
007700
007200
007300
007400
007100
007000
006500
006600
006400
006300
Baltimore Ave
0
2,800
5,600
Feet
June, 2005

Figure 3.1

RETAIL PROFILE

The retail sector data is divided into four major categories that define the types of goods found within the areas. The four major categories include shopping goods, convenience goods, eating and drinking, and building materials. The shopping goods category includes merchandise that is typically sold in department stores, both full-line and discount department stores. The convenience goods category contains food and housekeeping products that are typically sold in supermarkets, drug stores, and convenience stores.

SHOPPING GOODS

As shown in Table 3.12, there were 335 shopping goods stores located in the Primary Trade Area in 2004. The largest proportion of shopping goods stores (100 stores, or 29.9 percent of the total) sold home furniture, furnishings, and equipment. Another 86 stores (25.7 percent) sold clothing and accessories, and another 68 stores (20.3 percent) sold miscellaneous shopping goods. There were 38 general merchandise stores in 2004, of which 14 were department stores.

Table 3.12
Estimated Shopping Goods Sales and Number of Establishments: Baltimore Corridor Primary Trade Area, 2004

SIC	Business Description	Primary Trade Area	
		No. of Establishments	Sales ($ Millions)
	Total Retail	**1,158**	**$1,415.5**
53	**General Merchandise Stores**	**38**	**84.9**
531	Department Stores	14	70.0
56	**Apparel & Accessory Stores**	**86**	**34.0**
57	**Home Furniture, Furnishings & Equipment Stores**	**100**	**78.7**
593	**Used Merchandise Stores**	**37**	**6.1**
594	**Miscellaneous Shopping Goods**	**68**	**24.2**
5995	**Optical Goods Stores**	**6**	**7.3**
	TOTAL SHOPPING GOODS	**335**	**$ 235.1**

Notes: All dollar values are presented in 2005 dollars.
Source: Claritas, Inc. 2004 Retail SIC Summary data.

Table 3.13
Estimated Shopping Goods Sales and Number of Establishments: Baltimore Corridor Sub-Areas, 2004

SIC	Business Description	Clifton Heights		East Lansdowne		Lansdowne		Yeadon		Upper Darby		West Philadelphia	
		No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)
	Total Retail	**93**	**$144.9**	**34**	**$13.8**	**79**	**$89.2**	**40**	**$43.6**	**523**	**$845.6**	**389**	**$278.4**
53	**General Merchandise Stores**	**1**	**8.0**	**1**	**0.1**	**2**	**15.0**	**1**	**0.8**	**14**	**49.3**	**19**	**11.6**
531	Department Stores	1	8.0	0	0	1	13.7	0	0	5	38.6	7	9.8
56	**Apparel & Accessory Stores**	**5**	**3.0**	**2**	**0.4**	**3**	**0.9**	**1**	**0.4**	**47**	**20.9**	**28**	**8.4**
57	**Home Furniture, Furnishings & Equipment Stores**	**9**	**6.9**	**5**	**2.9**	**13**	**13.7**	**2**	**1.5**	**41**	**24.6**	**30**	**29.1**
593	**Used Merchandise Stores**	**4**	**0.4**	**3**	**0.7**	**7**	**1.5**	**1**	**0.3**	**15**	**2.3**	**7**	**0.8**
594	**Miscellaneous Shopping Goods**	**8**	**3.5**	**0**	**0**	**5**	**0.9**	**2**	**0.2**	**33**	**15.2**	**20**	**4.3**
5995	**Optical Goods Stores**	**0**	**0**	**0**	**0.1**	**0**	**0**	**0**	**0**	**6**	**1.2**	**0**	**6.0**
	TOTAL SHOPPING GOODS	**27**	**$21.8**	**11**	**$4.2**	**30**	**$32.1**	**7**	**$3.3**	**156**	**$113.4**	**104**	**$60.3**

Notes: All dollar values are presented in 2005 dollars.
Source: Claritas, Inc. 2004 Retail SIC Summary data.

Table 3.14
Estimated Convenience Goods Sales and Number of Establishments: Baltimore Corridor Primary Trade Area, 2004

SIC	Business Description	Primary Trade Area	
		No. of Establishments	Sales ($ Millions)
	Total Retail	**1,158**	**$1,415.5**
54	**Food Stores**	**185**	**477.9**
541	Supermarkets & Grocery Stores	134	447.6
591	**Drug Stores & Proprietary Stores**	**39**	**53.2**
592	**Liquor Stores**	**9**	**3.4**
5992	**Florists**	**26**	**5.7**
5993	**Tobacco Stores & Stands**	**1**	**0.1**
5994	**News Dealers & Newsstands**	**3**	**0.5**
5999	**Miscellaneous Retail Stores, NEC**	**50**	**43.2**
	TOTAL CONVENIENCE GOODS	**313**	**$ 584.0**

Note: All dollar values are presented in 2005 dollars
Source: Claritas, Inc. 2004 Retail SIC Summary data.

Sales at shopping goods stores in the Primary Trade Area totaled approximately $235 million (in 2005 dollars) in 2004, representing approximately 16.6 percent of the total retail sales in the Primary Trade Area. Approximately $85 million in sales were generated by general merchandise stores, of which a vast majority of sales ($70 million, or 82.4 percent of the total) came from the 14 department stores in the Primary Trade Area. Approximately $79 million in sales were generated by home furniture, furnishings, and equipment stores, and another $34 million in sales came from the clothing and accessory stores. Miscellaneous shopping goods stores (including establishments such as sporting goods stores, book stores, jewelry stores, and gift shops) generated over $24 million in sales in 2004.

The distribution of shopping goods stores within the Primary Trade Area varied considerably by sub-area (see Table 3.13). The Upper Darby and the West Philadelphia sub-areas contained about 78 percent of the Primary Trade Area's shopping goods stores and 74 percent of the Primary Trade Area's shopping goods sales. This is not surprising, given the relatively large population base and geographic area within these sub-areas. However, in examining the distribution by store type, it is interesting to note that both Upper Darby and West Philadelphia had a larger percentage of apparel and accessory stores (30 percent and 27 percent of shopping goods stores, respectively) compared to the other sub-areas and the Primary Trade Area as a whole. The remaining sub-areas tended to have a higher proportion of home furniture, furnishings, and equipment stores than Upper Darby and West Philadelphia.

CONVENIENCE GOODS

There were approximately 313 convenience goods stores located in the Primary Trade Area in 2004 (see Table 3.14). Approximately 59 percent of those stores were food stores, and the majority of food stores (72 percent) were supermarkets and grocery stores as opposed to smaller businesses such as convenience stores, meat and fish markets, bakeries, and candy shops.

Retail sales at convenience goods stores in the Primary Trade Area totaled approximately $584 million in 2004. Approximately 82 percent of the convenience goods sales ($478 million) were attributable to food stores, and 94 percent of all food sales ($448 million) were attributable to supermarkets and grocery stores. Approximately 9 percent of convenience goods sales ($43 million) were generated by drug stores and proprietary stores.

Similar to shopping goods, the distribution of convenience goods stores within the Primary Trade Area varied considerably by sub-area (see Table 3.15). Again, a majority of the Primary Trade Area's convenience goods stores (approximately 83 percent) are located in the Upper Darby and West Philadelphia sub-areas. However, the remaining sub-areas do contain several national chain supermarkets that generate substantial sales; while only 17 of the 134 supermarkets and grocery stores in the Primary Trade Area are located outside of Upper Darby and West Philadelphia, those 17 stores account for 17 percent of the sales in the category. The three supermarkets in Clifton Heights average $13.1 million in sales, compared to an average of $3.3 million per store across the entire Primary Trade Area. The Yeadon and West Philadelphia sub-areas both had a higher proportion of convenience goods stores (38 percent and 33 percent, respectively) compared to the Primary Trade Area as a whole, in which 27 percent of all retail stores were convenience goods stores.

Table 3.15
Estimated Convenience Goods Sales and Number of Establishments: Baltimore Corridor Sub-Areas, 2004

SIC	Business Description	Clifton Heights		East Lansdowne		Lansdowne		Yeadon		Upper Darby		West Philadelphia	
		No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)
	Total Retail	**93**	**$144.9**	**34**	**$13.8**	**79**	**$89.2**	**40**	**$43.6**	**523**	**$845.6**	**389**	**$278.4**
54	**Food Stores**	**3**	**39.4**	**4**	**2.1**	**8**	**29.5**	**8**	**8.2**	**66**	**301.1**	**96**	**97.6**
541	Supermarkets & Grocery Stores	3	39.4	2	1.1	6	28.7	6	7.7	45	288.1	72	82.6
591	**Drug Stores & Proprietary Stores**	**2**	**1.6**	**0**	**0**	**5**	**8.9**	**2**	**3.5**	**16**	**23.3**	**14**	**15.7**
592	**Liquor Stores**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**7**	**2.5**	**2**	**0.9**
5992	**Florists**	**3**	**0.5**	**2**	**0.3**	**1**	**0.1**	**1**	**0.1**	**16**	**4.3**	**3**	**0.3**
5993	**Tobacco Stores & Stands**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**1**	**0.1**	**0**	**0**
5994	**News Dealers & Newsstands**	**1**	**0.1**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**2**	**0.4**
5999	**Miscellaneous Retail Stores, NEC**	**5**	**2.8**	**1**	**1.1**	**4**	**5.8**	**4**	**2.3**	**26**	**26.4**	**10**	**4.8**
	TOTAL CONVENIENCE GOODS	**14**	**$44.4**	**7**	**$3.5**	**18**	**$44.3**	**15**	**$14.1**	**132**	**357.8**	**127**	**119.8**

Notes: All dollar values are presented in 2005 dollars.
Source: Claritas, Inc. 2004 Retail SIC Summary data.

Table 3.16
Estimated Eating & Drinking Sales and Number of Establishments: Baltimore Corridor Primary Trade Area, 2004

SIC	Business Description	Primary Trade Area	
		No. of Establishments	Sales ($ Millions)
	Total Retail	**1,158**	**$ 1,415.5**
58	**Eating & Drinking Places**	**292**	**195.9**
5812	Eating Places	267	189.1
5813	Drinking Places	26	6.8

Note: All dollar values are presented in 2005 dollars.
Source: 2002 Census of Retail Trade and Claritas, Inc. 2004 Retail SIC Summary data.

EATING & DRINKING

The eating and drinking category includes retail establishments engaged in selling prepared food and drinks for consumption on the premises. As shown in Table 3.16, there were approximately 292 eating and drinking establishments located in the Primary Trade Area in 2004. Sales at these stores totaled approximately $196 million, representing about 14 percent of total retail sales in the Primary Trade Area. Sales at eating places such as fast food and sit-down restaurants made up the vast majority (close to 97 percent) of sales at eating and drinking places.

Table 3.17 shows the distribution of Primary Trade Area eating and drinking places by sub-area. All of the sub-areas had a fairly equal proportion of eating and drinking establishments (ranging from 23 to 33 percent of all retail stores), with the exception of the West Philadelphia sub-area, where only 14 percent of the retail establishments were eating and drinking places. However, West Philadelphia was the only sub-area with average sales per establishment over $1 million; other sub-areas ranged from $350,000 in sales per establishment (in East Lansdowne) to $650,000 per establishment (in Clifton Heights). Upper Darby was the only sub-area with a significant percentage of drinking places.

Table 3.17
Estimated Eating & Drinking Sales and Number of Establishments: Baltimore Corridor Sub-Areas, 2004

SIC	Business Description	Clifton Heights		East Lansdowne		Lansdowne		Yeadon		Upper Darby		West Philadelphia	
		No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)
	Total Retail	**93**	**$144.9**	**34**	**$13.8**	**79**	**$89.2**	**40**	**$43.6**	**523**	**$845.6**	**389**	**$278.4**
58	**Eating & Drinking Places**	**31**	**20.3**	**11**	**3.8**	**21**	**10.4**	**9**	**3.3**	**165**	**101.6**	**55**	**56.6**
5812	Eating Places	27	19.4	9	3.6	20	10.3	9	3.3	149	96.5	52	54.0
5813	Drinking Places	4	0.8	2	0.2	1	0.1	0	0	16	3.1	3	2.6

Notes: All dollar values are presented in 2005 dollars.
Source: Claritas, Inc. 2004 Retail SIC Summary data.

Table 3.18
Estimated Building Materials Sales and Number of Establishments: Baltimore Corridor Sub-Areas, 2004

SIC	Business Description	Clifton Heights		East Lansdowne		Lansdowne		Yeadon		Upper Darby		West Philadelphia	
		No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)	No. of Stores	Sales ($ Millions)
	Total Retail	**93**	**$144.9**	**34**	**$13.8**	**79**	**$89.2**	**40**	**$43.6**	**523**	**$845.6**	**389**	**$278.4**
52	**Building Materials, Garden Supply, & Mobile Homes**	**7**	**43.1**	**0**	**0**	**1**	**0.8**	**4**	**17.7**	**28**	**107.1**	**11**	**5.9**
521	Lumber & Other Building Materials	0	0	0	0	1	0.8	2	11.9	14	56.2	2	0.9
523	Paint, Glass & Wallpaper	2	0.7	0	0	0	0	0	0	5	1.9	2	1.5
525	Hardware Stores	2	35.9	0	0	0	0	0	0	7	41.9	7	3.4
526	Retail Nurseries & Garden	3	6.5	0	0	0	0	2	5.8	2	7.2	0	0
527	Mobile Home Dealers	0	0	0	0	0	0	0	0	0	0	0	0

Notes: All dollar values are presented in 2005 dollars.
Source: Claritas, Inc. 2004 Retail SIC Summary data.

BUILDING MATERIALS

The building materials group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery, lawn, and garden supply; and mobile homes. As shown in Table 3.19, there were approximately 51 building materials and garden supply stores located in the Primary Trade Area in 2004, and sales at those stores totaled approximately $174.5 million. Approximately 46 percent ($81 million) of the sales came from hardware stores, while another 40 percent ($70 million) came from lumber and other building materials.

Table 3.19
Estimated Building Materials Sales and Number of Establishments: Baltimore Corridor Primary Trade Area, 2004

SIC	Business Description	Primary Trade Area	
		No. of Establishments	Sales ($ Millions)
	Total Retail	**1,158**	**$ 1,415.5**
52	**Building Materials, Garden Supply, & Mobile Homes**	**51**	**174.5**
521	Lumber & Other Building Materials	19	69.8
523	Paint, Glass & Wallpaper	9	4.1
525	Hardware Stores	16	81.1
526	Retail Nurseries & Garden	7	19.4
527	Mobile Home Dealers	0	0

Note: All dollar values are presented in 2005 dollars.
Source: Claritas, Inc. 2004 Retail SIC Summary data.

Table 3.18 shows the distribution of Primary Trade Area building materials establishments and sales by sub-area. A majority of the building materials stores and sales are from within Upper Darby; the borough had 28 of the Primary Trade Area's 51 stores, and $107 million of the $175 million in sales within this category. However, on an average sales per store basis, stores within Clifton Heights averaged over $6 million in sales, due in large part to the presence of a Home Depot on Baltimore Avenue in Clifton Heights.

CAPTURE RATES

Capture rates are measures of business activity in a primary trade area, indicating the percentage of consumer expenditures for retail goods that are being "captured" by retailers in the trade area. Typically, a primary trade area generates 70 to 80 percent of the sales in a shopping center or major retail concentration.[3] If the total sales in the trade area are much lower than the area's expenditure potential, then residents are spending a large portion of their available dollars outside of the trade area, and the capture rate is low. If sales are closer in value to expenditure potential, then area residents are likely spending a higher proportion of their available resources within the area, and the capture rate is high. However, capture rates are also affected by money flowing into an area from people who do not live in that area, such as employees or visitors. Some of the sales in the Baltimore Avenue Corridor, for example, are from people living outside the Primary Trade Area that travel along Baltimore Avenue on their way to and from work. It is not possible to know exactly who (residents or nonresidents) is spending money in the area. Therefore, a high capture rate may be indicative of an area with a high proportion of destination retail (i.e., retail that will attract customers from greater distances in order to compare price, quality, and the selection of merchandise). Despite these uncertainties about the origin of sales in any particular trade area, comparing expenditure and sales data provides a good indication of how much of a trade's household expenditure potential is being captured by trade area

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

retailers. Capture rates for the Primary Trade Area and each of the sub-areas are presented below.

Primary Trade Area

As shown in Table 3.20, total retail sales for the categories analyzed in the Primary Trade Area were estimated to be $1.18 billion. Retail expenditures for those categories, on the other hand, were roughly $1.75 billion, implying that Primary Trade Area stores are capturing about 68 percent of the existing expenditure potential. This indicates that Primary Trade Area residents are making retail purchases within the Primary Trade Area at a rate slightly below what is typically expected (i.e., 70 to 80 percent). However, as shown in Table 20, that standard rate is merely an average of capture rates, which for individual retail categories are significantly above and below what would be expected for a trade area.

The capture rate for shopping goods in the Primary Trade Area is approximately 39 percent, indicating that Primary Trade Area residents are making a substantial proportion of their shopping goods purchases outside of the area. This outflow of consumer expenditures is likely due to the presence of major retail concentrations immediately outside of the Primary Trade Area, including Springfield Mall and the Olde Sproul Shopping Village in Springfield, 52nd Street in Philadelphia, as well as several big-box retailers such as Target on Baltimore Pike in Springfield and Kohl's on West Chester Pike in Havertown.

The overall capture rate for convenience goods in the Primary Trade Area (81.2 percent) was slightly higher than what is typically expected from area residents. Relatively high capture rates for convenience goods and food stores are generally expected, since residents are likely to buy a large proportion of their groceries, personal care items, housekeeping supplies, and over-the-counter prescription drugs at stores close to home. However, a capture rate over 100 percent—as is the case with food stores in the Primary Trade Area—is evidence that the area is capturing substantial sales from residents living not only within, but beyond the Primary Trade Area boundary. As discussed in detail in the sub-area sections below, the high food store capture rate within the Primary Trade Area is due to the presence of several large supermarket chain stores that have a broader customer base, including Giant Food in Clifton Heights and a Pathmark in Upper Darby. Similarly, the high capture rate for building materials (176 percent) is due in large part to the presence of a Home Depot on Baltimore Avenue in Clifton Heights.

Table 3.20
Estimated Capture Rates for Retail Stores in the Baltimore Corridor Primary Trade Area, 2004

Category	Trade Area Retail Expenditure (Millions of 2005 Dollars)	Trade Area Retail Sales (Millions of 2005 Dollars)	Capture Rate
Shopping Goods	$584.0	$229.0	39.2%
Convenience Goods	$719.1	$584.0	81.2%
Food Stores	*$399.8*	*$477.9*	*119.5%*
Eating & Drinking	$343.0	$195.9	57.1%
Building Materials	$99.1	$174.5	176.1%
Total	$1,745.3	$1,183.5	67.8%

Notes: All dollar values are presented in 2005 dollars.
Sources: Retail expenditure data from Claritas, Inc. 2004 Consumer Spending Patterns data; retail sales based on Claritas, Inc. 2004 Retail SIC Summary data.

The capture rates for the Primary Trade Area as a whole are a product of widely varying capture rates within the boroughs, township, and the portion of West Philadelphia of which the Primary Trade Area is comprised. The following section presents the capture rates for each of these sub-areas, and describes some possible reasons behind the widely divergent rates that are seen in some cases. However, it is important to note that because these sub-areas are only segments of a larger Primary Trade Area, it is not unusual to find capture rates well above or below the standard 70 to 80 percent. Such discrepancies are more an indication of how retail establishments and sales are distributed within the broader Primary Trade Area.

CLIFTON HEIGHTS

As shown in Table 3.21, the overall retail capture rate for the Borough of Clifton Heights is almost 200 percent, with retail sales for all categories of goods above the expenditure amounts for Primary Trade Area residents. This is likely attributable to the presence of several large discount retailers in Clifton Heights, such as Mandee and Family Dollar Store on N. Oak Avenue, and Value Dollar Plus on Woodbridge Road. These retail stores draw from a larger consumer base than that of Clifton Heights (including primarily Upper Darby).

Like the Primary Trade Area, Clifton Heights is capturing a greater proportion of convenience goods spending potential than shopping goods spending potential (although both capture rates are over 100 percent in Clifton Heights). In large part this is the result of major supermarkets within Clifton Heights, including two Giant Food supermarkets, one of which is located on Baltimore Avenue. Similarly, the large capture rate for the building materials category is due to the presence of a Home Depot on Baltimore Avenue; depending on the location and proximity of similar stores, Home Depots generally have a primary trade area ranging from 3 to 5 miles—far greater than Clifton Heights.

Table 3.21
Estimated Capture Rates for Retail Stores in Clifton Heights, 2004

Category	Trade Area Retail Expenditure (Millions of 2005 Dollars)	Trade Area Retail Sales (Millions of 2005 Dollars)	Capture Rate
Shopping Goods	$21.6	$21.8	101.1%
Convenience Goods	$27.9	$44.4	159.5%
Food Stores	*$15.2*	*$39.4*	*259.8%*
Eating & Drinking	$14.1	$20.3	143.2%
Building Materials	$4.0	$43.1	1066.2%
Total	$67.6	$129.6	191.7%

Notes: All dollar values are presented in 2005 dollars.
Sources: Retail expenditure data from Claritas, Inc. 2004 Consumer Spending Patterns data; retail sales based on Claritas, Inc. 2004 Retail SIC Summary data.

EAST LANSDOWNE

With only 34 retail establishments, residents of East Lansdowne tend to spend a majority of their retail expenditures outside of the borough. As shown in Table 3.22, with the exception of eating and drinking places, which has a capture rate of almost 78 percent, there is significant outflow of retail spending from East Lansdowne to other parts of the Primary Trade Area and beyond.

Table 3.22
Estimated Capture Rates for Retail Stores in East Lansdowne, 2004

Category	Trade Area Retail Expenditure (Millions of 2005 Dollars)	Trade Area Retail Sales (Millions of 2005 Dollars)	Capture Rate
Shopping Goods	$8.4	$4.1	49.1%
Convenience Goods	$9.7	$3.5	35.9%
Food Stores	*$5.4*	*$2.1*	*38.1%*
Eating & Drinking	$4.9	$3.8	77.8%
Building Materials	$1.5	$0	0.0%
Total	$24.5	$11.4	46.6%

Notes: All dollar values are presented in 2005 dollars.
Sources: Retail expenditure data from Claritas, Inc. 2004 Consumer Spending Patterns data; retail sales based on Claritas, Inc. 2004 Retail SIC Summary data.

LANSDOWNE

As shown in Table 3.23, the borough of Lansdowne has normal or below-normal capture rates for all major categories, with the exception of convenience goods, which has a 93 percent capture rate. This is due in large part to the presence of several large supermarkets in Lansdowne. The outflow of residents' expenditures in the eating and drinking category (40 percent capture rate) is likely due to the inability of restaurants to sell alcoholic beverages within the Borough of Lansdowne.

Table 3.23
Estimated Capture Rates for Retail Stores in Lansdowne, 2004

Category	Trade Area Retail Expenditure (Millions of 2005 Dollars)	Trade Area Retail Sales (Millions of 2005 Dollars)	Capture Rate
Shopping Goods	$44.0	$32.1	72.9%
Convenience Goods	$47.7	$44.3	93.0%
Food Stores	*$25.6*	*$29.5*	*115.3%*
Eating & Drinking	$25.8	$10.4	40.2%
Building Materials	$7.7	$0.8	10.7%
Total	$125.2	$87.6	70.0%

Notes: All dollar values are presented in 2005 dollars.
Sources: Retail expenditure data from Claritas, Inc. 2004 Consumer Spending Patterns data; retail sales based on Claritas, Inc. 2004 Retail SIC Summary data.

YEADON

With a total of only 40 retail establishments, capture rates for Yeadon are not reflective of untapped (or in the case of building materials, oversaturated) markets. Yeadon residents are likely to rely on nearby retail concentrations along Baltimore Avenue in Lansdowne or Woodland Avenue in West Philadelphia for shopping and convenience goods, as well as for eating away from home.

Table 3.24
Estimated Capture Rates for Retail Stores in Yeadon, 2004

Category	Trade Area Retail Expenditure (Millions of 2005 Dollars)	Trade Area Retail Sales (Millions of 2005 Dollars)	Capture Rate
Shopping Goods	$40.6	$3.3	8.1%
Convenience Goods	$45.4	$14.1	31.1%
Food Stores	*$24.5*	*$8.2*	*33.5%*
Eating & Drinking	$21.5	$3.3	15.3%
Building Materials	$7.3	$17.7	244.0%
Total	$114.7	$38.4	33.4%

Notes: All dollar values are presented in 2005 dollars.
Sources: Retail expenditure data from Claritas, Inc. 2004 Consumer Spending Patterns data; retail sales based on Claritas, Inc. 2004 Retail SIC Summary data.

UPPER DARBY

Despite several major retail concentrations in Upper Darby, including most notably 69th Street, as well as Chester Pike, Garrett Road, and Long Lane, the capture rates for shopping goods were low, indicating substantial outflow of expenditures. On the other hand, the capture rate for convenience goods was above 100 percent, due again to the presence of several major supermarkets in Upper Darby, which tend to draw from a broader trade area. In fact, the capture rate for food stores is estimated to be 168 percent, indicating that the supermarkets in Upper Darby, including the Giant Food, are attracting a substantial portion of their repeat shoppers from outside the township.

Table 3.25
Estimated Capture Rates for Retail Stores in Upper Darby, 2004

Category	Trade Area Retail Expenditure (Millions of 2005 Dollars)	Trade Area Retail Sales (Millions of 2005 Dollars)	Capture Rate
Shopping Goods	$274.5	$113.4	41.3%
Convenience Goods	$326.0	$357.8	109.8%
Food Stores	*$178.9*	*$301.1*	*168.3%*
Eating & Drinking	$168.9	$101.6	60.2%
Building Materials	$47.5	$107.1	225.3%
Total	$816.9	$679.9	83.2%

Notes: All dollar values are presented in 2005 dollars.
Sources: Retail expenditure data from Claritas, Inc. 2004 Consumer Spending Patterns data; retail sales based on Claritas, Inc. 2004 Retail SIC Summary data.

WEST PHILADELPHIA

The region of West Philadelphia within the Primary Trade Area had below-average capture rates for all major retail categories, despite the presence of several major retail strips within the area, including 52nd Street, Woodbridge Avenue, and a concentration of retailers on Baltimore Avenue between 45th and 48th Streets (outside the study area corridor but within the Primary Trade Area). There is likely to be substantial outflow from the area to retail concentrations immediately outside of the Primary Trade Area boundary on 52nd Street, as well as along Market Street.

Table 3.26
Estimated Capture Rates for Retail Stores in West Philadelphia Section of Primary Trade Area,* 2004

Category	Trade Area Retail Expenditure (Millions of 2005 Dollars)	Trade Area Retail Sales (Millions of 2005 Dollars)	Capture Rate
Shopping Goods	$195.0	$54.3	27.9%
Convenience Goods	$262.5	$119.8	45.6%
Food Stores	*$150.2*	*$97.6*	*65.0%*
Eating & Drinking	$107.7	$56.6	52.5%
Building Materials	$31.1	$5.9	18.8%
Total	$596.3	$236.6	39.7%

Notes: All dollar values are presented in 2005 dollars.
* Includes Philadelphia County Census tracts 63, 64, 65, 66, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, and 87.

Sources: Retail expenditure data from Claritas, Inc. 2004 Consumer Spending Patterns data; retail sales based on Claritas, Inc. 2004 Retail SIC Summary data.

SUMMARY OF PRIMARY TRADE AREA MARKET CONDITIONS AND CAPTURE RATES

Overall, the retail mix in the Primary Trade Area is serving the convenience goods needs of the population very well. On the whole, food stores are capturing more than 100 percent of the potential household expenditures for food within the trade area, meaning that supermarkets and grocery stores are attracting expenditures from people living outside the Primary Trade Area. This pattern is clearly evident in Clifton Heights, Lansdowne, and Upper Darby. In addition, food stores in West Philadelphia seem to be meeting the convenience goods needs of local residents, although major food shopping trips are likely destined for the Giant Food in Lansdowne or the Big Kmart in Clifton Heights, both on Baltimore Avenue. Only East Lansdowne and Yeadon lack the food store inventory to attract local expenditures. Therefore, there appears to be little demand for additional food stores, unless they are of the specialty type.

The shopping goods category of stores in the Primary Trade Area does not fare as well, capturing only 39 percent of potential shopping goods expenditures from Primary Trade Area residents. Obviously, the only municipality that captures a significant percentage of the available household expenditures for department store type merchandise is Clifton Heights, which is the location of a Big Kmart. Even Upper Darby, with its retail concentration along 69th Street, does not capture the majority of the shopping goods expenditure potential. As shown in Fig. 3.3, the concentration of shopping goods stores outside the Primary Trade Area at the nearby Springfield Mall and big box stores along Baltimore Avenue west of Bishop Avenue are attracting dollars from Primary Trade Area residents. It is unlikely that this pattern would substantially change within the

Primary Trade Area or more specifically along Baltimore Avenue, unless one of the larger vacant or underutilized sites were to attract a major big box retailer.

Based on stakeholder focus groups that were held in the planning process, it is more likely that specialty stores, such as book stores, music stores, and antique stores would find a more receptive market along Baltimore Pike within the Primary Trade Area—- as would restaurants. Overall, the data indicate that existing eating and drinking establishments are capturing local demand, particularly in Clifton Heights, East Lansdowne, Upper Darby, and West Philadelphia, which are all capturing more than 60 percent of the expenditure potential for food away from home. As noted above, Lansdowne's prohibition on selling liquor in restaurants is depressing eating and drinking sales within the municipality.

The changes that may affect retail market conditions in the Primary Trade Area in the future are: population changes, which could alter the household expenditure potential within the trade area and generate changes in demand for retail goods; new employment opportunities, which would generate retail sales from employees during and after their workday; and new retail projects, which would expand the retail inventory in the Primary Trade Area. Even though existing population projections indicate that the area's population will be declining over the next decade, the housing characteristics, particularly housing prices, as well as the aging of the population in the trade area and proximity to mass transit and accessibility to cultural and entertainment concentration in Center City and employment centers like University City, could increase the demand for housing with a spillover effect on retail demand.

The next phase of this study investigated opportunities for development that would benefit each of the municipalities in the Primary Trade Area and specifically the character of development in the Baltimore Avenue corridor. Using the PRIZM data, along with demographic and housing characteristics, and the parcel utilization, ownership, and size data, development opportunities were identified that could revitalize the overall corridor. In addition, key business and
property owners were interviewed to add their perspective on the analysis and conclusions.

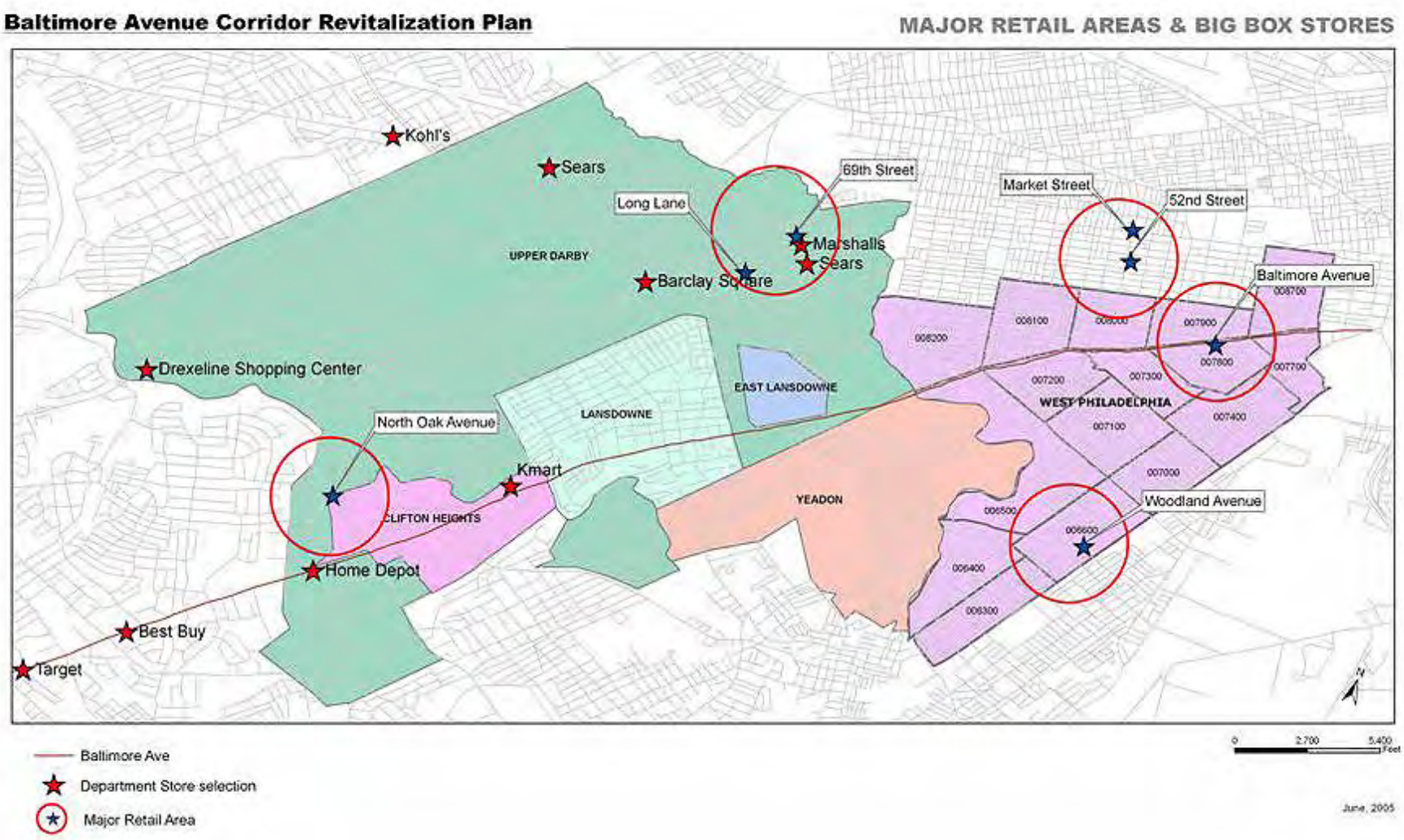

Baltimore Avenue Corridor Revitalization Plan
MAJOR RETAIL AREAS & BIG BOX STORES
Kohl's
Sears
Long Lane
69th Street
Marshalls
Sears
Barclay Square
UPPER DARBY
Market Street
52nd Street
Baltimore Avenue
Drexeline Shopping Center
EAST LANSDOWNE
LANSDOWNE
WEST PHILADELPHIA
North Oak Avenue
Kmart
YEADON
CLIFTON HEIGHTS
Woodland Avenue
Home Depot
Best Buy
Target
Baltimore Ave
Department Store selection
Major Retail Area
June, 2005

Figure 3.2

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 that can help jump start redevelopment.

EXISTING COMMERCIAL AND INDUSTRIAL OPPORTUNITIES

Existing commercial and industrial developments often have synergetic effects on competitors and customers. Businesses within the same industry classification often tend to be concentrated in one location where, for example, their infrastructure needs are met or where they can tap into the pool of customers that already visit existing stores. Figure 3.4 illustrates the locations of concentrated commercial and industrial activities along the Baltimore Avenue corridor.

VACANT AND UNDERUTILIZED PARCELS

Vacant and underutilized parcels are, in many cases, an obvious choice for redevelopment. But not every parcel is equally suited for a desired new use. A cluster of vacant or underutilized parcels can be combined to create a larger-sized property of greater value for redevelopment. Figure 3.5 identifies the locations of vacant and underutilized properties and their concentrations along the corridor.

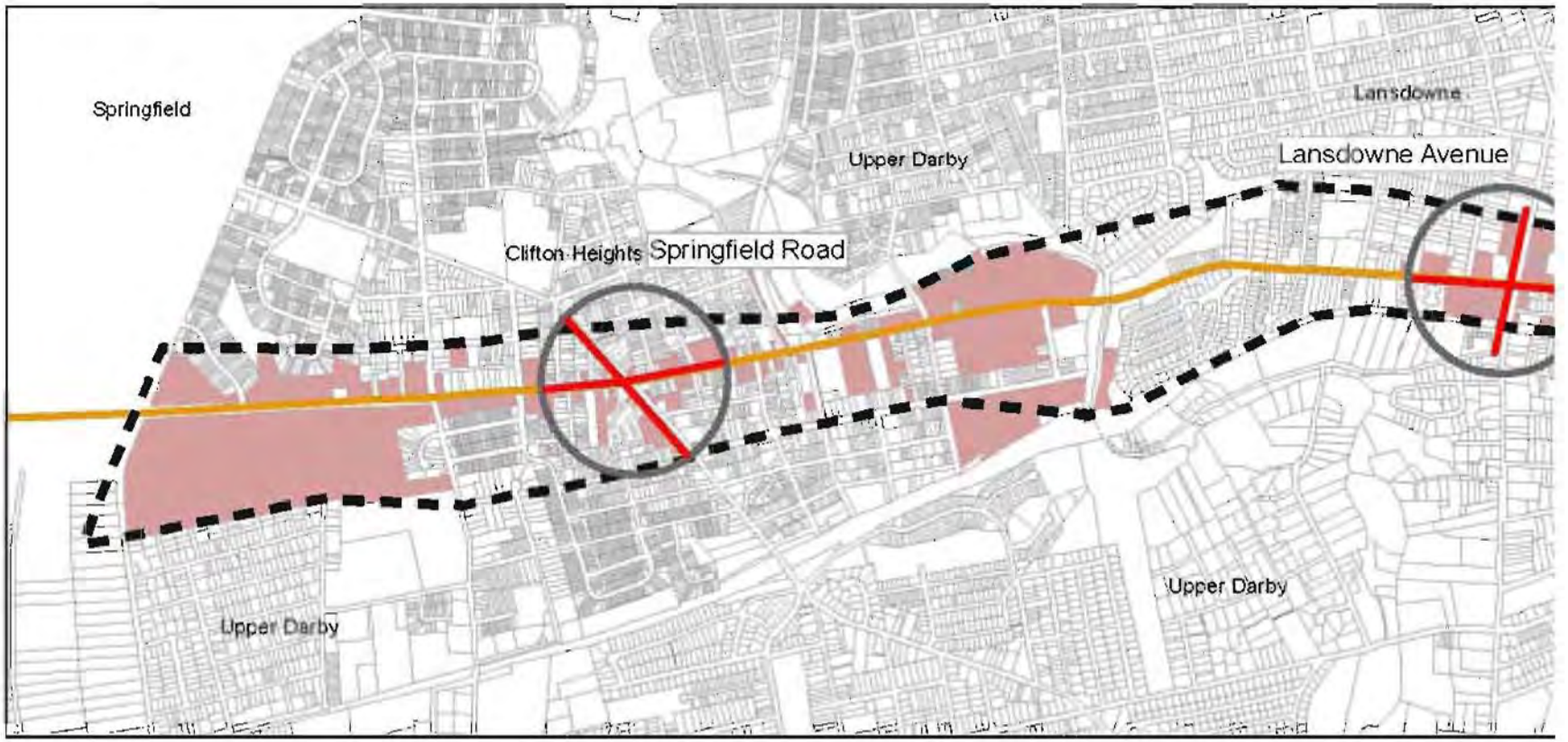
PARCELS OF ONE ACRE OR MORE

The size of a property often limits its development options. Small parcels generally provide fewer development alternatives than larger pieces of property. Figure 3.6 shows all parcels of one acre or more, regardless of their use and development status. The map demonstrates that there are a number of larger properties, especially in the eastern part of the corridor, that should be more closely examined for redevelopment potential.

PROPERTIES WITH OWNERS OF FIVE OR MORE PARCELS ALONG THE CORRIDOR

Figure 3.7 examines the ownership characteristics of properties along the Baltimore Avenue corridor. The map shows properties with owners of five or more parcels along the corridor. Focusing on areas where property ownership is concentrated in fewer hands will make it easier for a potential investor to acquire properties. A diverse and complicated ownership situation is often the reason why a promising development concept fails to be implemented.

Baltimore Avenue Corridor Revitalization Plan



Project Area

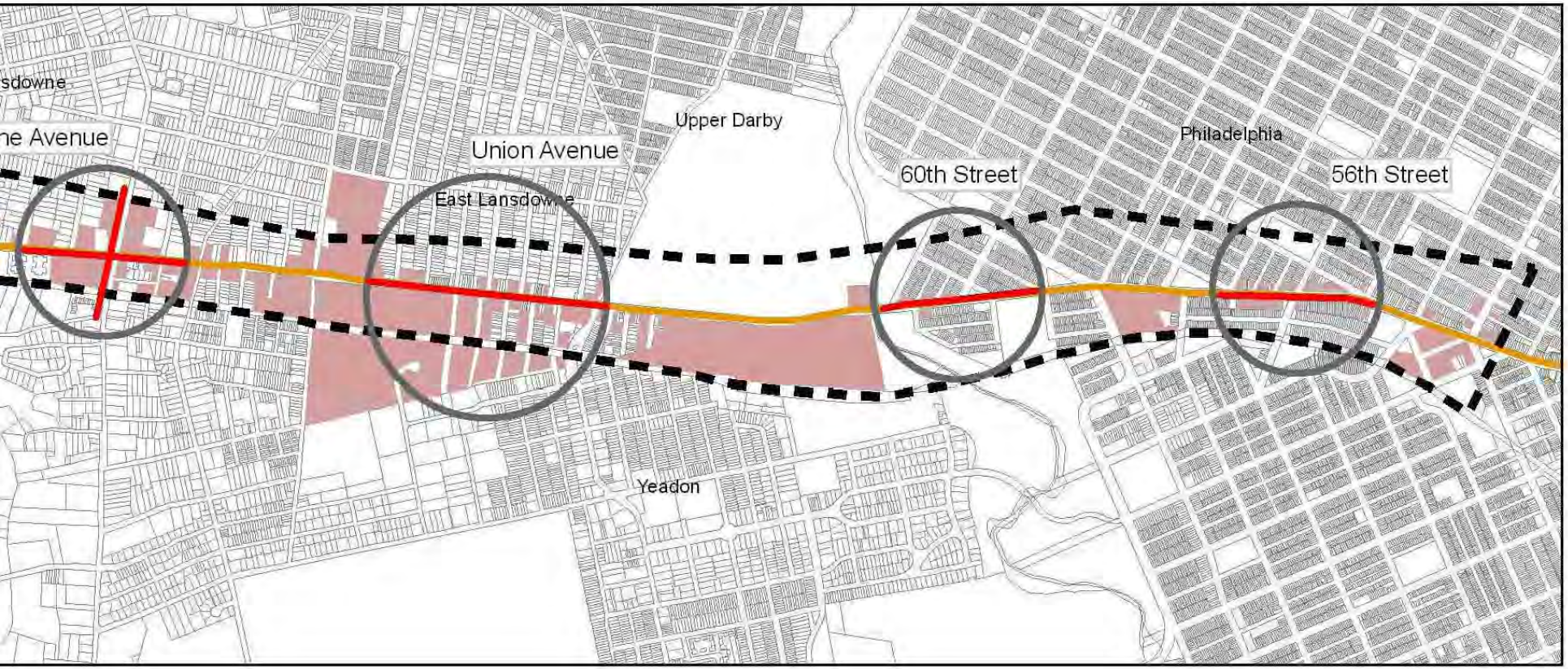
Commercial & Industrial Properties

Downtown Retail Concentrations

Baltimore Pike

Source: DVRPC for Delaware County data; City of Philadelphia for City data.

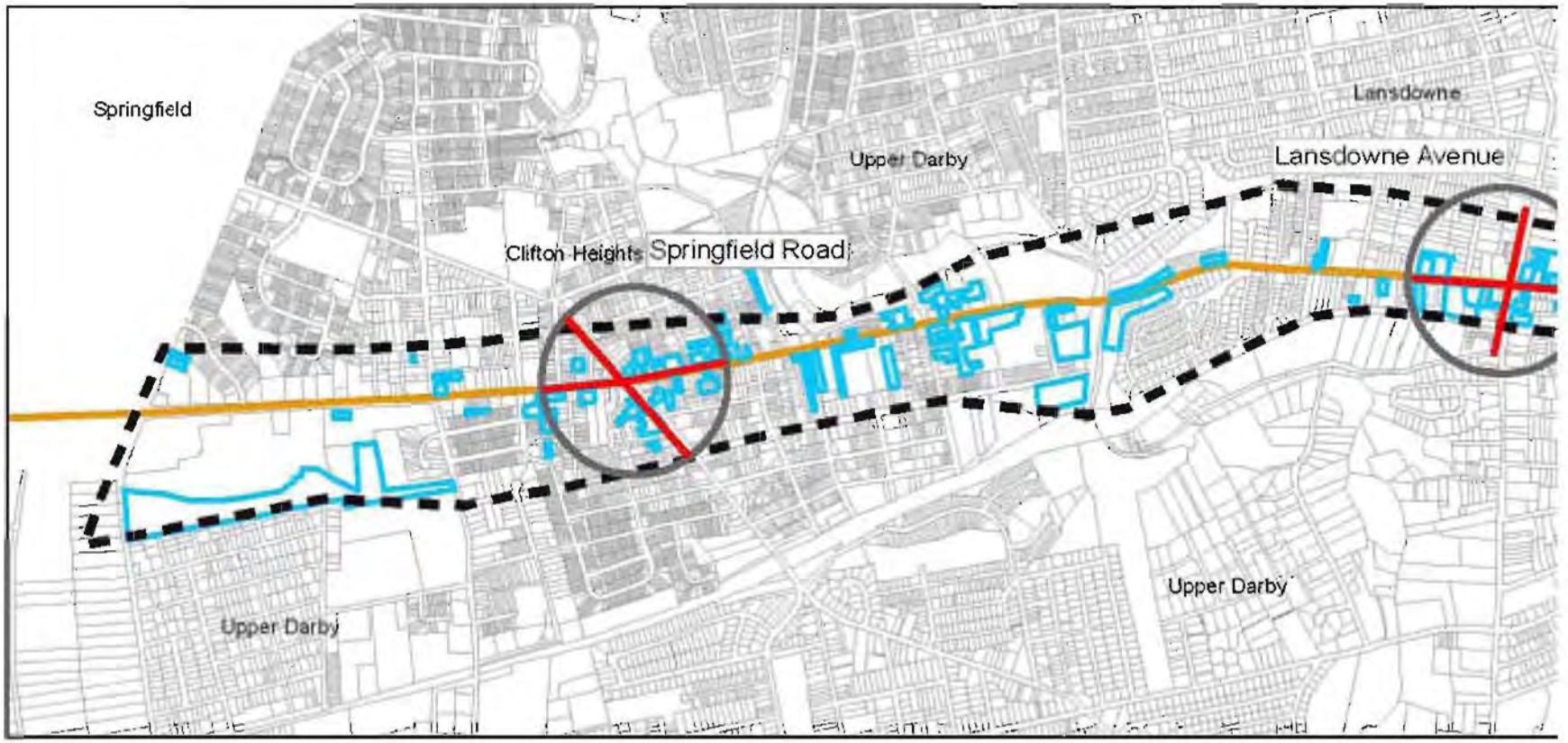
COMMERCIAL & INDUSTRIAL PROPERTIES



August, 2005

Figure 3.3

Baltimore Avenue Corridor Revitalization Plan



Project Area

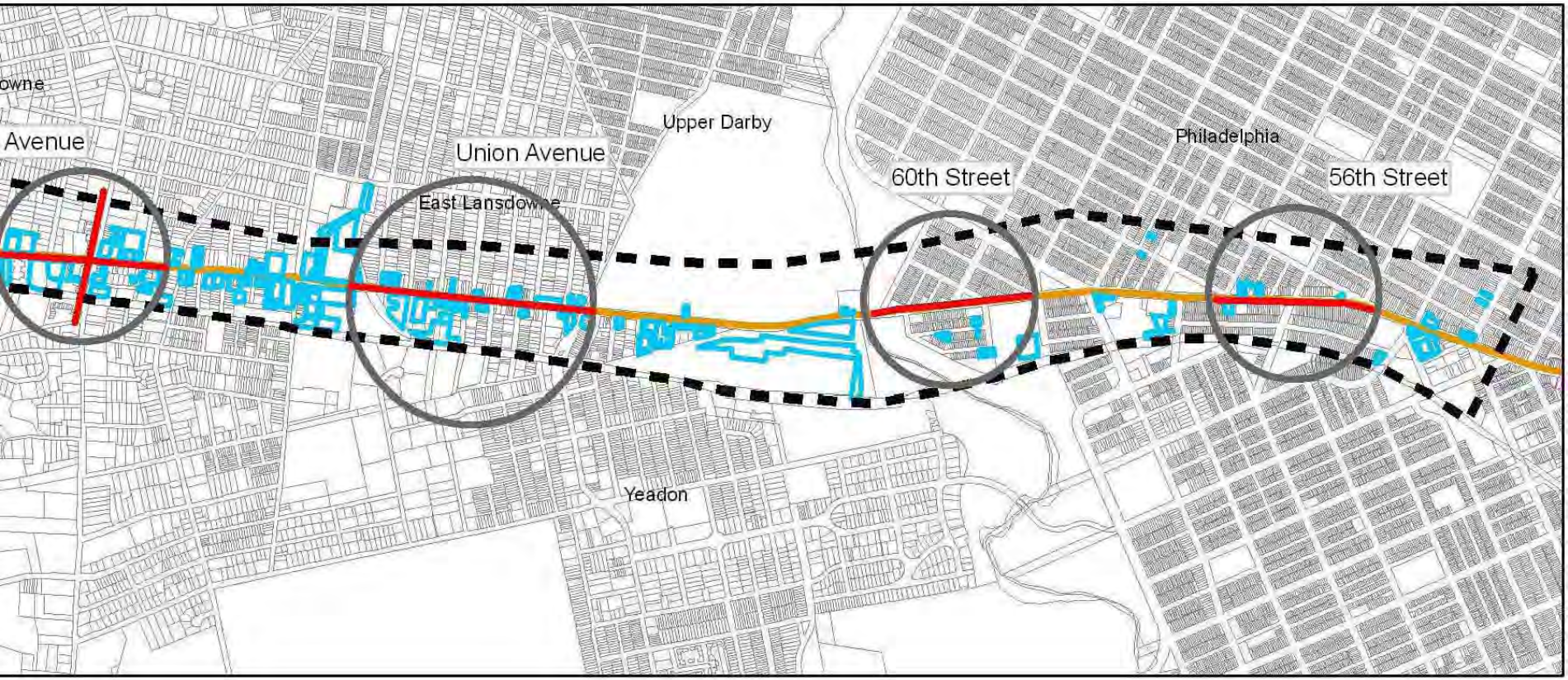
Vacant or Underutilized Parcels

Downtown Retail Concentrations

Baltimore Pike

Source: DVRPC for Delaware County data. City of Philadelphia for City data

VACANT & UNDERUTILIZED PARCELS



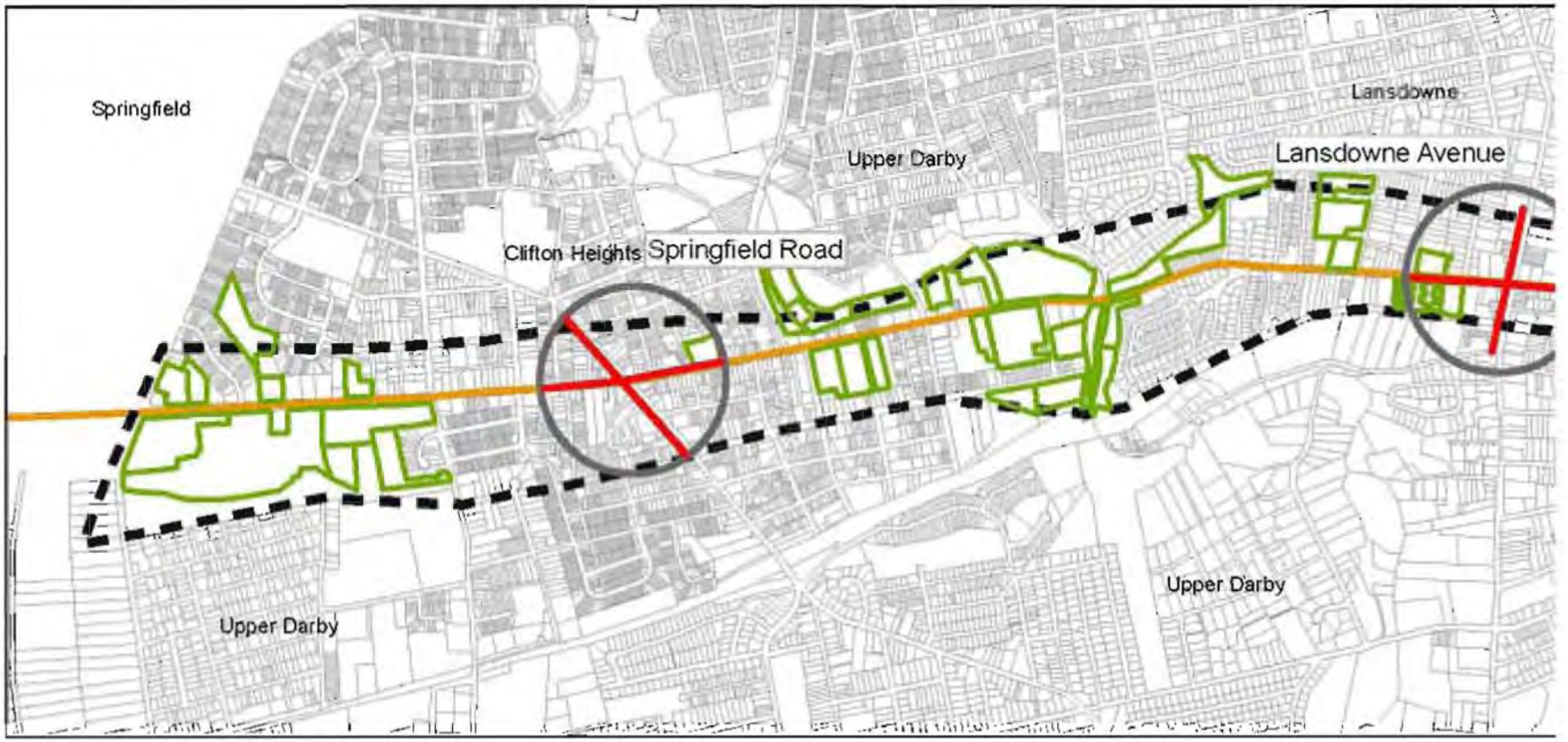
August, 2005

N

0 400 800 1,600
Feet

Figure 3.4

Baltimore Avenue Corridor Revitalization Plan



Project Area

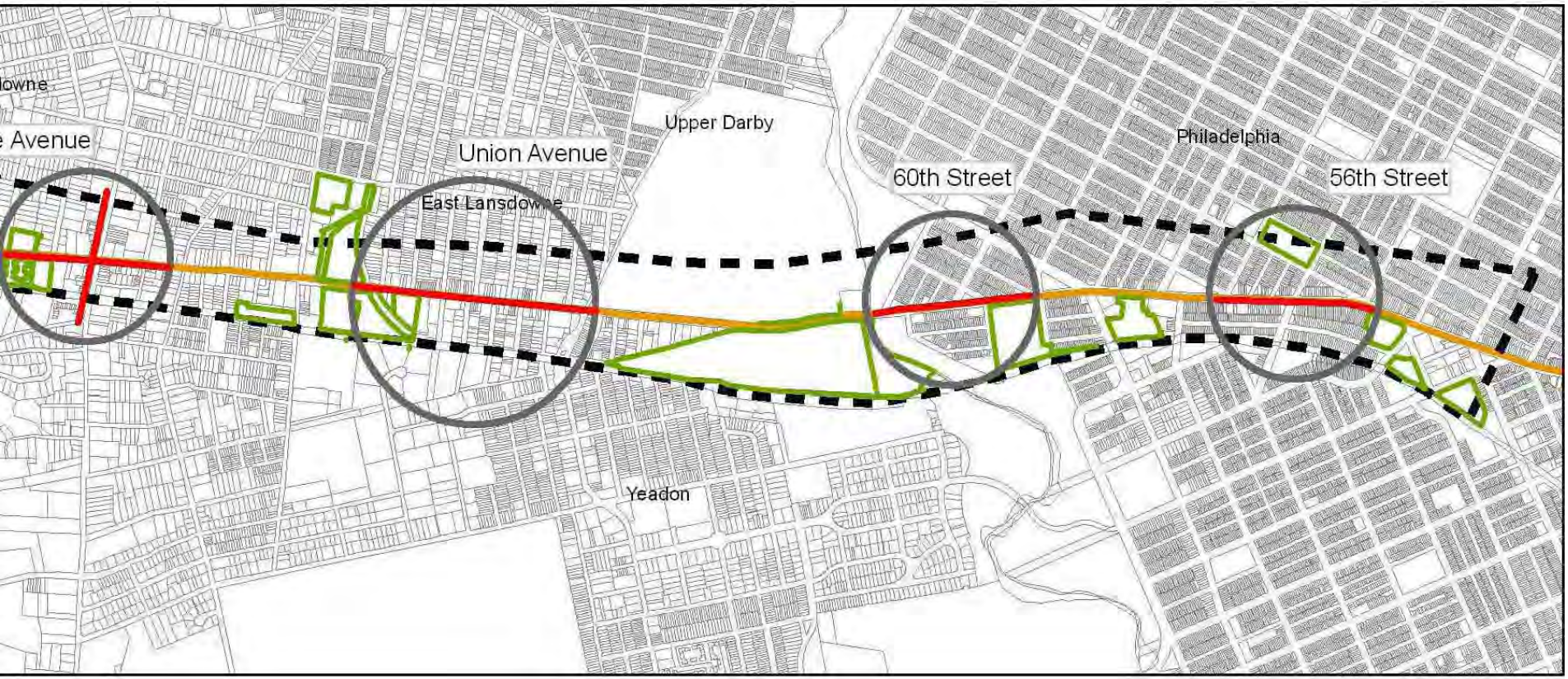
Parcels > 1 Acre

Downtown Retail Concentrations

Baltimore Pike

Source: DVRPC for Delaware County data. City of Philadelphia for City data.

LARGE PARCELS



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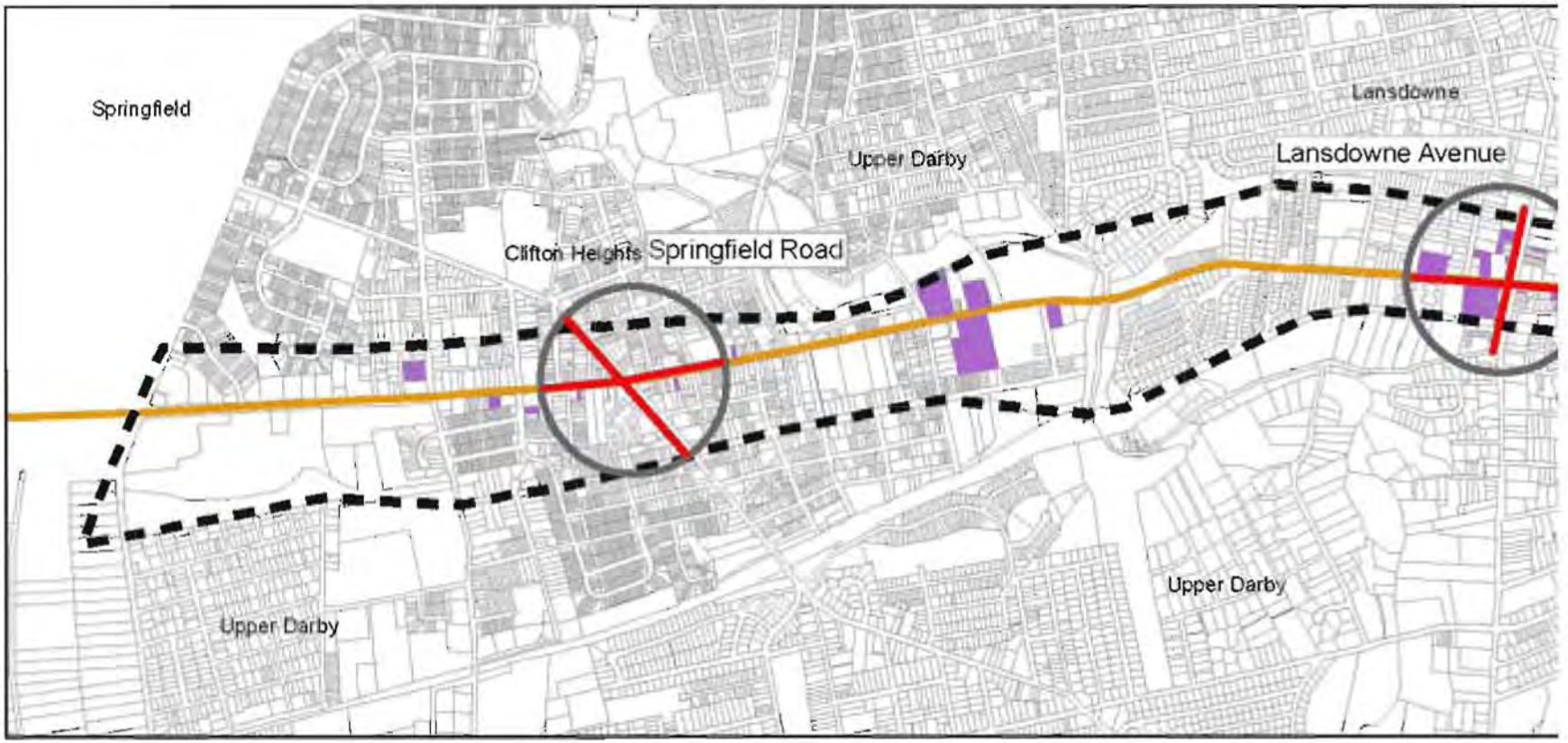
N

0 400 800 1,600
Feet

Figure 3.5

Baltimore Avenue Corridor Revitalization Plan



Project Area

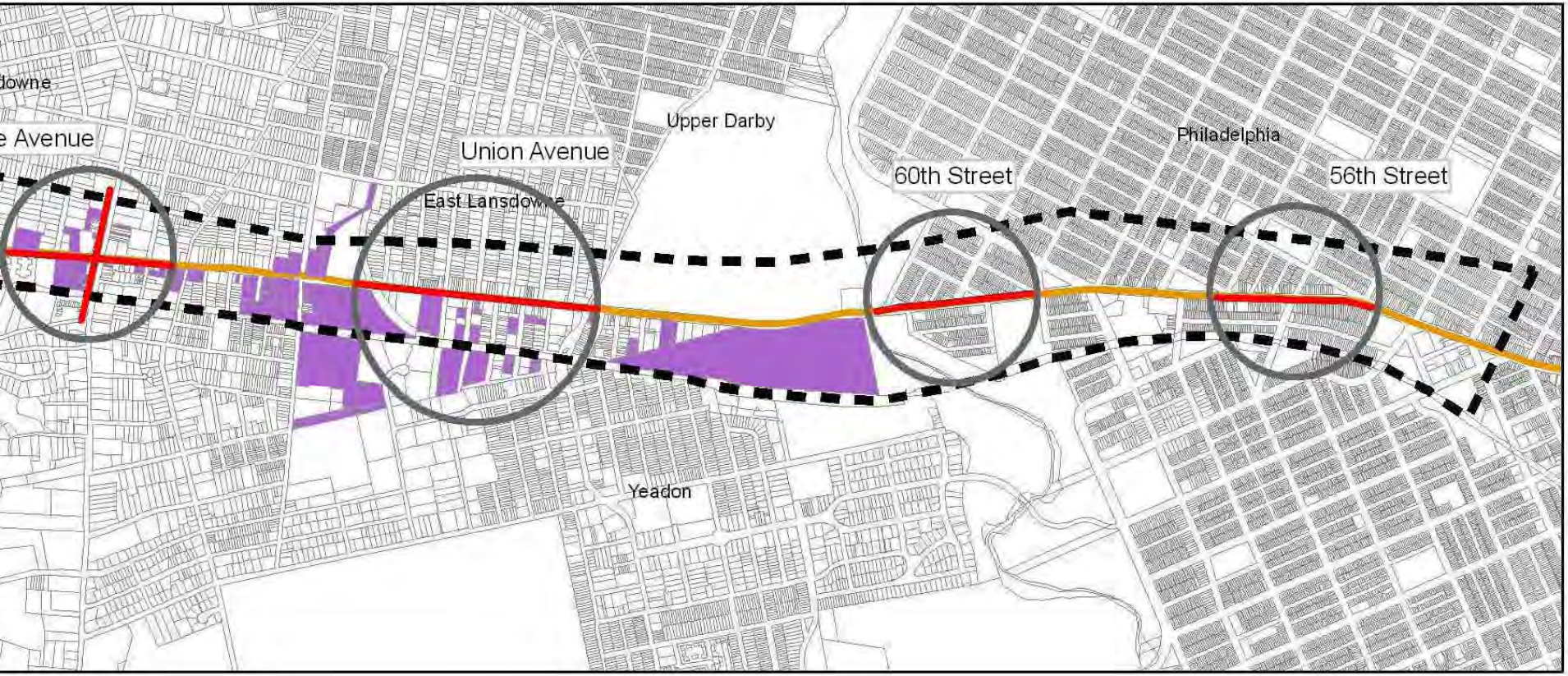
Owners With 5 Or More Parcels On the Corridor

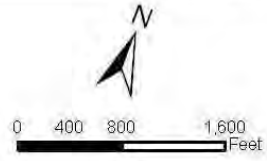
Downtown Retail Concentrations

Baltimore Pike

Source: DVRPC for Delaware County data; City of Philadelphia for City data

CONSOLIDATED OWNERSHIP





August, 2005

Figure 3.6

Chapter 4

Defining Opportunities

ASSETS, CONSTRAINTS AND OPPORTUNITIES

The inventory of physical conditions (see Chapter Two) and market circumstances (see Chapter Three) have been 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, Constraints, and *Opportunities* for the corridor are each presented in text and mapped formats on the following pages.

The presentation of *Assets, Constraints,* and *Opportunities* is followed by a set of *Study Goals and Objectives* for the Baltimore Avenue Corridor Revitalization Plan, reflecting the *Opportunities* identified and the perspectives of the stakeholder participants in this study.

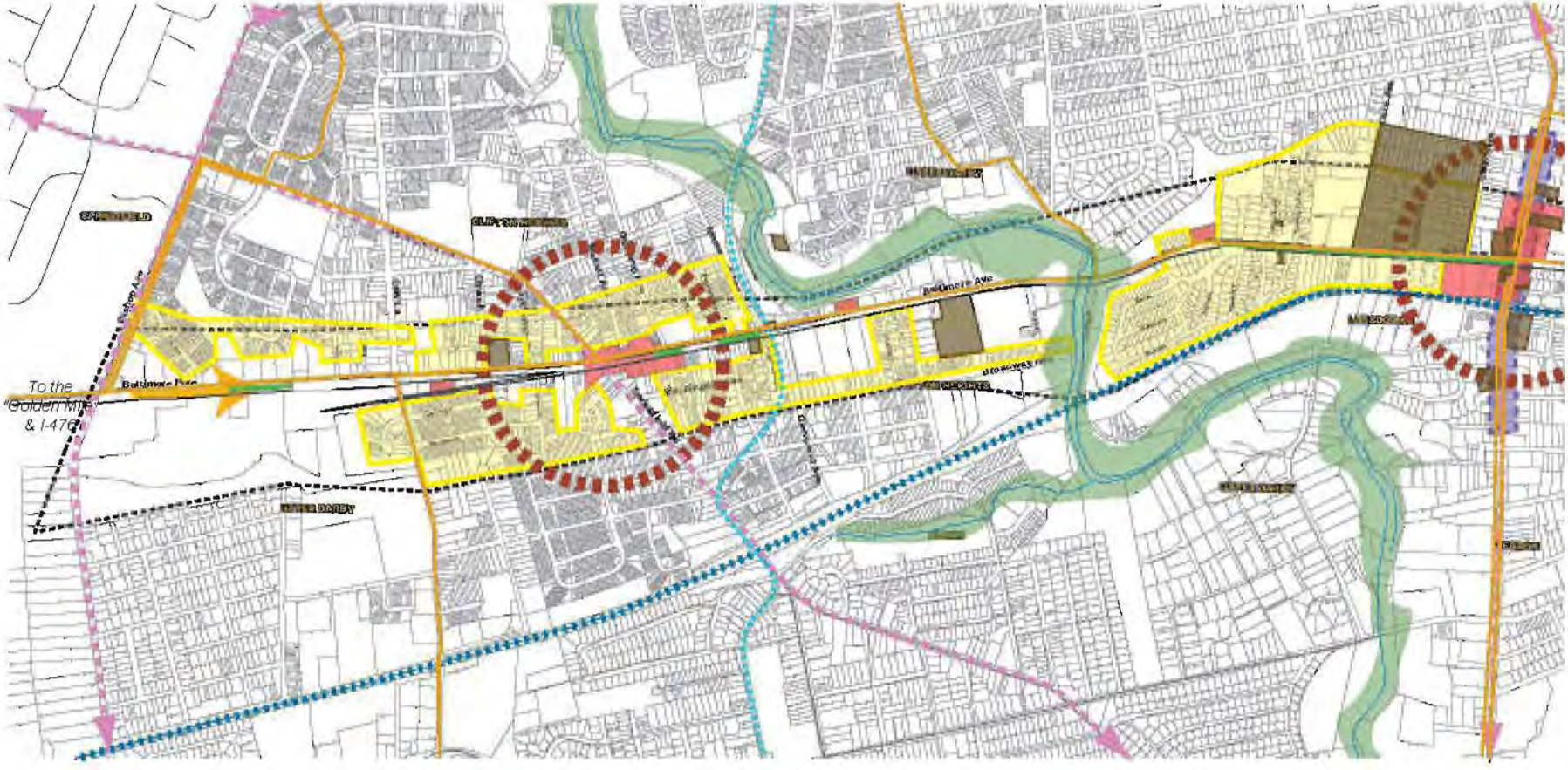
ASSETS

- 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.

CONSTRAINTS

- Piecemeal configuration of multiple political jurisdictions;
- 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;

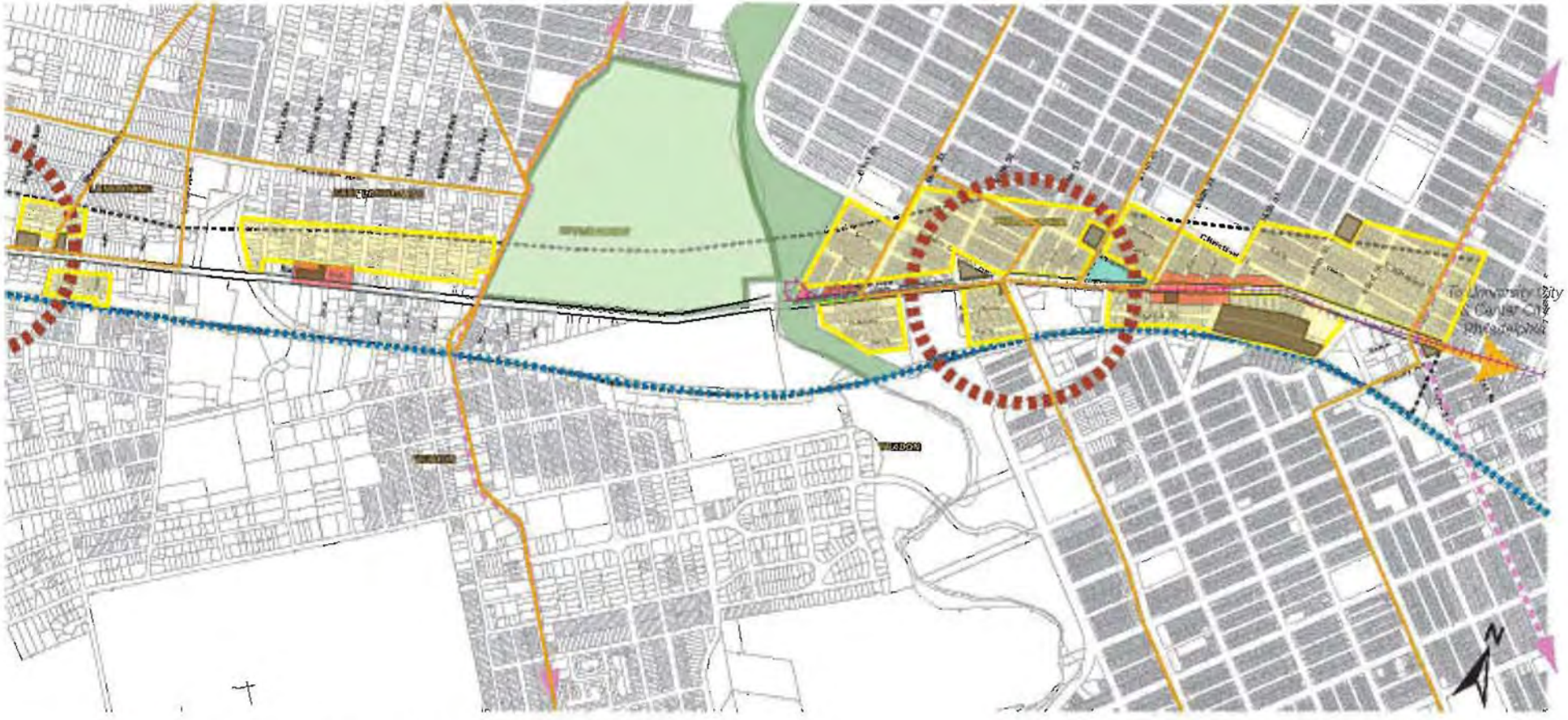
Baltimore Avenue Corridor Revitalization Plan



- Sidewalk system and crosswalks are poorly marked or missing, creating discontinuous pedestrian access along the corridor;
- Spans of incompatible uses adjacent to one another;
- Spans of excessive curb cuts create dangerous crossings 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.



Sidewalks on Baltimore Avenue

Street Trees on Baltimore Avenue

October, 2005

0 700 1,400 Feet

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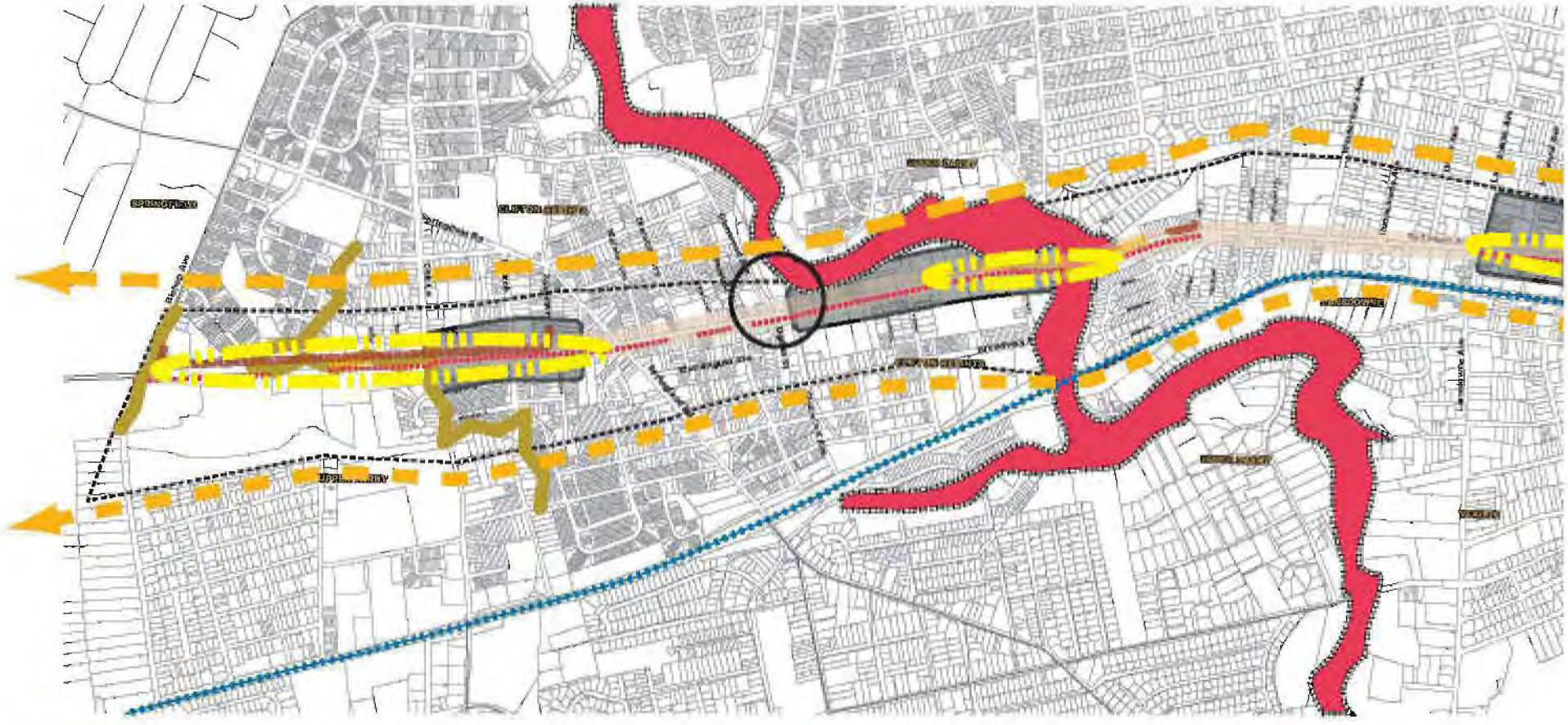
Figure 4.1

Baltimore Avenue Corridor Revitalization Plan



Multiple jurisdictions/piecemeal municipal configuration

R-3 Forms barrier

Trolley deficient - held up by mixed traffic

Gaps of surface transit lines on Baltimore Avenue

Narrow, constricted cartway & right-of-way

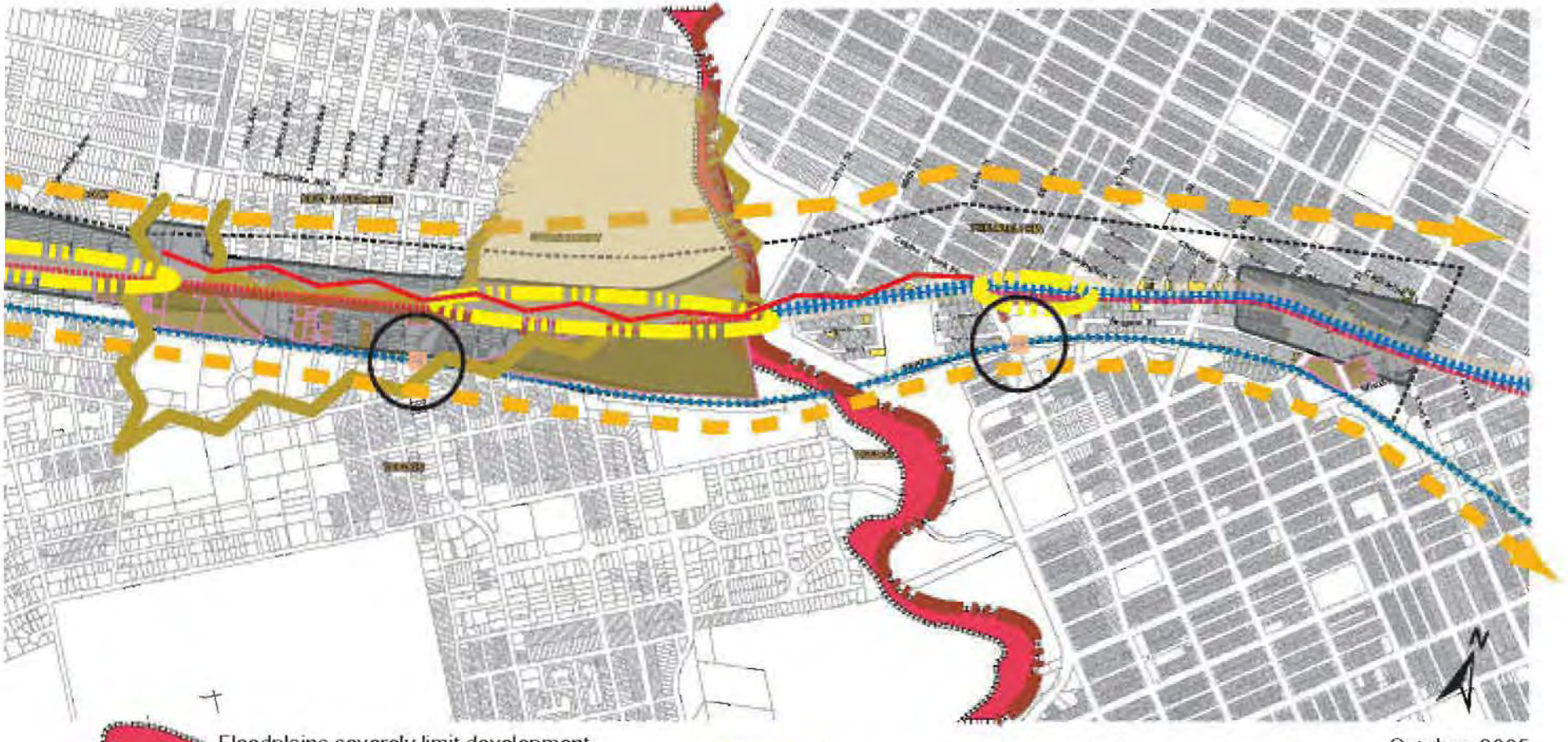
Lack of through parallel (relief) routes (lack of options)

Some R-3 stations relatively isolated - security concerns

Eastern end of corridor has vacant & underutilized buildings, some in fair-to-poor condition

Transit Oriented Development potential not realized

CONSTRAINTS



Floodplains severely limit development

Large-scale industrial operations detract from mixed-use 'Main Street' atmosphere

Cemetery is inaccessible as an open space

Lack of visual presence for Cobbs Creek

Lack of street trees, streetscape amenities

Discontinuities in sidewalk system/crosswalks poorly marked or missing

Spans of incompatible/conflicting uses

Spans of excessive curb cuts

Spans of frontages with front yard parking and degraded pedestrian environment

October, 2005

0 400 800 1,600 Feet

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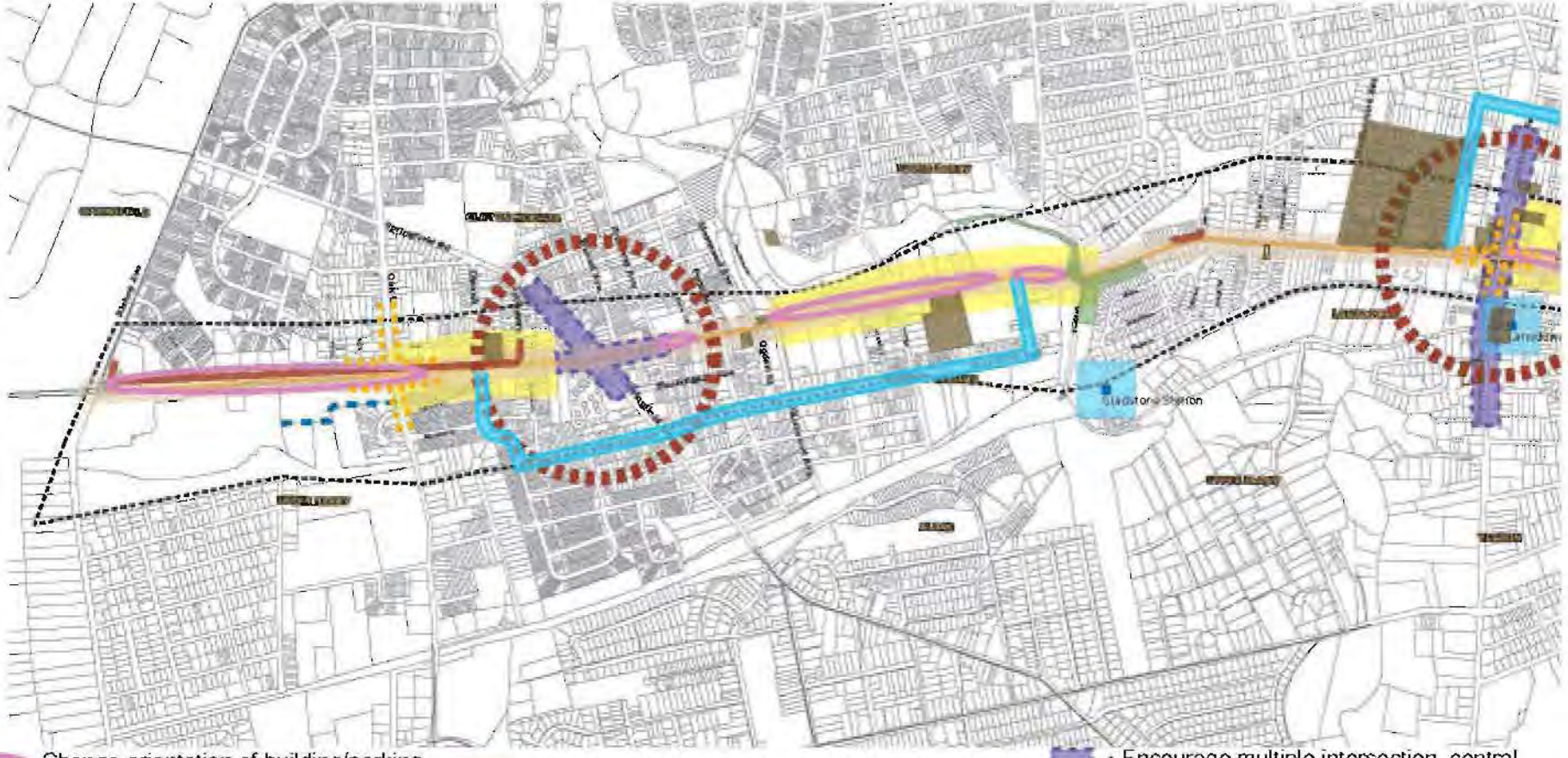
Figure 4.2

Baltimore Avenue Corridor Revitalization Plan



Change orientation of building/parking along street frontage

Take advantage of historic site and districts to promote new retail/eating and drinking/cultural venues and live-work settings

Improve pedestrian-oriented mixed-use shopping areas

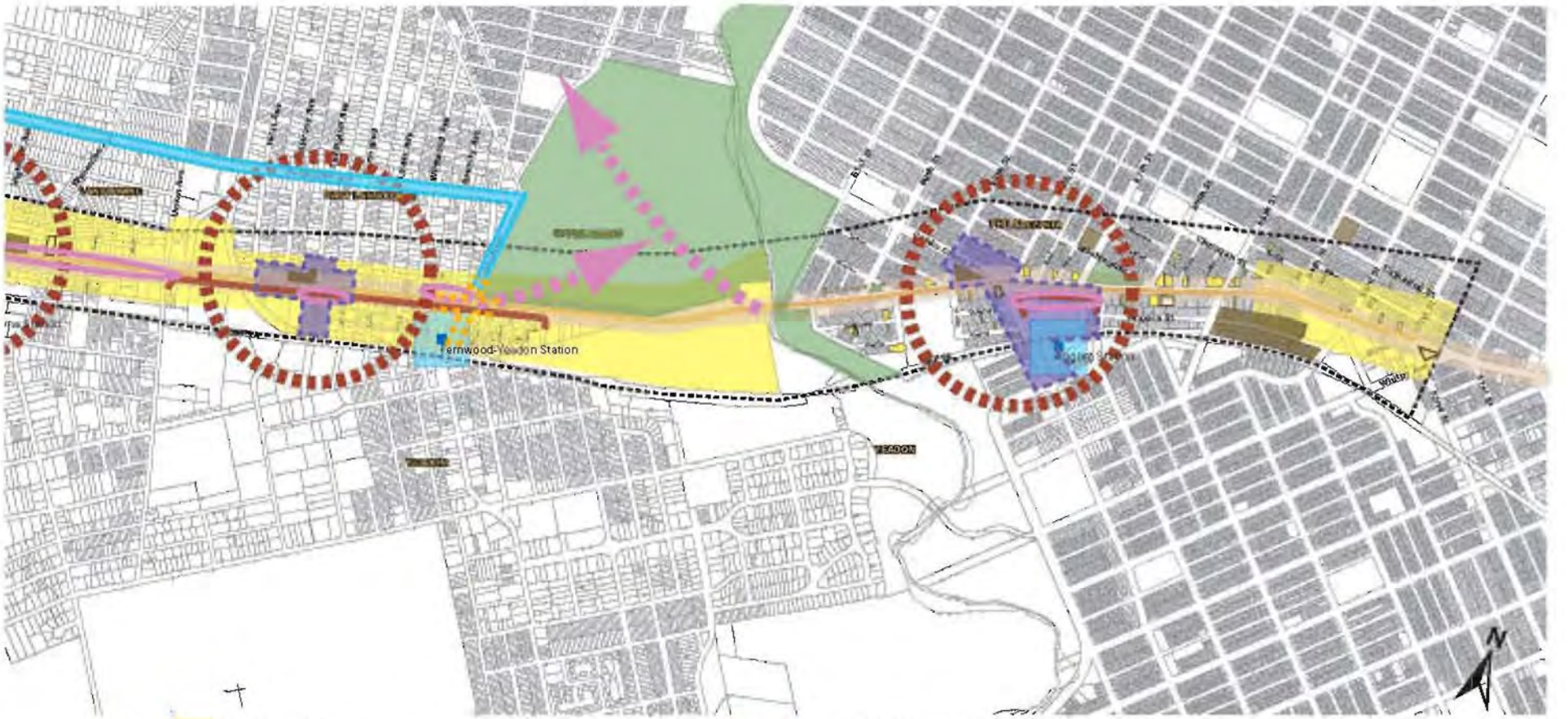
- Create special services districts/multi-jurisdictional management entity along avenue
- Create a "branding" identity for whole corridor & sub areas
- Create continuity of transit service along whole corridor (no gaps... City to Springfield)
- Improve sidewalk system and provide safer pedestrian crossings

- Encourage multiple intersection, central business districts
- Provide convenience retail for local residents

Opportunity to "infill" blocks and rehabilitate structures

- Take full advantage of greenways and open space intersecting with corridor
- Opportunity to create/improve civic open spaces and parks

OPPORTUNITIES



October, 2005

0 700 1,400 Feet

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Figure 4.3

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.

Chapter 5

Visioning

ALTERNATIVE CORRIDOR REVITALIZATION CONCEPTS

The second phase in the preparation of the Baltimore Avenue Corridor Revitalization Plan was devoted to the systematic exploration of alternative concepts for development of the corridor, leading to the solution of a particular concept as the preferred approach. This preferred approach would then serve as the framework for further elaboration and development of the study's main recommendations.

Three initial alternative concepts explored were: Transit Oriented Development, On-Avenue Development, and Off-Avenue Development. A summary of the assumptions and characteristics and a concept plan drawing of each alternative follows on pages 5-4 through 5-11.

ALTERNATIVE A – TRANSIT-ORIENTED DEVELOPMENT

ASSUMPTIONS

Transit-Oriented Development, or TOD, is a design approach that emphasizes mixed use development in and around transit stations. Based on the proximity of a station, "impact zones" for each station are defined by a series of concentric rings. Each zone suggests types of development most appropriate to its distance to transit. In the Design Alternative A map, an eighth-mile radius or Rail Station Impact Zone, and a quarter-mile radius or Primary Pedestrian Impact Zone have been illustrated around four R3 SEPTA Regional Rail stations. The Gladstone, Lansdowne, Fernwood-Yeadon, and Angora SEPTA stations are each on or near the Baltimore Avenue Corridor, and represent potential centers for activity that may support the corridor's revitalization. By emphasizing the integration of these stations with Baltimore Avenue, each transit stop and its impact zones have potential to support new commercial, retail, and residential development and to generate additional volumes of pedestrian traffic and transit users.

Designation of the Angora, Fernwood-Yeadon, Lansdowne, and Gladstone stations areas for Transit Oriented Development was based on the physical proximity of Baltimore Avenue to these stations and the overlap of the station impact zones on the Baltimore Avenue Corridor. The TOD Design Alternative aims to encourage redevelopment opportunities along Baltimore Avenue through investment in and around existing transit stations that are typically slightly off the corridor.

CHARACTERISTICS

All proposed TOD zones include a mix of office, retail, residential, and community uses in a walkable configuration of buildings and open space. At the Rail Station Zone, office and retail mixed development are encouraged. Within the larger Primary Pedestrian Zone, there is emphasis on higher intensity residential uses. The outer edge of each quarter-mile boundary marks the limit of the TOD Design Alternative. Land that is colored red is typically vacant and or underutilized land that has the greatest potential for redevelopment. The green areas highlight the largest opportunities for creation and development of open space.

ALTERNATIVE B – ON-AVENUE DEVELOPMENT

ASSUMPTIONS

Alternative B proposes that six areas along Baltimore Avenue be targeted as centers for future development and redevelopment. In contrast with Alternative C, which attempts to balance the role of Baltimore Avenue as a traffic-carrying thoroughfare and a commercial corridor by emphasizing development activities on perpendicular streets, Alternative B is straightforward in treating each of the six centers as pedestrian-oriented "Main Street USA" commercial and mixed-use venues. Throughput of traffic is secondary to meeting local needs for shopping, services, and an atmosphere that is conducive to walking and socializing.

CHARACTERISTICS

"Main Street USA" is the prevailing theme for Alternative B. Additional commercial and mixed-use activity, along with foot traffic, on Baltimore Avenue in the six targeted centers is emphasized. Traffic calming measures are incorporated into the streetscape and on-street parking is encouraged. Local circulation is stressed over throughput of traffic. Residential uses are part of the mix in each of the six areas. Increased bus service accompanies the development of these centers, as does bus shelters and pull-outs, bicycle and pedestrian amenities, public open spaces, landscaping, and special lighting and street furniture.

ALTERNATIVE C – OFF-AVENUE DEVELOPMENT

ASSUMPTIONS

Baltimore Avenue has a long history of moving regional traffic from Center City to points south and west. Alternative C, Off-Avenue Development, looks at potential areas of the avenue for redevelopment but keeps as a high priority the ability of the avenue to move traffic through the corridor. The method to simultaneously achieve these potentially conflicting goals is to encourage development on streets perpendicular to Baltimore Avenue and on sites adjacent to (but not centered upon) Baltimore Avenue. Seven centers have been identified along the avenue, with an emphasis on commercial and mixed-use activity occurring on side and cross streets of the corridor. By encouraging intensive mixed-use and pedestrian activity off of the avenue, Alternative C attempts to achieve an effective compromise of the corridor's role as an arterial route and retail destination.

CHARACTERISTICS

Each mixed-use center indicated in Alternative C emphasizes commercial/mixed-use/pedestrian activity occurring along cross streets and adjacent to Baltimore Avenue. Within each center, the atmosphere is similar to Alternatives A and B, with the creation of attractive, economically-viable, mixed-use settings for living, working, shopping, and recreating. These are intended to be clearly identifiable and recognizable places that can act as a focus for community life, including locally-oriented businesses and community institutions.

In the case of Alternative C, Baltimore Avenue functions as the primary access to and from the centers and as an important frontage for each center. Baltimore Avenue's throughput of traffic is a high priority, although some traffic-calming measures on the avenue are implemented to provide for safe and convenient pedestrian movement and transit access. Increased bus service on the avenue accompanies the development of these centers, as can bus shelters and pull-outs, but there is little or no on-street parking on the avenue. Bicycle and pedestrian amenities, public open spaces, landscaping, and special lighting and street furniture show the way from the avenue into the centers, where these features and on-street parking are prominent. Residential uses are part of the mix in each of the seven areas.

BALTIMORE AVENUE CONCEPTS TO FRAMEWORK PLAN

SAC members critiqued the three concept alternatives and found positive aspects of each. Many SAC members favored the TOD alternative. Representatives of the Borough of Yeadon preferred the Off-Avenue "Yeadon Center" approach, while Clifton Heights' SAC members liked the Off-Avenue development of the "superblock" located at Baltimore and Springfield Avenues, (a plan consistent with the Springfield/Clifton Heights Comprehensive Plan recommendations). Borough of Lansdowne representatives favored a combination of TOD and On-Avenue concepts through the borough.

Based on SAC responses, a concept that merged the most favored aspects of each initial concept was developed. This *Concepts to Framework Plan* emphasizes the idea of priority areas for development and redevelopment.

A more detailed analysis of the priority areas is depicted in the Preliminary Area Framework Plans map, Figure 5-4. The plan illustrates the conceptual land use scenarios, roadway circulation, building scale and orientation, open space, and parking facility feasibility within each priority area. Each priority area layout also explores the possibility of rehabilitating existing structures versus construction of new buildings.

Additionally, the typical cross-sections model right-of-way organization and building setback for the overall corridor and priority areas, respectively. For the overall corridor, a streetscape with (2) eleven-foot travel lanes, (2) four-foot on-street bike lanes, eight-foot parking lanes on both sides of the street, a four-foot landscaped boulevard, a seven-foot concrete sidewalk, and no building setback is recommended. The typical cross-section through priority areas has (2) eleven-foot travel lanes, (2) four-foot bike lanes, eight-foot on-street parking lanes on both sides of the street, a ten-to-fifteen-foot sidewalk with street furnishings located adjacent to the curb, and three-to-five-story mixed use buildings sited up to the sidewalk.

Baltimore Avenue Corridor Revitalization Plan

Baltimore Avenue

Project Area

Rivers & Streams

- Transit Impact Zones

- Encourage redevelopment and pedestrian activity between Baltimore Avenue and SEPTA stations.

ALTERNATIVE A: TRANSIT ORIENTED DEVELOPMENT

- Take full advantage of greenways and open space intersecting with corridor
- Opportunity to create/improve civic open spaces and parks

0 250 500 1000 Feet

December 2005

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Figure 5.1

Baltimore Avenue Corridor Revitalization Plan

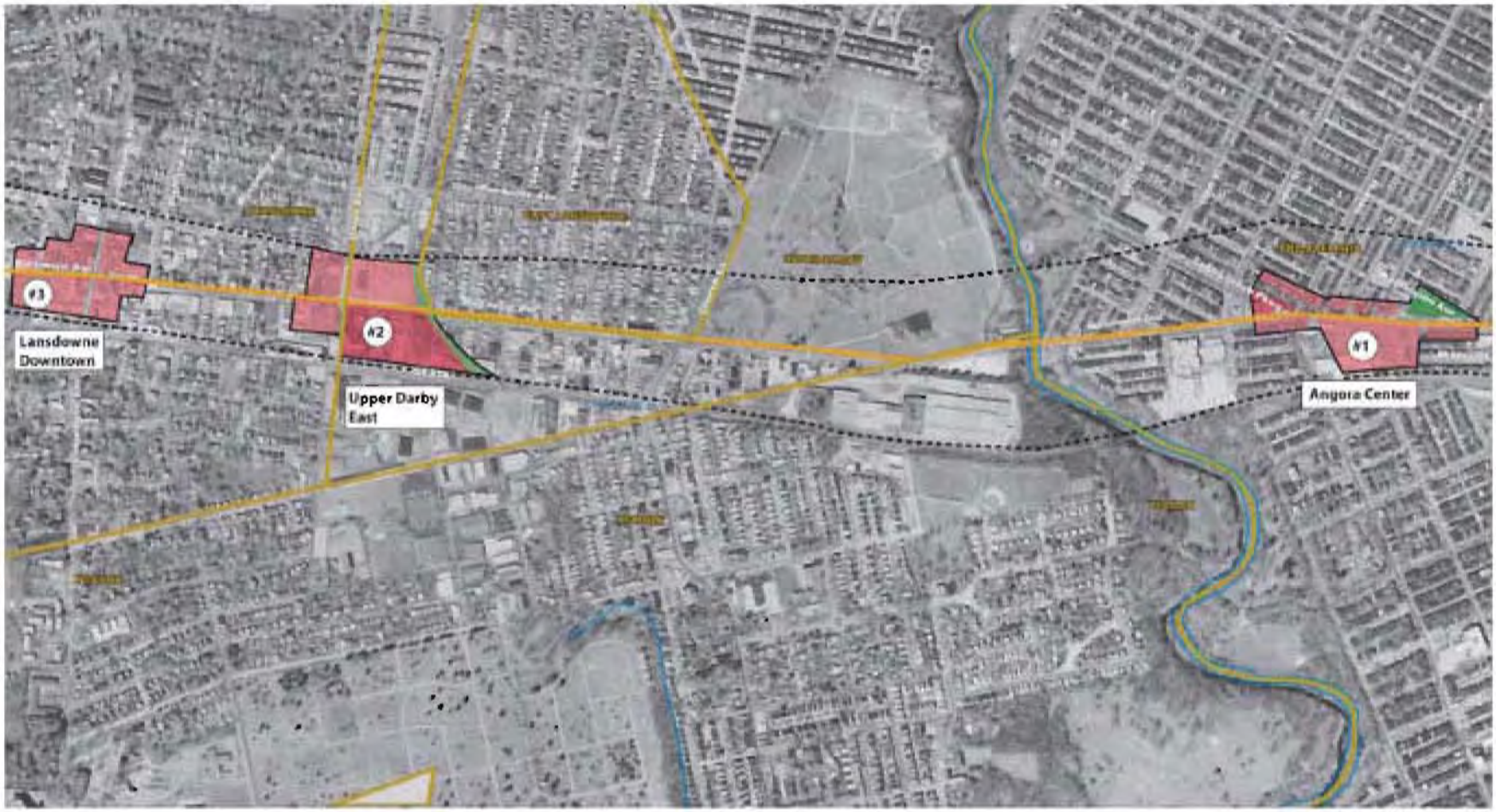
Baltimore Avenue Project Area

Rivers & Streams

- Encourage redevelopment and pedestrian activity along Baltimore Avenue

- Take full advantage of greenways and open space intersecting with corridor
- Opportunity to create/improve civic open spaces and parks

ALTERNATIVE B: ON-AVENUE DEVELOPMENT



December 2005

0 375 750 1500 Feet

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Figure 5.2

Baltimore Avenue Corridor Revitalization Plan

Baltimore Avenue

Project Area

Rivers & Streams

- Encourage redevelopment and pedestrian activity along both crossroads and side streets.

- Take full advantage of greenways and open space intersecting with corridor
- Opportunity to create/improve civic open spaces and parks

ALTERNATIVE C: OFF-AVENUE DEVELOPMENT

December 2005

0 375 750 1500 Feet

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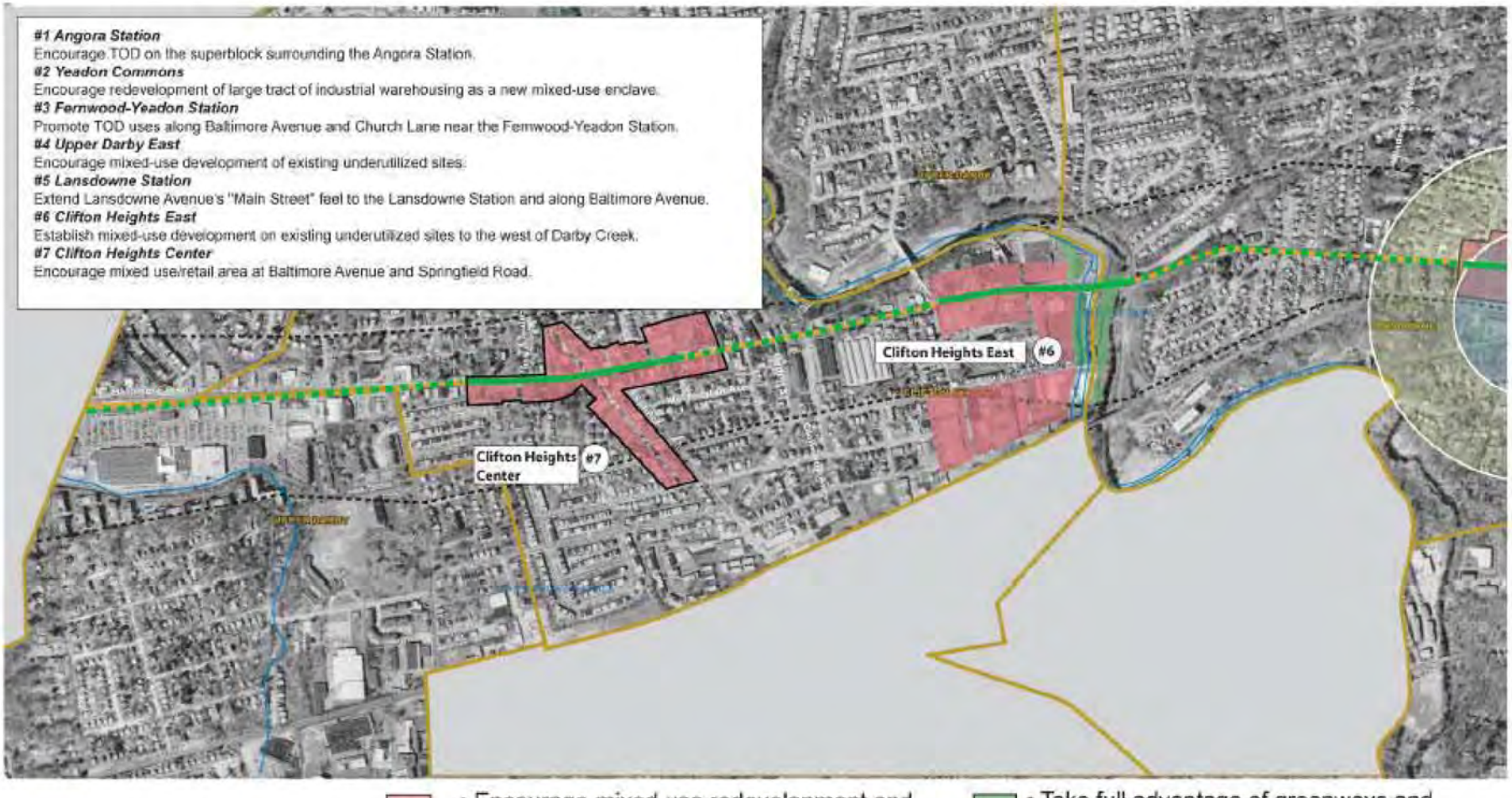
Figure 5.3

Baltimore Avenue Corridor Revitalization Plan



Baltimore Avenue

Project Area

Rivers & Streams

- Encourage mixed use redevelopment and pedestrian activity

- Take full advantage of greenways and open space intersecting with corridor
- Opportunity to create/improve civic open spaces and parks

Chapter 6

Recommendations

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. Recommendations advance the Goals & Objectives described in Chapter 4 and provide a vision for the overall corridor and sub-areas along it, to be implemented by the municipalities of the corridor and their planning partners, both public and private (see Chapter 7).

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

The identification of six priority areas for development and redevelopment is consistent with the analysis of existing conditions and the identification of Assets, Constraints, and Opportunities in Chapter 4. Sites that offer the best conditions for development and redevelopment 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.

This chapter describes the corridor-wide and priority area recommendations and evaluates the market support for these recommendations. A series of plans illustrates the various systems that are relevant to priority areas, including: Roadway, Building Use, Parking, Open Space, Pedestrian Circulation, Bicycle Circulation, and Parcelization and Phasing plans.

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 below and illustrated in the Design Toolkit, Figure 6-2.

STREET TREES

Street tree plantings are encouraged the length of the Baltimore Avenue Corridor. A consistent tree canopy provides for color and textural interest, areas of shade, and a setting that supports pedestrian activity.

Trees should be deciduous, and drought and urban setting tolerant. Typical tree spacing should be forty feet on center and located on both sides of the streets in the boulevard (the grassy space between the curb and the sidewalk).

LIGHTING

Ambient street lighting should be provided through pedestrian-scaled light fixtures. Pole height for the fixtures should be between 10 and 15 feet in height. Pedestrian light fixtures should meet minimum footcandle requirements within the right-of-way per each municipality's design standards and be "cut off" fixtures, minimizing glare.

SIDEWALKS AND CROSSWALKS

Improved conditions for pedestrian movement along Baltimore Avenue are a high priority for the corridor. Sidewalks should be continuous along both sides of Baltimore Avenue and be in good condition. Sidewalks should provide direct access into buildings fronting the corridor, make connections to intersecting roadway sidewalks, and safely direct pedestrians to crosswalk areas. Mid-block conditions where pedestrian and vehicular traffic cross, such as at driveways, should provide for the material, texture, color and pattern of the sidewalk area to be continuous, and to visually and functionally prevail over the vehicular surface.

Sidewalks should be a minimum of five feet wide in non-priority areas and, where feasible, detached from the roadway by means of a separate boulevard area lined with trees.

Pedestrian crossings at intersections should be located at the block corner with an Americans with Disabilities Act-acceptable ramp set ninety degrees to the cartway. Crosswalks should be a minimum of ten feet wide, delineated with a seventy five percent contrasting color from the roadway paving, and located at least six feet away from a vehicular stop bar.

PARKING

On-street parking is not suggested outside of priority areas, but may be maintained where it currently exists. Off-street parking for businesses and residential buildings along the corridor should be provided behind the buildings located on the corridor, or in a nearby municipal lot. Municipalities along the corridor should regulate to provide for minimum landscape requirements within

off-street parking areas. Off-street parking should not be provided in front, or to the side of buildings along the corridor. Where existing properties along the corridor have off-street parking in front of the building such parking should not be permitted to block pedestrian passage. Over the longer term, such front-of-building parking should be eliminated and the parking accommodated in an alternate location.

As new development occurs along the corridor, increasing the density of land uses, opportunities for structured and shared parking facilities should be pursued. Development incentives, joint use, and modified local parking requirements can help make parking structures financially feasible.

WAYFINDING

Signage along the corridor should clearly direct vehicular and pedestrian traffic. Street signs should be located at every intersecting street and match the predominant existing style of signs along the corridor in scale, color, and font. Street signs should be visible at night and should be free from obstruction from landscape materials or commercial signs.

Municipalities are strongly encouraged to reduce the number of commercial signs (including billboards) along the corridor by preparing revised sign ordinances, perhaps in conjunction with corridor overlay zoning district regulations.

GATEWAYS

Visual gateways for the communities along the corridor have been identified by corridor stakeholders as desirable features. A limited amount of significant boundaries or crossroads along the corridor should be designated as special gateway areas, including the boundary of Delaware County and the City of Philadelphia at Cobbs Creek and at the crossing of Darby Creek.

Gateway designs should convey a message to corridor users that they are leaving one community and entering a new community, or that they are crossing a significant environmental or jurisdictional line. Gateways provide a means to relay a message about the local character of an area and its special features. Key features to include in gateway designs may contain such elements as wayfinding and "branding" text, interpretive signs referencing the history or environment of the community, specialty lighting, art displays, water features, seating areas, and landscape walls and/or fencing.

Currently, two plans are underway that could affect potential gateways at Darby Creek. The first is integral with Delaware County's greenway planning for the Darby Creek Watershed. The second is Lansdowne Borough's plan for a gateway at Scottdale and Baltimore Avenues. Coordination of these plans is vital for any future gateway at Darby Creek.

BUILDINGS

Buildings fronting the corridor define the space of the streetscape and contribute significantly to the experience of being in that space. Recommendations for Baltimore Avenue include both improving existing buildings and defining future buildings along the corridor. With regard to the former, routine maintenance and focused refurbishing of existing building facades along the corridor are encouraged to improve the ambiance of the street.

Future development should contribute to the pedestrian-friendly character proposed for the corridor. Buildings should be sited up to sidewalks. Small "pocket-parks" may be considered; these should be thought of as extensions of the sidewalk pedestrian space by being accessible to the public and providing café-style seating, landscaping and/or seating areas. Primary building access should be from Baltimore Avenue while off-street parking and service requirements are met behind buildings, off the corridor frontage.

Building heights should provide a 1:1 relationship with the width of the street in front of the building, *i.e.*: if the street is sixty feet wide in front of the building, the building should be approximately sixty feet, or five stories, tall. Building widths fronting the corridor should be no more than twice building heights. Front façades of buildings should utilize awnings, columns, offset rooflines, cornices, and transoms to articulate architectural styles and provide an articulated first story and entryway. Building facades should include windows and glazed doors to provide a minimum of 40% transparency. Window displays for retail stores are encouraged. The maximum signage area should be five percent of the total façade area. A minimum of two feet in front of the entrance and apart from the effective sidewalk area (pedestrian throughway) should be free of obstacles to provide adequate space for entering and exiting the building. Where buildings are situated adjacent to transit stops, measures should be taken to provide a comfortable waiting area for transit riders, including providing a bench, newspaper bins, and canopy.

Sites along the corridor should be developed with environmentally-sustainable designs, including provisions to capitalize on building orientation, minimize stormwater runoff, harvest solar and/or wind power, adapt and reuse existing materials, improve existing infrastructure, and minimize atmospheric pollutants. The Leadership in Energy and Environmental Design (LEED) Certification, developed by the US Green Building Council (USGBC), provides a list of standards for environmentally-sustainable construction. Proposed development sites along the corridor should be encouraged to seek LEED certification, a Green Building Rating System offered by the USGBC.

UTILITY COORDINATION

In much of the corridor, overhead utility lines are visually intrusive. Removal of above-ground utilities would help to provide an open, uncluttered streetscape, ultimately resulting in a safer streetscape for pedestrians and vehicles and a more attractive, appealing view. Municipalities should prioritize the "undergrounding" of utilities as part of prospective streetscape projects and as private development occurs along the corridor.

STORMWATER MANAGEMENT

Development and redevelopment along the corridor should incorporate innovative and sustainable solutions to stormwater management practices. Solutions for stormwater management may include the use of rain barrels, permeable paving, infiltration trenches, rainwater harvesting, biofiltration swales, disconnected downspouts, groundwater aquifer recharge, and recycle systems and stormwater planters. Projects incorporating such solutions should be supported by local municipalities.

Baltimore Avenue Corridor Revitalization Plan

Project Area

Rivers & Streams

Corridor-Wide Streetscape Improvements

- 5- foot sidewalks (min.), 4-foot tree lawn (min.)
- Cross walks and accessible ramps at every intersection
- Street lights, trees (40' on-center), and street name signs
- No on-street parking

Priority Area Streetscape Improvements

- Ornamental street trees unique to each priority area
- Min. 10-foot sidewalk width, includes 4-foot amenity zone next to curb
- Cross walks and accessible ramps at every intersection
- Roadway lights, pedestrian lights with banner, bollards, benches, tree grates, bike racks, trash receptacles and newspaper corralls
- On-street parking located between sidewalk bulb outs

CORRIDOR PLAN

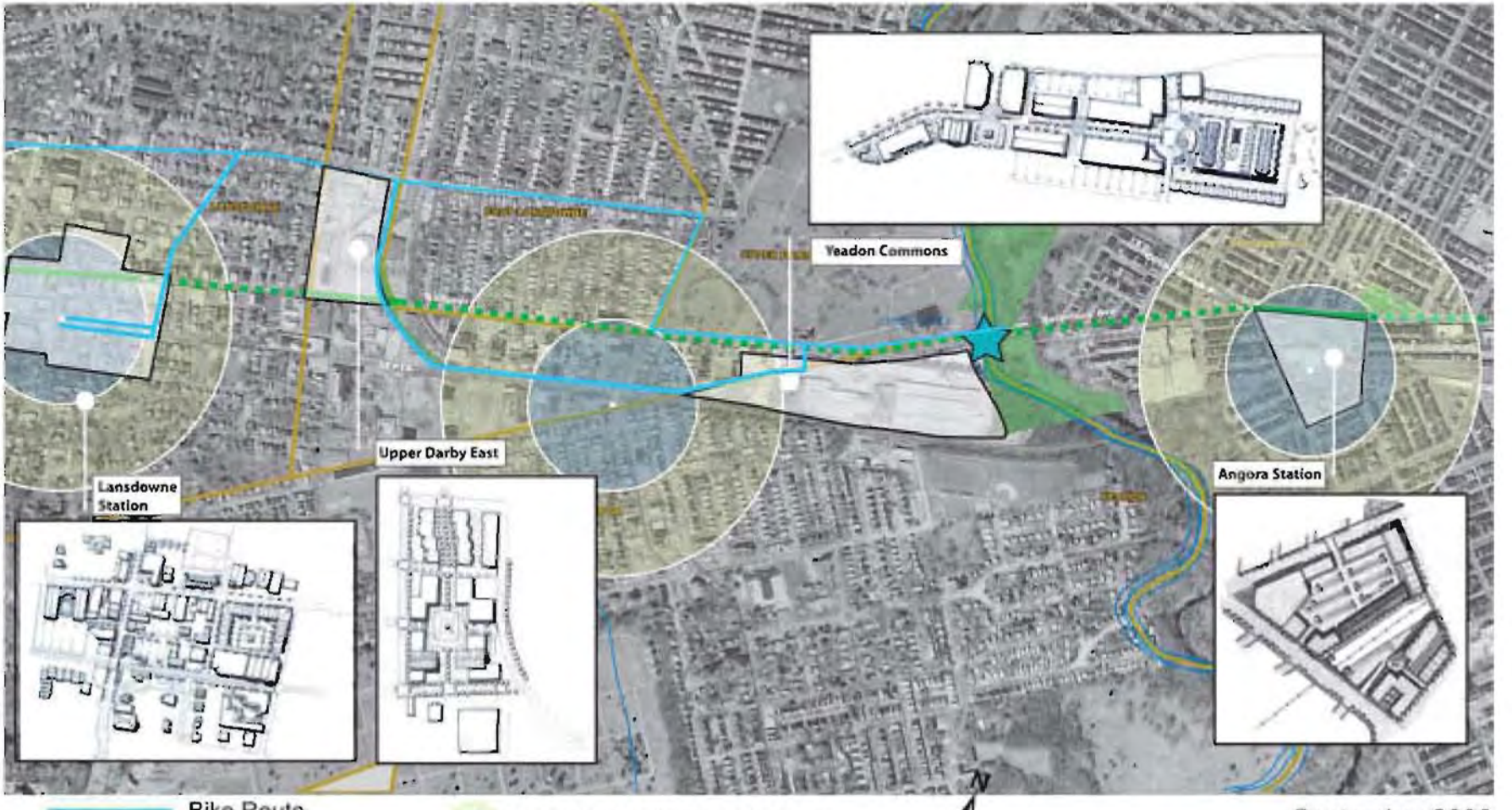


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Figure 6.1

Baltimore Avenue Corridor Revitalization Plan

STREETSCAPE DESIGN GUIDELINES TOOL KIT

Street Trees

Corridor Wide Streetscape

- Sustainable urban tree
  - 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).

Priority Area Streetscapes

- Ornamental trees - provide color interest in spring and fall. Suggested species include: Red Bud, Chanticleer Pear, Crabapple varietals, Flowering Plum, and Red Maple.
- Sustainable urban trees required
  - Wide canopy
  - Tolerant of harsh environmental conditions
  - Low maintenance.
- Unique species for each priority area provides identity.
- Plant 30'-0" on center.

Lighting

Corridor Wide Streetscape

- Provide overhead street lighting in accordance with PennDOT and municipal design standards.
- Minimize glare from the lights by using “cut-off” fixtures.

Priority Area Streetscapes

- 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.

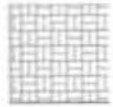
Bicycle and Pedestrian Mobility

Corridor Wide Streetscape

- Provide consistent concrete sidewalk
  - Minimum 5'-0" wide
  - Detached from the roadway with a 4'-0" grass boulevard adjacent to the curb.
- 10'-0" painted crosswalks, min. contrast color to roadway pavement color.
- Accessible 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.

Priority Area Streetscapes

- Provide poured concrete or unit paver sidewalks
  - 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.
- Accessible ramps 6'-0" wide, set 90 degrees to cartway at all roadway crossings.



Parking

Corridor Wide Streetscape

- 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.

Priority Area Streetscapes

- 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

Corridor Wide Streetscape

- 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.

Priority Area Streetscapes

- 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	• Demarcate jurisdictional and environmental boundaries by providing Gateway areas with interpretive signs, specialty lighting, artwork, planting beds and/or seating.	• 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	• 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 minimum transparency on the street frontage side. • Encourage LEED certification, a Green Building Rating System offered by the USGBC.	• See Corridor Wide Building recommendations.
Utility Coordination	• Underground overhead utility lines as part of future streetscape projects.	• See Corridor Wide Building recommendations.
Stormwater Management	• 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	• See Corridor Wide Building recommendations.
Streetscape Furnishings	• Not applicable.	Bollards • Optional decorative bollards placed around bulb outs and/or sidewalk areas to delineate pedestrian vs. vehicular areas.  Seating • 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.  Bike Parking • 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.  Trash Receptacles • Provide one trash receptacle per face block in street furnishings zone. • Trash receptacle material, color, and finish should be coordinated with bench seating characteristics.  Tree Grates • 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.

Figure 6.2

BICYCLE ACCESS

A bike route through the Baltimore Avenue study area should connect the established on-street bike lanes along Baltimore Avenue and the Cobbs Creek bike trail in the eastern portion of the study area to the western destinations in Delaware County. A proposed on-street bike route is recommended along Baltimore Avenue from Cobbs Creek Parkway, north on Church Lane, west on Pennbrooke Avenue, and then crossing Baltimore Avenue and proceeding west along Broadway Avenue. Proposed bike routes adjacent to Darby Creek should be coordinated with this routing. The reinstitution of the Newtown Square Branch multi-use trail, as proposed in the Lansdowne, East Lansdowne, and Upper Darby Comprehensive Plans, should be encouraged and should connect to the proposed bike lanes along Pennbrooke Avenue.

CORRIDOR WIDE VEHICULAR MOBILITY IMPROVEMENTS

Potential improvements to vehicular mobility along Baltimore Avenue must be balanced against the need to adhere to the goals associated with development and redevelopment along the corridor, specifically the desire to enhance the corridor for non-vehicular users and provide access to new and existing uses. Consistent with these goals, the 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 the 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 maintain the reductions in delays along corridors, the participating municipalities should also 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. The implementation of a regular program to maintain the operational efficiency of the signal system will assist in maximizing the ability of the corridor to serve vehicular mobility without extensive physical improvements.

In the future, 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.

In addition to improvements along Baltimore Avenue, consideration should be given to reducing delays on parallel routes, such as Broadway Avenue, through the implementation of neighborhood-sensitive changes to traffic control. Specific modifications could include replacing existing stop signs with mini-roundabouts. These measures can reduce delays for local traffic using the streets to avoid congestion on Baltimore Avenue while maintaining place-appropriate travel speeds and enhancing the overall aesthetic of the neighborhoods.

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. Recommendations are somewhat ambitious, which is consistent with the nature and scale of land use, urban design, and economic development recommendations. For example, some transit recommendations are oriented to serving as a catalyst for economic and community development, rather than justified solely on transportation need.

A number of proposals are relevant to the corridor as a whole, relating to the amenities provided to current or prospective transit riders. New development or redevelopment should seek to make transit access easier and thereby increase transit use. These amenities and other transit supportive elements would include:

BUS STOP LOCATIONS

Typically, SEPTA provides stops for passenger boarding and alighting every block or two at near-side locations. Stops are marked with the standard SEPTA sign which indicates the SEPTA logo and route. Some revisions 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.

BUS STOP FEATURES

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 Pike. The bus line could originate at 52nd and Market Streets, serve an improved Angora Station, and operate principally along Baltimore Pike 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 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, Lowes, 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.

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 in Chapter 3, (and summarized on page 6-23), 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. The market for office space in the Baltimore Avenue corridor is not expected to improve enough in the short term to attract new office 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

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

(R&D) facilities, and the proximity of the corridor to R&D activities may generate opportunities for additional R&D development, 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 products 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.

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.

STREETSCAPE IMPROVEMENTS

Streetscape furnishings should enhance the pedestrian environment of priority sites along the Baltimore Avenue corridor. Priority areas should provide the quality of pedestrian space to encourage residents, shoppers, and employees of the priority areas to enter into and spend time on sidewalks and in civic spaces. Streetscape furnishings are defined below and illustrated in the Design Toolkit (Figure 6-2).

STREET TREES

Street tree plantings through priority areas should differentiate themselves from the rest of the corridor. A dramatic change in color or form will assist in defining the identity of the priority area. Fall color and/or spring blooms should celebrate the distinct season and individual priority area.

Trees should be ornamental, deciduous, drought resistant, tolerant of an urban setting, and require little maintenance. Typical tree spacing should be thirty feet on center and located on both sides of the streets. A minimum of two species should be used within each priority area to provide resistance to disease. Trees located in rows should alternate species.

When implemented, tree plantings should permit local communities to identify signature street tree species within priority areas.

LIGHTING

Multiple light sources should illuminate priority areas. Photometric levels from priority areas should not contribute to light pollution of adjacent neighborhoods, and should be consistent with dark sky principles and/or lighting ordinances.

Overhead street lighting should be provided in accordance with PennDOT standards; priority areas should also provide pedestrian-oriented light fixtures along Baltimore Avenue and interior streets. Pedestrian light fixtures, in this instance, are defined as fixtures less than fifteen feet tall, with a pole that provides decorative color and or form, providing a sufficient

foot-candle (incident illumination at a specific point) to provide for safe pedestrian passage at night.

Pole fixtures should provide an arm (or two arms) on which communities can hang a municipal banner and/or flower pots. Luminaires, or lamp heads, should be to scale with the pole fixture. Lights should be located within the five-foot amenity area adjacent to the curb on the sidewalk and placed so as not to interfere with overhead utilities or tree branching. Lighting fixtures, in their color and style, should be unique to each priority area.

Light from advertising signage and through transparencies in the building facades should be nonreflective, limit glare, and provide ambient light within the priority area.

SIDEWALKS AND CROSSWALKS

Sidewalks should be incorporated into future improvements where they do not currently exist and improved where they are substandard. Sidewalks should provide direct access into buildings fronting the corridor, make connections to intersecting roadway sidewalks, and safely direct pedestrians to crosswalk areas. Where pedestrian and vehicular traffic cross, such as where driveways cross sidewalks, the material, texture, color and pattern of the sidewalk area should be continuous, prevailing over the vehicular surface.

Where right-of-way permits, sidewalks should be a minimum of fifteen feet wide in priority areas. Fifteen feet includes five feet from the back of curb to accommodate streetscape amenities such as trees, tree grates, lighting, benches, trash receptacles, and newspaper corrals, two feet clear adjacent to building facades to provide space for entering and exiting the building, and eight feet of effective pedestrian passage. The sidewalk area should extend the width of the parking lane at intersections to provide a "bulb out" area. Bulb outs provide safer pedestrian crossings by reducing the crossing length and providing increased visibility to and from vehicular travel lanes.

In instances where existing right-of-way width and the existing or adaptive reuse of buildings along the corridor limit the width of sidewalk area available, the cross section of Baltimore Avenue should be revised. Where appropriate, travel lanes and parking lanes should be reduced in width. In this manner, additional space may be attributed to the sidewalk area. Where sidewalks cannot be made fifteen feet wide, the width of effective pedestrian passage should be reduced to no less than five feet. If additional width is still required, the amenity zone area should be reduced to no less than one foot to accommodate parking meters and light poles (street trees and other amenities may need to be omitted in these areas).

Priority area streetscape designs should use specialty paving on sidewalks to define high volume pedestrian spaces. Each priority area should provide a distinct material, pattern, and color to define sidewalk areas unique to that priority area.

Pedestrian crossings should be located at the block corner with an Americans with Disabilities Act-acceptable ramp set ninety degrees to the cartway. Crosswalks should be a minimum of ten feet wide, delineated with a contrasting color from the roadway paving, and located six feet back from the vehicular stop bar.

PARKING

On-street parking is recommended throughout priority areas. On-street parking provides a physical and psychological buffer between vehicular traffic and sidewalk areas. Priority areas should utilize sidewalk bulb out areas to clearly delineate parallel parking areas from travel lanes and sidewalks.

Off-street parking for properties along the corridor should be provided behind buildings fronting the corridor, or in a nearby municipal lot. Municipalities along the corridor should regulate or provide minimum landscape requirements within priority parking areas. Off-street parking should not be provided in front or to the side of buildings along the corridor.

As new development occurs along the corridor, increasing the density of land uses, opportunities for structured and shared parking facilities should be pursued. Development incentives, joint use, and decreased and modified local parking requirements can help make parking structures financially feasible.

WAYFINDING

In addition to regulatory signage, municipalities should encourage the use of complementary signage to enhance the identity of priority areas. Potential wayfinding techniques include: community banners attached to pedestrian light pole arms or cross-street and signature artist-designed street name systems.

BUILDINGS

Priority areas will incorporate both the use of existing and new buildings. Existing buildings should follow the design guidelines for the corridor wide recommendations as much as possible. Adaptive reuse and rehabilitated structures should incorporate design elements that focus on pedestrian use. Buildings should have a primary access along Baltimore Avenue, a façade with a high degree of transparency, and articulated facades.

OPEN SPACE AND CIVIC PARKS

Future development within priority areas should be strongly encouraged to provide space for gatherings. Such spaces could be defined as pocket parks using similar design tools as the gateway features, including: enhanced paving, intensified landscape areas, interpretive signs referencing the history of the community, specialty lighting, art displays, water features, seating areas, and landscape walls and/or fencing.

Critical to the utilization and vibrancy of these public spaces is relevant programming. Potential programming may include providing shelters for farmers markets or flea markets, stages and seating for outdoor concerts, or small, private seating areas for reflection.

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 ordinances relative to developments along Baltimore Avenue. These ordinances should promote access via adjacent, minor streets where possible. Where access must be taken directly from Baltimore Avenue, the number of access locations should be kept to a minimum and, if possible, coordinated with existing access points on the opposing side of the avenue. Consideration may also be given to restricting exiting movements onto Baltimore Avenue if a viable alternative is available. Limiting the number of access points will minimize new disruptions to traffic along Baltimore Avenue and reduce potential vehicular and pedestrian conflicts along the corridor.

Development ordinances should also be reviewed to ensure that adequate provisions are made for internal site circulation and shared parking. Limiting development related vehicular circulation to areas within the sites minimizes the volume of unwarranted traffic along Baltimore Avenue. Additionally, the ability to share parking between complementary uses can reduce the number of required parking fields and associated access points, with the added benefit of encouraging non-vehicular interaction between sites.

MARKET EVALUATION

A range of building options have been developed for six priority areas (or opportunity nodes) along Baltimore Avenue, including Angora Station, Yeadon, Upper Darby, Lansdowne, Clifton Heights East and Clifton Heights Center. Recommended uses include a mix of residential, retail, office, open space, and parking in medium to high density development sites. In this section of the Baltimore Avenue Revitalization Plan, 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 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

[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.

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

As reported in the market analysis in Chapter 3, 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.

PRIORITY AREA SITES

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. A related objective has been to improve conditions at the Cobbs Creek Shopping Center area located along Baltimore Avenue.

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.

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.

Key recommendations for the Angora Station area follow, with accompanying maps.

TRANSIT

Ridership levels at the Angora Station are among the lowest of any station on SEPTA's Regional Rail system. The station has been a candidate for elimination of service for the past several years and the prospective closing has encountered strong opposition from the Kingsessing community. Recent marketing attempts have been directed at increased ridership, but the levels continue to be disappointing. In many ways, this is not surprising since the current station has so many shortcomings.

Consistent with the proposals for land use and development in the vicinity of the station, selected upgrades to the station are recommended. These include an elevator for access down to the platform level from Cobbs Creek Parkway, a parking lot and drop-off area adjacent to the inbound platform, and an improved ramp for vehicular access.

Additional parking could be provided as part of a residential structure southeast of the station. A parking deck under this building could be used jointly by residents and commuters with access via the ramp from Cobbs Creek Parkway.

Better integration of SEPTA bus routes and the R-3 line is also recommended. The surface routes that pass this location should have pull-outs and shelters where the new passenger elevator is to be installed, adjacent to the sidewalk on Cobbs Creek Parkway.

ROADWAY

Recommended roadway improvements to the Angora Station area consist of changes to the pedestrian environment along the perimeter of existing streets. There are no new through streets proposed.

For the Baltimore Avenue face block, an improved sidewalk is recommended, (see the Design Guidelines Toolkit at the beginning of the chapter for a summary of the recommended streetscape character). Cobbs Creek Parkway, 57th Street, and Hoffman Avenue are recommended to have a minimum 6-foot wide sidewalk with street trees, the latter to provide color, shade, vertical articulation, and landscaping along the street edge.

Driveways leading to interior parking areas provide for clearly defined ingress and egress. Driveways should accommodate one lane of traffic in each direction and sidewalks on both sides to facilitate pedestrian, as well as vehicular, access to the interior space. It is not anticipated that these access points will warrant traffic control devices at their intersections with the existing roadways. However, traffic studies to determine such need should be conducted as part of any developer submission.

BUILDING USE

Buildings within the superblock would consist of a mix of uses. In general, the area north of the rail line would provide retail and residential uses, while the area south of the rail line would provide residential and commuter uses.

NORTH OF THE RAIL LINE

The northern block is recommended to have an approximately 60,000-square-foot space for ground floor retail to accommodate a large grocery store and supporting, smaller, convenience retail stores. New buildings fronting Cobbs Creek Parkway and 57th Street also would have retail uses on the ground floor. Existing dwellings on 57th Street would remain and a new building on the northern edge of the rail line would have residential uses on the ground and upper floors. Building entrances should be located along the street frontages.

Upper floors of the supermarket block could contain office space, marketed to potential tenants and employees based on its convenience to the station. Floors above the remaining retail spaces would be appropriate for residential units.

SOUTH OF THE RAIL LINE

Access to the rail station is adapted to include the driveway ramp, commuter drop-off area, surface parking, and structured parking for commuters under the proposed residential building along 57th Street.

Four-to-five-story residential buildings are recommended at the corner of 58th Street and Hoffman Avenue and along 57th Street, north of the existing dwellings located at the corner of Hoffman Avenue and 57th Street. New residential buildings would contain rental apartments and/or condominiums.

PARKING

The Angora Station superblock area is recommended for a combination of new, structured parking as well as reconfigured surface parking lots. A surface parking area, interior to the retail areas north of the tracks, would provide short-term parking for retail customers. This parking lot should provide pedestrian-oriented light fixtures and 5-10% of the total lot area as landscaped areas.

With the exception of the supermarket, clearly delineated pedestrian access from the parking area to the front entrance of the retail stores should be provided along driveways or between buildings.

The residential building north of the rail tracks is intended to provide parking for its residents on the lowest level or ground floor of the building.

Parking for R-3 Regional Rail commuters is to be provided for both short-term and long-term users. A limited amount of short-term surface parking spots would be provided along the south side of the rail line. The residential building located along 57th Street would provide long term parking spots for commuters, as well as for residents of the building. Access to the facility would be limited to residents with a key card and paying commuters.

OPEN SPACE

The Angora Station site plan incorporates opportunities for landscaped street rights-of-way, private open space, and a civic plaza (landscaped street rights-of-way characteristics are defined in the Design Guidelines Toolkit at the beginning of Chapter Six.) Private open space areas would be maintained by the residential entity owning the property. The private space within the site is located above the inbound station platform, between the residential buildings. The space would offer residents a roof structure for protection from sun, rain, and snow, seating, landscaping, lighting, enhanced paving materials, and an opportunity for art or some other form of monumentation.

PEDESTRIAN CIRCULATION

Pedestrian circulation around and through the site is primarily along perimeter streets and to station platform areas. The intent of sidewalk areas is to provide safe walking areas separate from vehicular circulation, with a sidewalk width sufficient to accommodate 2-3 people walking abreast as well as at least 3 or 4 additional feet to accommodate other pedestrian amenities such as newspaper boxes, benches, lighting, plantings and trash receptacles. Café style seating, merchandise displays, and transit shelters along Baltimore Avenue should be located outside of pedestrian pathways (sidewalk areas guidelines within priority areas are defined in the Design Guidelines Toolkit located at the beginning of this chapter).

While some retailers, particularly the supermarket, may require access from the interior parking area, interior sidewalk areas are intended to provide access to the front (or street) sides of the retail buildings. Pedestrian amenities in the interior parking area should include furnishings that contribute to safety and visual aesthetics, such as lighting, landscaping, and enhanced paving materials, but not features that encourage gatherings such as

benches, artwork, café seating, etc. Those amenities should be located along the outside perimeter of the block.

Pedestrian access to the inbound and outbound station platforms should be via walks at least 10 feet in width, well-lit, landscaped, and open to views to and from the adjacent Cobbs Creek Parkway and surrounding buildings.

BICYCLE CIRCULATION

Bicycle circulation should be accommodated at the station access points. Encouraging bicycling to and from the station area by providing safe access to the station and bike racks and/or lockers is recommended.

PARCELIZATION AND PHASING

As the Angora Station priority area is based on new retail and residential developments providing a catalyst for increased transit demand, the large, retail parcels should be phased first. Addressing the need to improve the retail viability and safety at the existing shopping center should be the highest priority (A-1 & A-2).

Once activity on the site has increased, access and aesthetic improvements to the station platform area should be developed (B-1). Increased retail activity and improved access/image conditions for the rail station should provide support for the TOD-style residential components recommended for the superblock, to be developed over one or more subsequent phases (C-1, C-2, & D-1).

Baltimore Avenue Revitalization Plan

Angora Station

Roadway Network

December 2006

Figure 6.3

Baltimore Avenue Revitalization Plan

Angora Station

Building Use

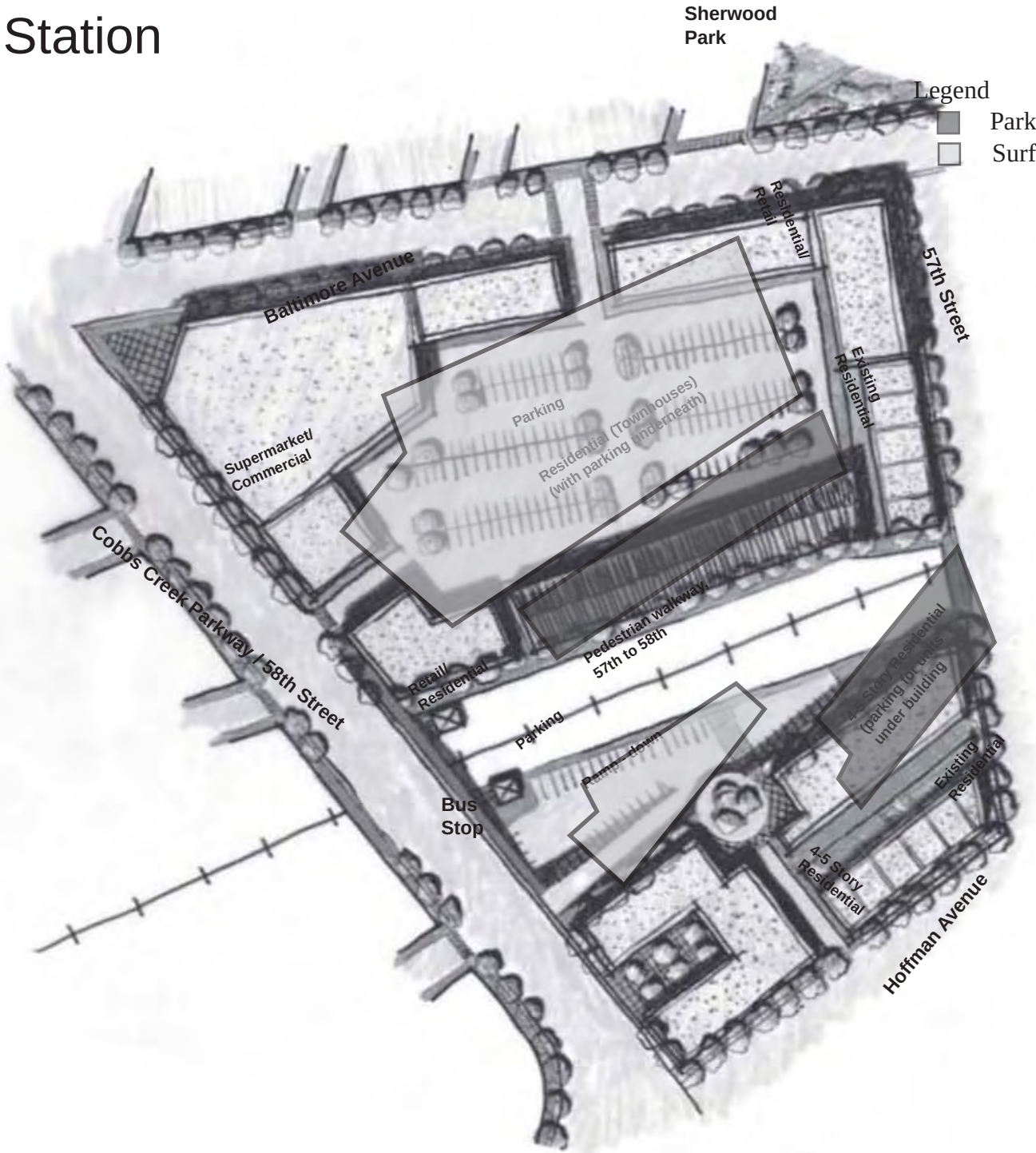
December 2006

Figure 6.4

Baltimore Avenue Revitalization Plan

Angora Station

Parking



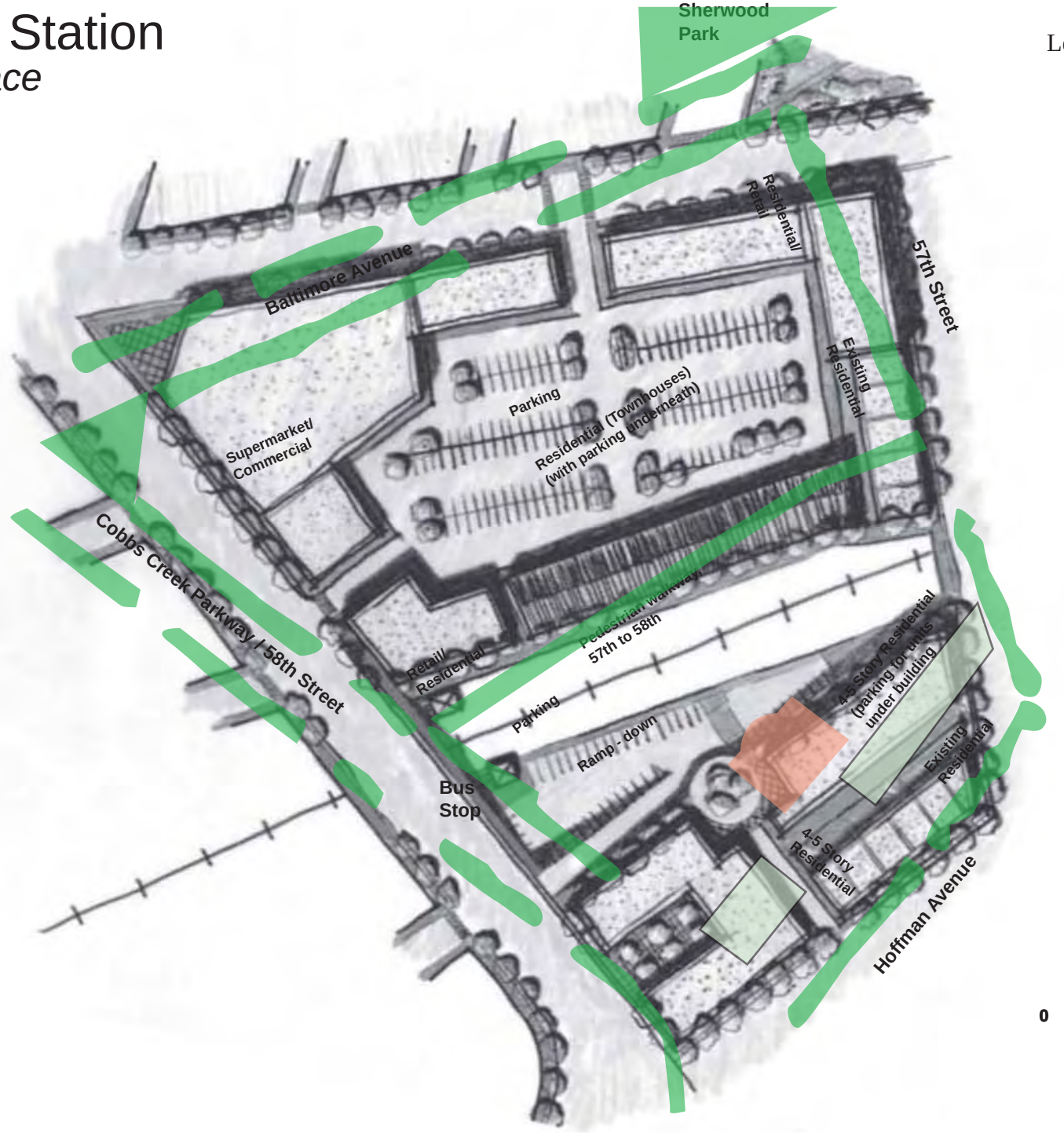
December 2006

Figure 6.5

Baltimore Avenue Revitalization Plan

Angora Station

Open Space



Legend

- Private Open Space
- Street Right of Way
- Private Open Space

0 150 300feet

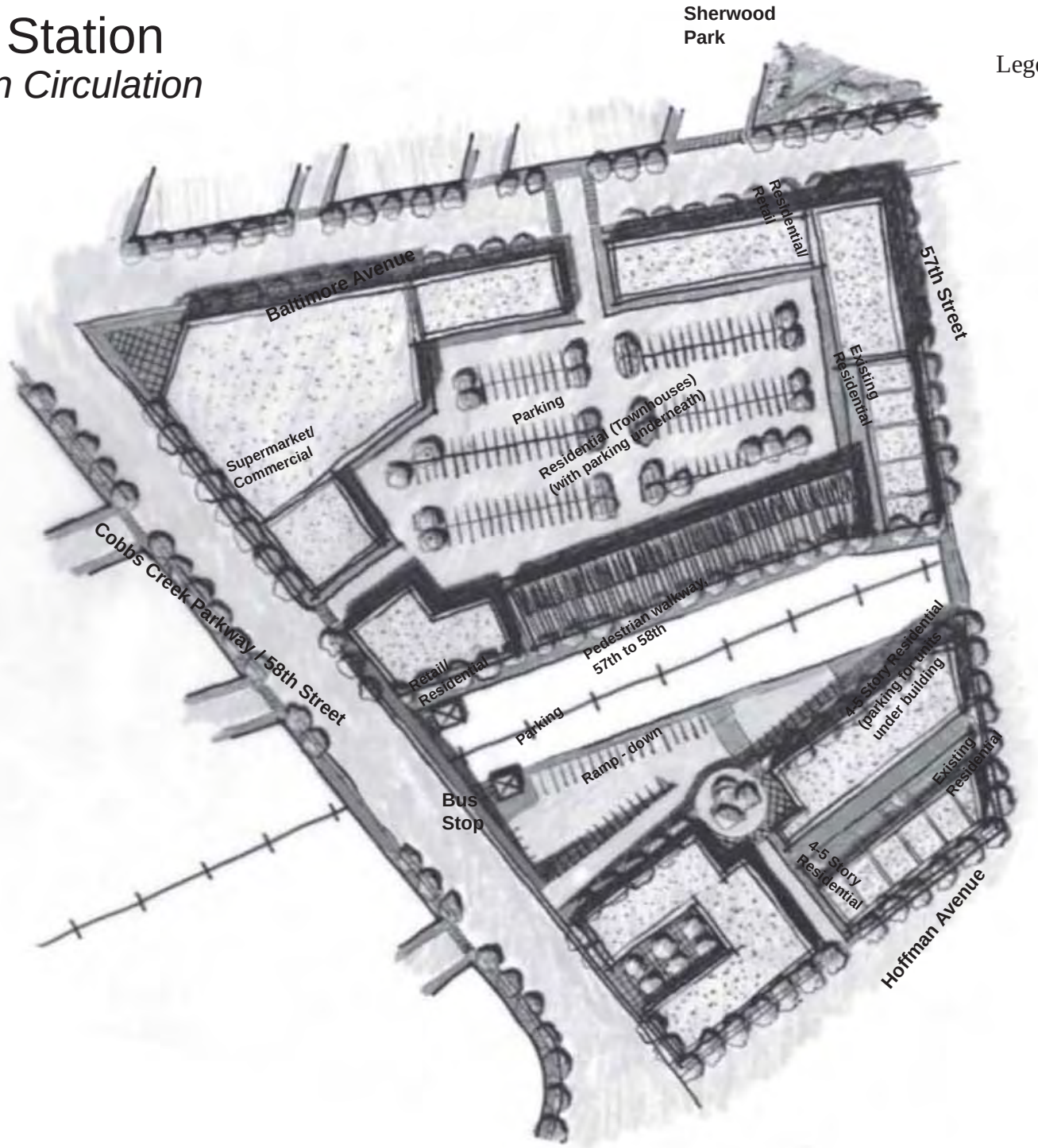
December 2006

Figure 6.6

Baltimore Avenue Revitalization Plan

Angora Station

Pedestrian Circulation



Legend

Sidewalks along Roadways

Pedestrian Crosswalk

0 150 300feet

December 2006

Figure 6.7

Baltimore Avenue Revitalization Plan

Angora Station

Bicycle Circulation

Legend

Multi Use Trail

0 150 300feet

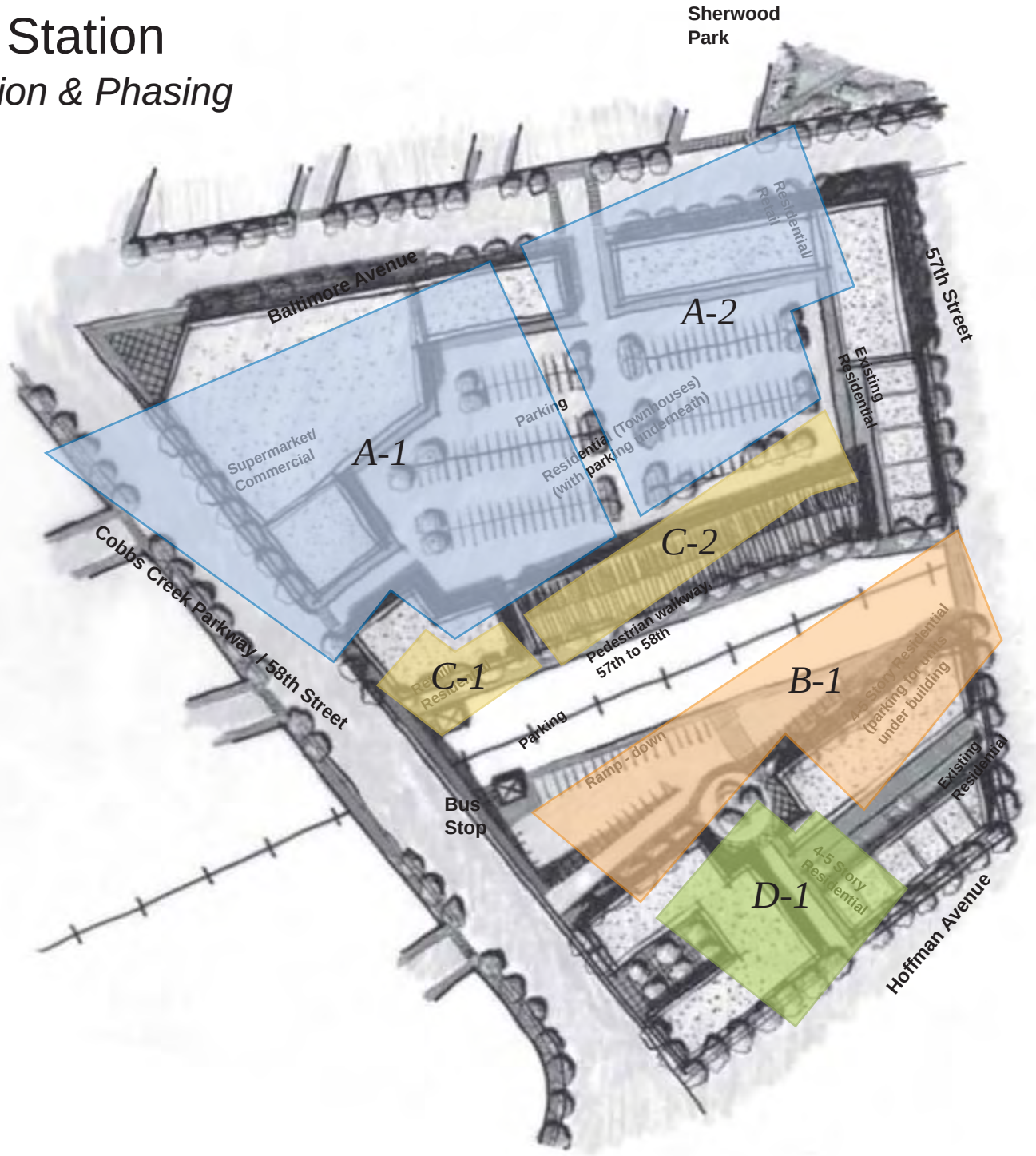
December 2006

Figure 6.8

Baltimore Avenue Revitalization Plan

Angora Station

Parcelization & Phasing



December 2006

Figure 6.9

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 R-3 Regional Rail station, with opportunities to capitalize on the site's proximity to the Cobbs Creek Park and bike trail open space, Fernwood Cemetary 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.

TRANSIT

The key transit feature proposed for this development area is a shuttle bus linking the proposed development area to the Fernwood-Yeadon Station along a route just north of the rail line. Portions of the development area are beyond convenient walking distance and a shuttle could provide a significant amenity for employees and residents. This might be a service provided by Delaware County TMA or by a development entity.

ROADWAY

The recommended Yeadon Commons priority area site plan identifies a new roadway network that would establish connections within the site and between Baltimore Avenue and the Fernwood-Yeadon Station. Two new roads provide access into the site from Baltimore Avenue. These roads provide one lane of traffic in each direction and sidewalks on both sides.

Both roads connect to the new internal pedestrian-oriented street running east-west from the proposed civic space and center of the new community to the Fernwood-Yeadon Station to the west (and ultimately, to the Upper Darby East priority area). This important new street is proposed as one lane in each direction, with parking on both sides and wide sidewalks for pedestrian activity. A speed limit of twenty-five miles per hour, parking bulb outs, center landscape median, and other traffic calming measures are features intended to ensure a highly pedestrian-friendly, "Main Street"-type atmosphere.

A local loop road connects to the residential enclave in the eastern portion of the site. This road would provide on-street parking and two-way access for its users.

Driveways provide access to surface parking areas. Common access to the district's shared parking eliminates the need for multiple curb cuts providing access to each business's parking lot. Driveways should also provide sidewalks for pedestrian access between parking areas and to retail frontages (see the Design Guidelines Toolkit located at the beginning of the chapter for a summary of the streetscape characteristics).

BUILDING USE

The Yeadon Commons priority area is proposed to contain a mix of retail, office, and residential uses, generally with retail and office uses along the internal pedestrian-oriented street and residential uses in the eastern portion of the site. Orientation of buildings should be to streets and toward the central civic space located at the eastern end of the internal, pedestrian-oriented street.

Ground floor uses along the internal, pedestrian-oriented street are primarily retail, although in some cases, particularly where office uses occupy an entire building, service office uses might occupy the ground floor. Upper floors accommodate residential uses and office space.

Ground floor uses in the eastern portion of the site are both retail and residential. Retail uses occur around the civic plaza, while residential uses are located on the ground and upper floors along the residential loop road. The perimeter of the loop road is intended for medium-density, single-family attached (townhouse) units and multi-family (apartment) units. The interior of the loop road illustrates, from west to east, a building with retail on the ground floor and residential above, a parking structure with parking on the ground and upper floors, and a residential building with residential on the ground and upper floors.

PARKING

Parking for Yeadon Commons is provided via on-street parking, surface off-street parking, and structured parking. This variety provides for short-term shopping needs as well as long-term residential parking. On-street parking is provided on all proposed roads except in areas adjacent to the central civic space.

Surface off-street parking lots are located at both the northern and southern limits of the site. Access to these parking areas is along designated driveways. Parking lots should provide pedestrian-oriented light fixtures throughout the lot and 5-10% of the total area as landscaped areas, including trees. The northern parking lot should be buffered with at least fifteen feet of landscaped area between the parking lot and Baltimore Avenue. This setback is intended to provide a green area, along Baltimore Avenue, opposite the Fernwood Cemetery.

Structured parking is recommended for buildings along the internal, pedestrian-oriented street that contain significant numbers of residential units and of office space. Parking for retail patrons is anticipated to be accounted for by spaces in the surface lots.

Structured parking provides spaces for the majority of residential units in the eastern portion of the site. Townhouses along the perimeter of the loop road should have built-in garages, whereas the parking structure located between the residential buildings in the interior square provide spaces for the adjacent residential units.

This parking structure is anticipated to be a facility in which some residents of the adjacent residential buildings have reserved parking spaces located directly outside their dwelling units with access directly to these units.

OPEN SPACE

A variety of private and public open spaces are outlined in the Yeadon Commons site plan. Street rights-of-way are landscaped with trees and grasses and/or groundcovers, particularly adjacent to Baltimore Avenue and in the landscaped median along the internal pedestrian-oriented street. Some access ways to surface parking areas should be generous enough in size and landscaped so as to be a pocket park.

Two civic plazas are shown on the site plan. The civic plaza to the west, on the south side of the internal, pedestrian-oriented street, is a landscaped retreat for employees and shoppers. The civic space at the eastern end, at the street terminus, is intended to provide a larger venue for public gatherings and recreation. This plaza could incorporate an informal amphitheater or stage area where local performances and shows could take place. The space is also a venue where a farmers market or outdoor flea market could be staged.

PEDESTRIAN CIRCULATION

Pedestrian circulation is integrated throughout the Yeadon Commons site plan, with ample connections for both retail shoppers and residents. Sidewalks along Baltimore Avenue provide landscaping and pedestrian-oriented lighting for passersby along the corridor. As an alternate, the internal pedestrian-oriented street offers a boulevard atmosphere. Sidewalks are wide enough to accommodate people walking side by side, as well as an area dedicated to the placement of streetscape furnishings such as benches, trees, and lights. At selected locations, portions of buildings may be set back from the sidewalk in order to accommodate café seating. Sidewalk areas, in general, are similar to those within priority areas, as defined in the Design Guidelines Toolkit located at the beginning of this chapter.

BICYCLE CIRCULATION

On-street, painted bicycle lanes are recommended for connections to link the Cobbs Creek bike trail, Yeadon Commons civic plaza and shopping destinations, and the Fernwood-Yeadon station. The primary route goes from the Cobbs Creek bike trail, along Baltimore Avenue, south along the access road into the Yeadon Commons site, west along a portion of the internal, pedestrian-oriented street, and finally along the railroad frontage road to the Fernwood-Yeadon station and Upper Darby East priority area.

PARCELIZATION AND PHASING

The initial phase of the Yeadon Commons implementation should include the mixed-use development and civic plaza right at the terminus of the internal, pedestrian-oriented street (A-1 to A-4). Developing these buildings should provide a catalyst for subsequent development actions. A second phase would include the townhouse area at the eastern end of the site (B-1 to B-4) and the latter phases would incorporate the mixed retail, office, and residential areas in the central part of the site and at its western end (C-1, C-2 and D-1 to D-4).

Baltimore Avenue Revitalization Plan

Yeadon Commons

Roadway Network

Legend

New Road

New One-Way Access Road

New Access Road

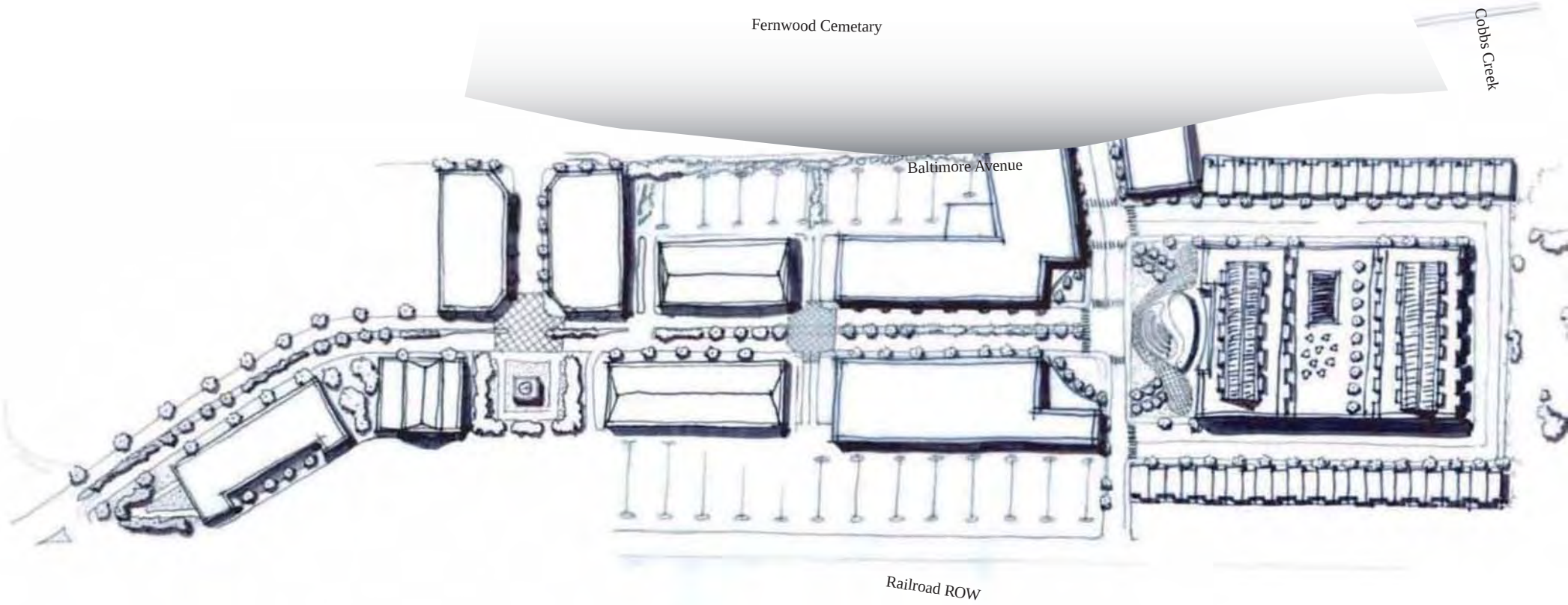


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Figure 6.10

Baltimore Avenue Revitalization Plan

Yeadon Commons

Building Use

Legend

- Medium Density Residential
- Medium-High Density Residential
- Mixed Use - Retail/Residential
- Mixed Use - Retail/Office
- Office
- Parking Structure

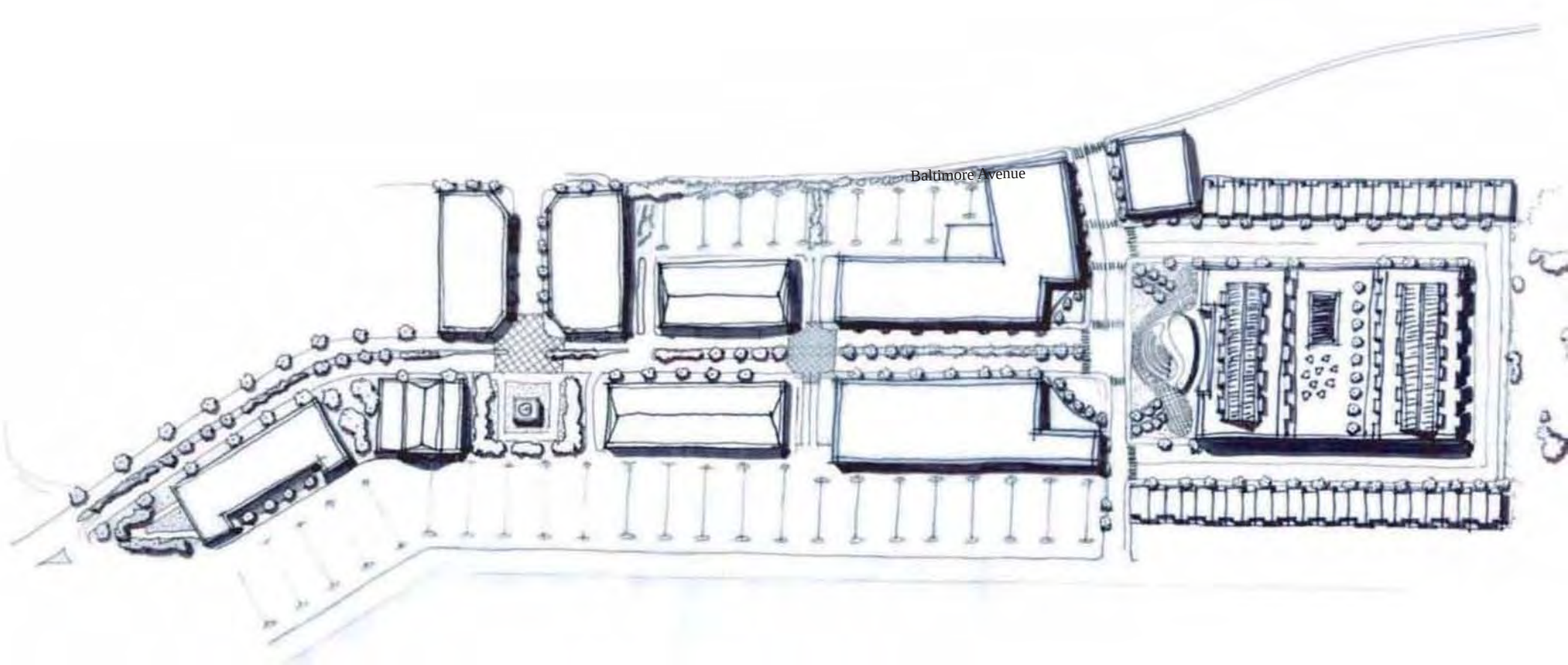

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Figure 6.11

Baltimore Avenue Revitalization Plan

Yeadon Commons

Parking

Legend

Parking Incorporated into the Structure

On-Street Parking

Surface Parking Lots

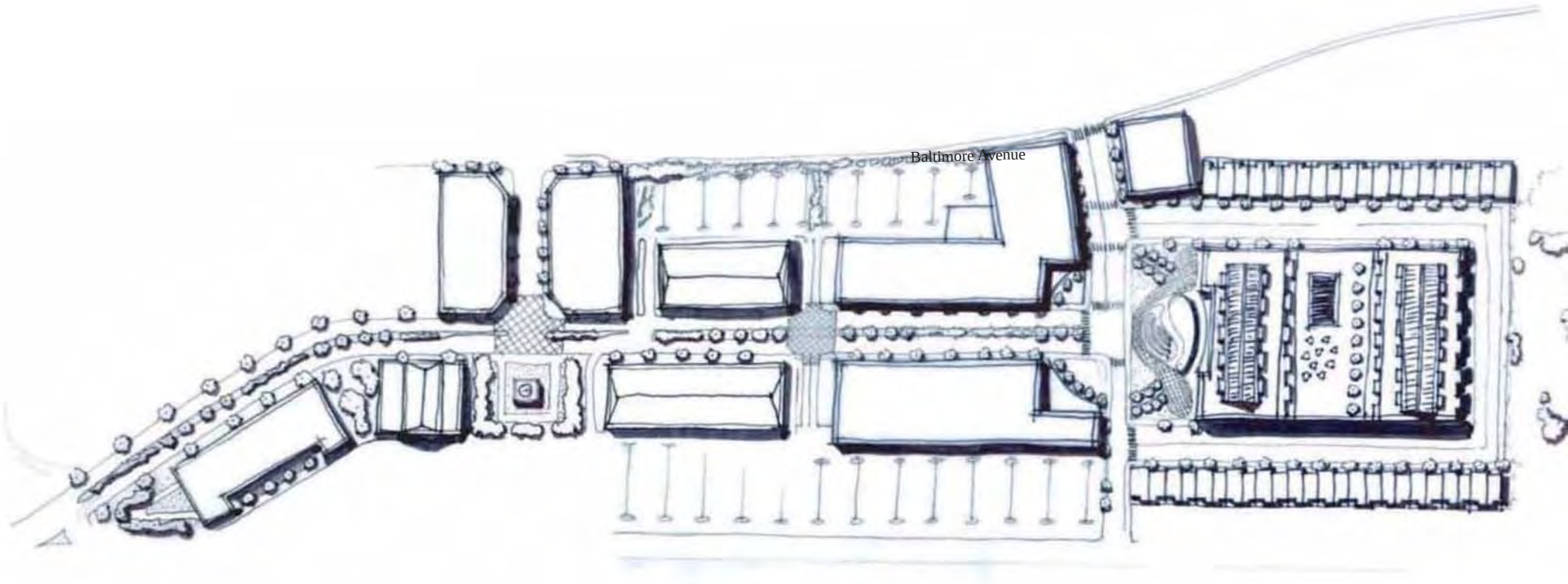

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Figure 6.12

Baltimore Avenue Revitalization Plan

Yeadon Commons

Open Space

Legend

- Private Open Space
- Street Right of Way
- Civic Plaza
- Physical extension of Cobbs Creek

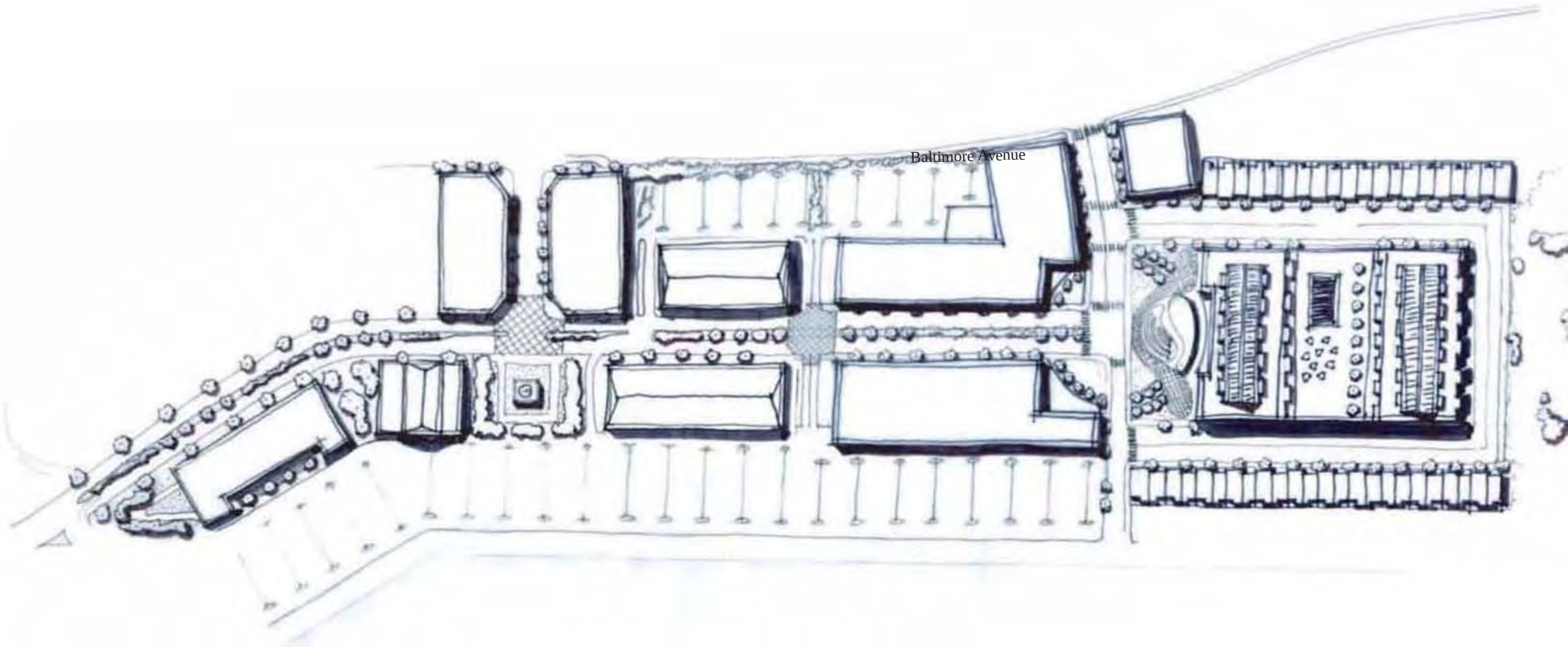

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Figure 6.13

Baltimore Avenue Revitalization Plan

Yeadon Commons

Pedestrian Circulation

Legend

Sidewalks along Roadways

Pedestrian Crosswalk

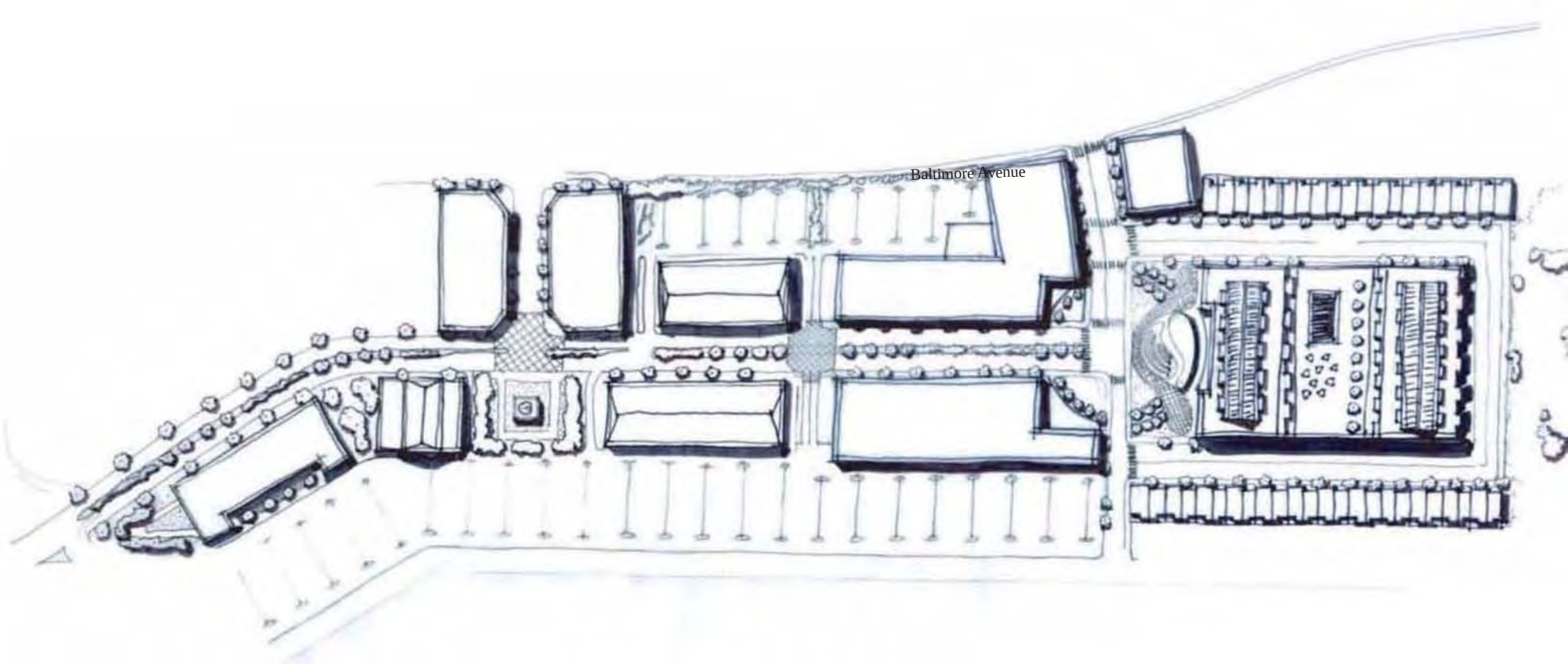

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Figure 6.14

Baltimore Avenue Revitalization Plan

Yeadon Commons

Bicycle Circulation

Legend

On-Street Bike Lanes

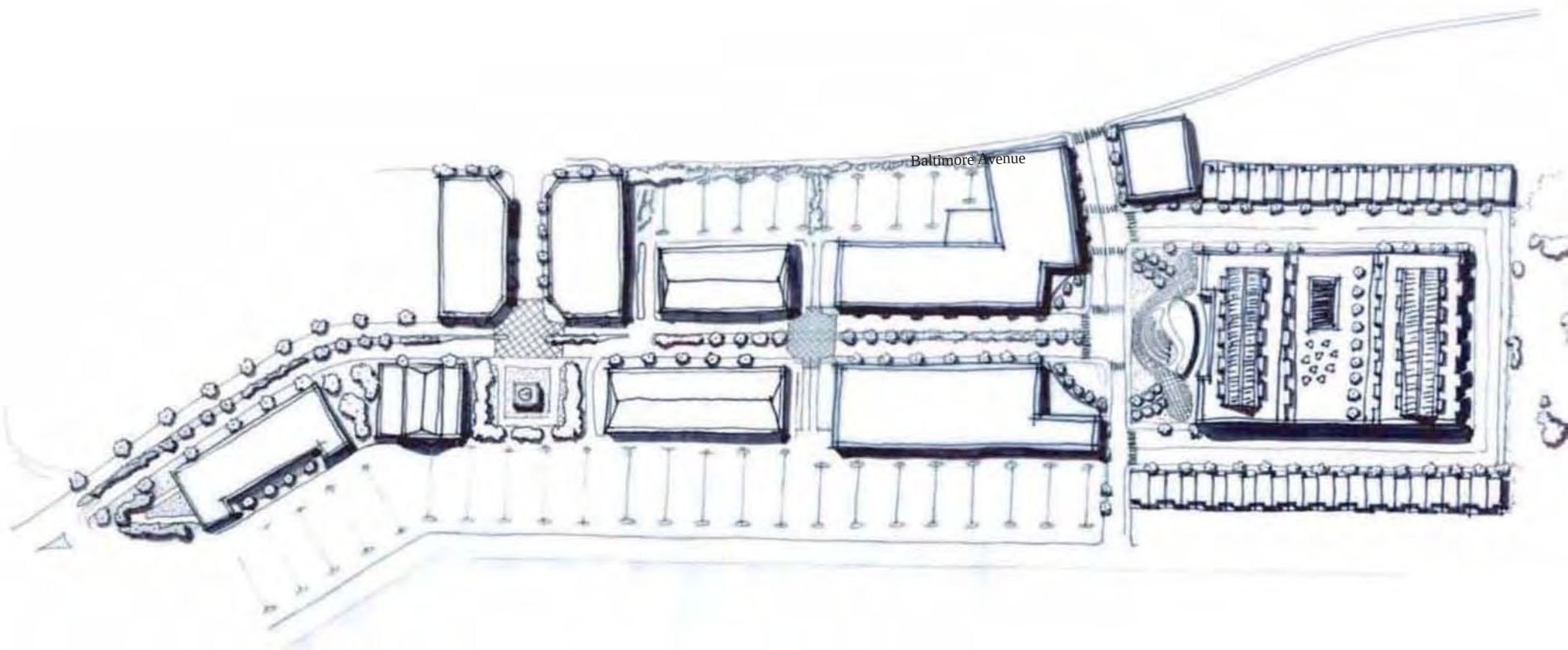

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Figure 6.15

Baltimore Avenue Revitalization Plan

Yeadon Commons

Parcelization & Phasing

Legend

- Phase A Parcels (1-4)
- Phase A Streets
- Phase B Parcels (1-4)
- Phase C Parcels (1-2)
- Phase D Parcel (1)

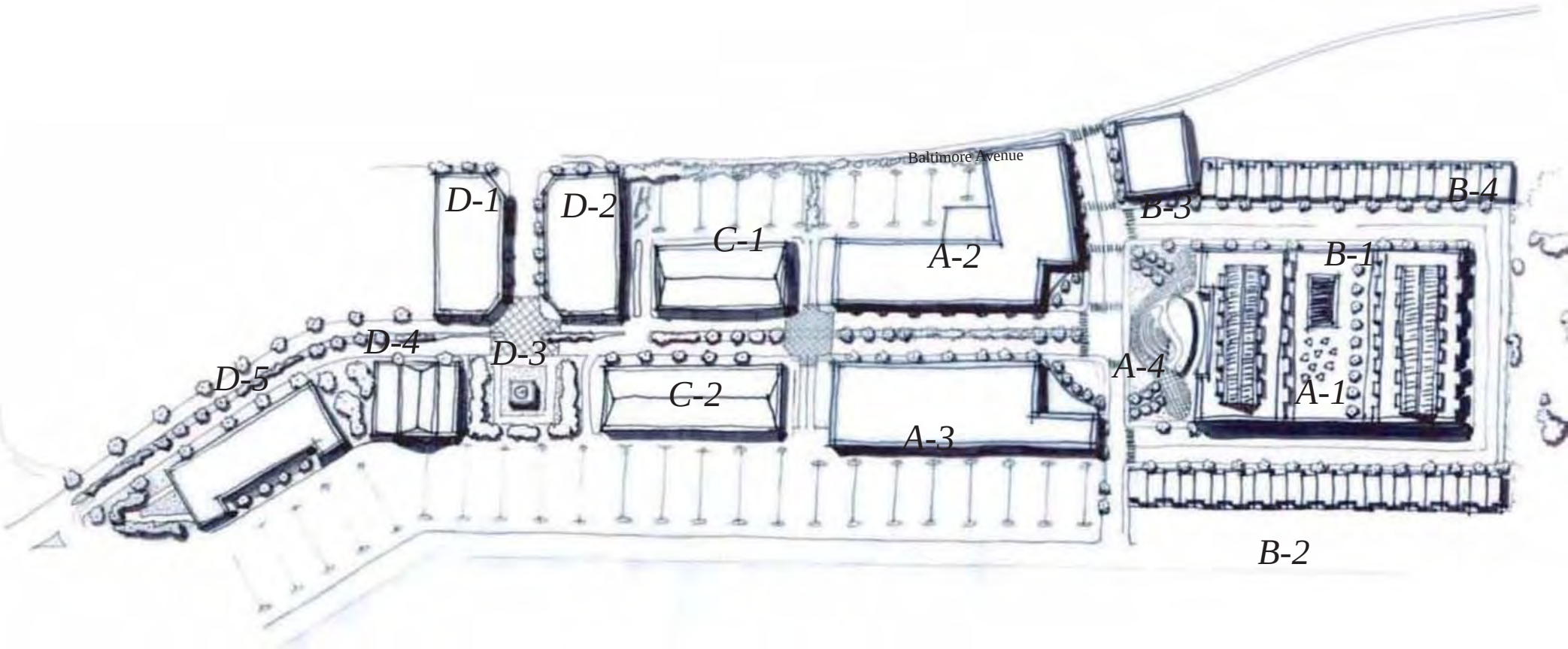

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Figure 6.16

Upper Darby East

The area defined by Pembrook 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 neighborhodd mobility as well as access to new development sites. New mixed-uses will provide increased opportunities for local services and open space.

A summary of the systems that embody the most important recommendations for this area follows. Maps diagramming these system recommendations follow at the end of the summary.

TRANSIT

Transit service would entail both SEPTA buses along Baltimore Avenue and Union Avenue and a potential shuttle service similar to and perhaps coordinated with that described for the Yeadon Commons area. This shuttle could utilize the PECO right-of-way and an easement along the rail line to connect to the Fernwood-Yeadon station.

ROADWAY

A new network of roadways provides both vehicular and pedestrian access into the site. This network is fundamentally an extension of the current grid of streets in the adjoining neighborhood.

The PECO right-of-way could be utilized to provide a link to the Fernwood-Yeadon rail station and perhaps to the proposed Yeadon Commons area. Built on a berm, this right-of-way could provide access over Baltimore Avenue by means of a bridge. Alternatively, there could be a grade-level intersection between a new roadway on the right-of-way and Baltimore Avenue. Plans for this right-of-way should allow for the Lansdowne, East Lansdowne, and Upper Darby Comprehensive Plans' proposal for a mixed use path along the Newtown Square Branch but may also include access for vehicular through use, and/or restricted access to operate a private shuttle between the Upper Darby East and Yeadon Commons priority areas.

Extensions of E. Stratford Avenue and E. Lacrosse Avenue would reach into the Upper Darby East priority area. Hartley Road is extended to Baltimore Avenue through the Upper Darby East site. These new roadway extensions are proposed to meet at a central square in the center of the development area.

Roadway improvements along Baltimore Avenue are intended to promote pedestrian mobility and safety along the corridor (see the Design Guidelines Toolkit located at the beginning of the chapter for a summary of the recommended streetscape elements).

BUILDING USE

The Upper Darby East site plan incorporates retail, residential, and office uses. New medium-density residential uses are located in the northern half of the site, adjacent to existing residential uses. These uses and the building scale would be consistent with existing local residences.

A mixed-use area is focused on the square to the south, at the heart of the site. At the perimeter of the square would be 3-5 story mixed-use buildings, potentially with retail and service commercial uses on the ground floor and residential and/or office uses above. Buildings would be located up to the sidewalk edge and, selectively, where appropriate, have setbacks to provide opportunities for sidewalk café seating. Building access should be along the civic square building façades. It is possible that servicing could occur from the new roadway on the PECO right-of-way or along Union Avenue. Service areas should be screened with fencing and landscape measures.

Buildings fronting on Baltimore Avenue would also be multi-story, multiple-use structures.

PARKING

Parking within the Upper Darby East priority area would be both on-street and in structures with on-street parking providing about a quarter of the site's new spaces. The new roadways would be creating opportunities to provide on-street parking where none currently exists.

The single-family attached dwellings to the north include attached garages to accommodate, on average, 1.5 parking spaces per unit. The mixed-use functions in buildings located at the perimeter of the civic square would utilize structured parking. The site size, mix of uses, and intensity of use are considered positive factors in support of the viability of structured parking in this priority area.

OPEN SPACE

A variety of public and private open spaces are provided for the Upper Darby East priority area in the proposed site plan. Rights-of-way would have grasses, groundcovers, and a street tree canopy. Wide sidewalks, outdoor eating areas, and benches would also be provided. Parcels for development should contain landscaped areas, to at least 15% of the net site area. In addition, private outdoor residential spaces, such as balconies, decks, and porches are encouraged.

The civic square in the center of the site provides an outdoor gathering area for residents, employees, and visitors to the site. Buildings potentially with retail uses line the perimeter of the park, making it the focus for local pedestrian activity and suitable for a central meeting and gathering point and small outdoor markets or festivals. Key public art fixtures or unique landscaping elements can provide an identity for the square.

PEDESTRIAN CIRCULATION

Pedestrian circulation for the Upper Darby East priority area is primarily along the perimeter streets, especially Baltimore Avenue and Union Avenue. The central street leading to the civic square is also a significant pedestrian circulation element. This three-block, north-south street would offer a tree-lined, wide sidewalks

with views into buildings and shop windows along the way. The intersecting east-west internal street also has access into and views of the civic square. The internal parts of the site are somewhat removed from the intense activity along the perimeter of the site and offer a calmer, contrasting atmosphere (sidewalk areas within the recommended priority areas are defined in the Design Guidelines Toolkit located at the beginning of this chapter).

BICYCLE CIRCULATION

The site's internal streets are essentially shared spaces for vehicles and bicycles. Perimeter streets should have designated bike lanes. The proposed linkage on the PECO right-of-way should be consistent with the Lansdowne, East Lansdowne, and Upper Darby Comprehensive Plans' proposal for a mixed use path along the Newtown Square Branch and accommodate bicyclists to allow for quick access to the Fernwood-Yeadon train station. Bicycle parking should be provided along Baltimore Avenue and Union Avenue frontages and similar accommodations should be made along the perimeter of the civic square area.

PARCELIZATION AND PHASING

Development of the Upper Darby East site is recommended in two phases. The first phase would entail establishing the Baltimore Avenue-fronting buildings along with the Civic Square plaza and its surrounding residential, retail, and office buildings. The new roadway connection to the Fernwood-Yeadon Station and points southeast should accompany this development. Development of the single-family attached housing area would constitute a second phase.

Baltimore Avenue Revitalization Plan

Upper Darby East

Roadway Network

Legend

New Road

New One-Way Access Road

New Access Road

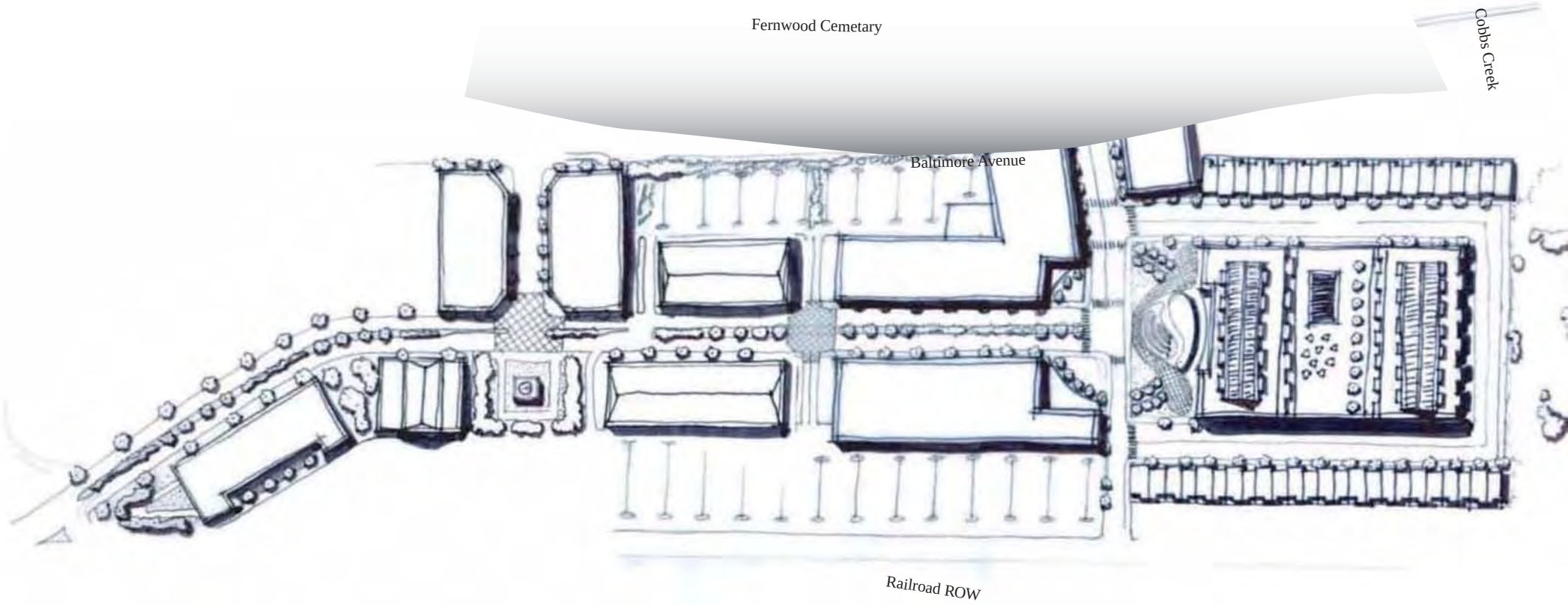

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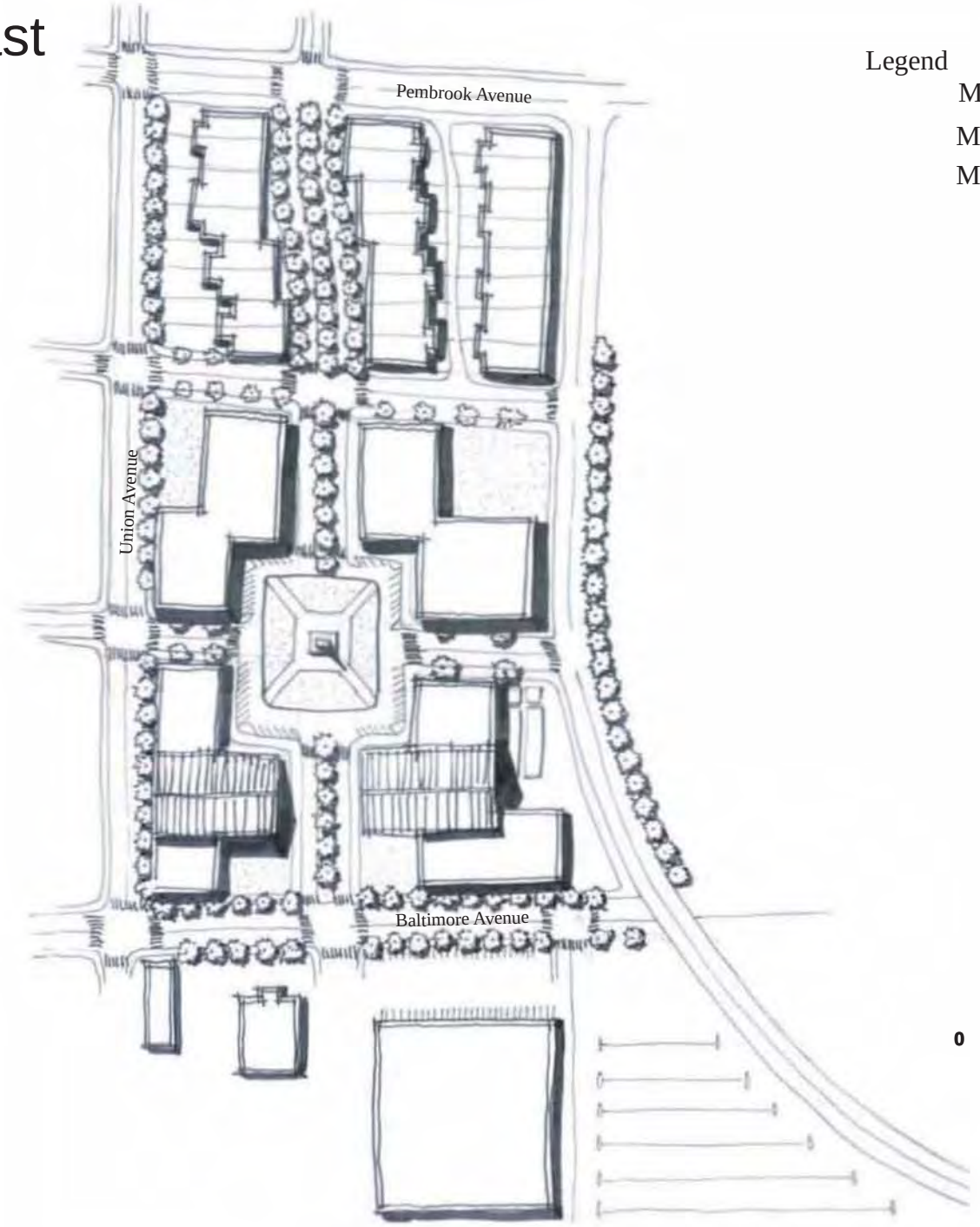
Figure 6.17

Baltimore Avenue Revitalization Plan

Upper Darby East

Building Use



Legend

- Medium Density Residential
- Mixed Use - Retail/Residential
- Mixed Use - Retail/Office

0 200 400 600 800 feet

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Figure 6.18

Baltimore Avenue Revitalization Plan

Upper Darby East

Parking

Legend

Parking Incorporated into the Structure

On-Street Parking

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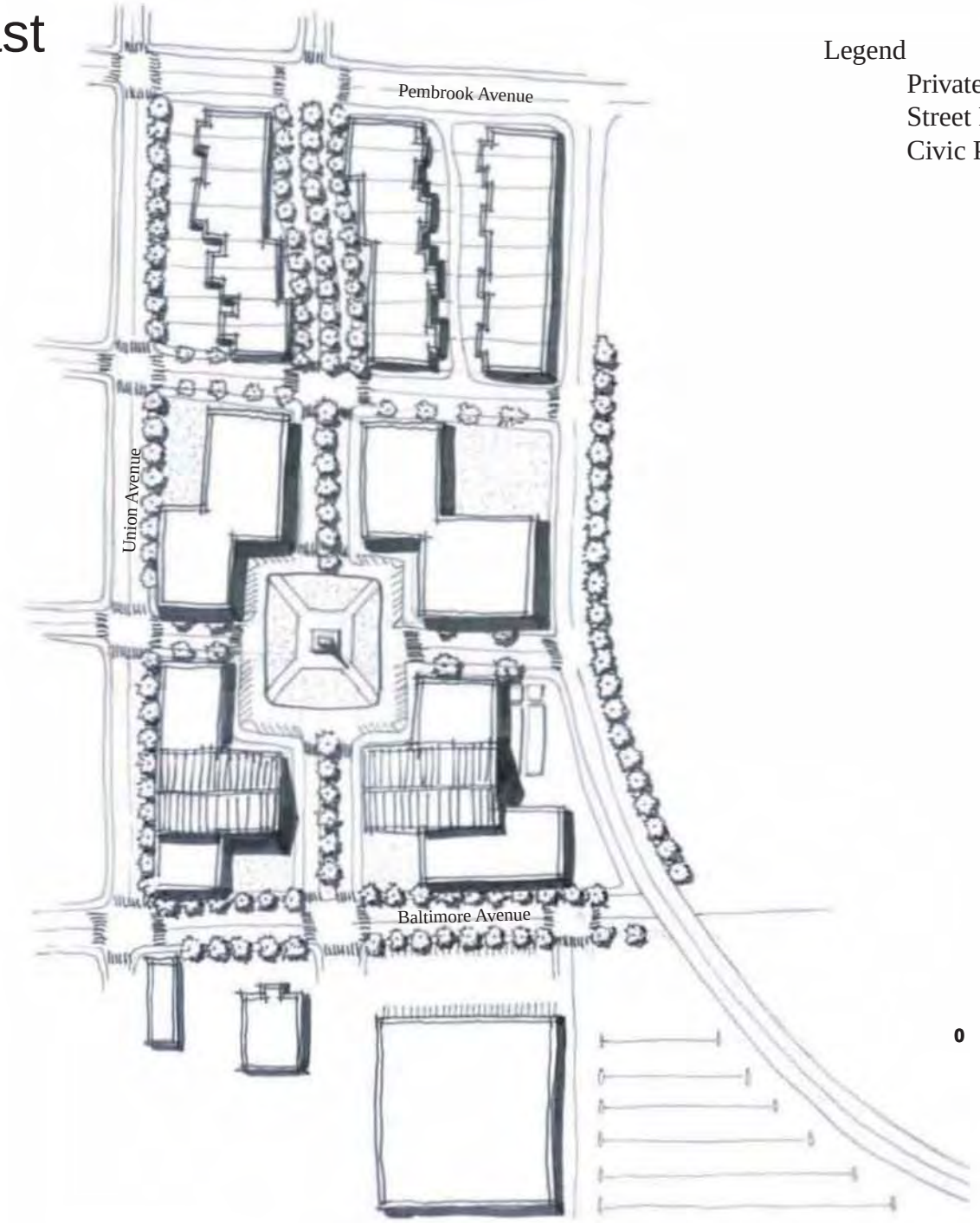
Figure 6.19

Baltimore Avenue Revitalization Plan

Upper Darby East

Open Space



Legend

- Private Open Space
- Street Right of Way
- Civic Plaza

0 200 400 600 800 feet

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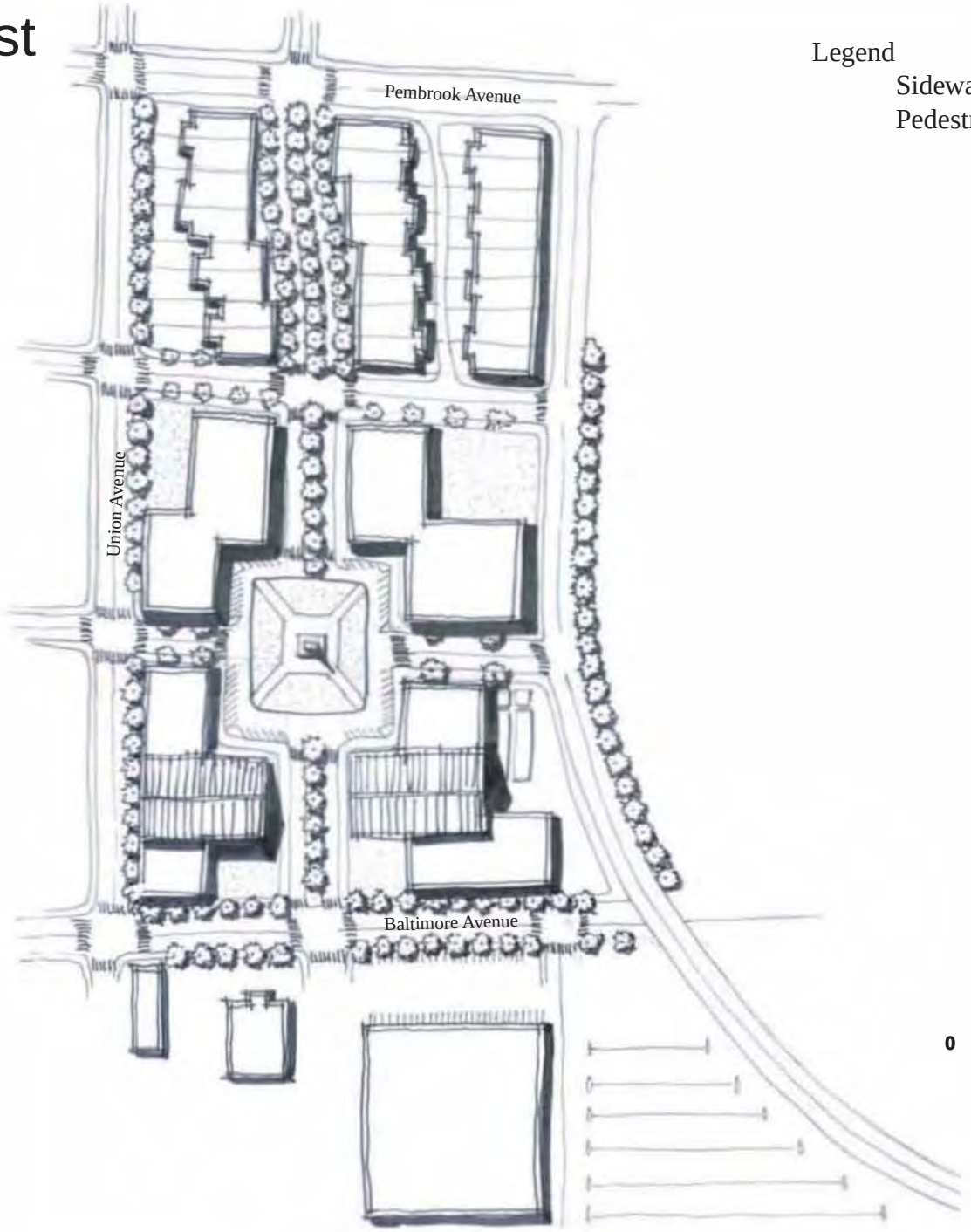
Figure 6.20

Baltimore Avenue Revitalization Plan

Upper Darby East

Pedestrian Circulation



Legend

Sidewalks along Roadways

Pedestrian Crosswalk

0 200 400 600 800 feet

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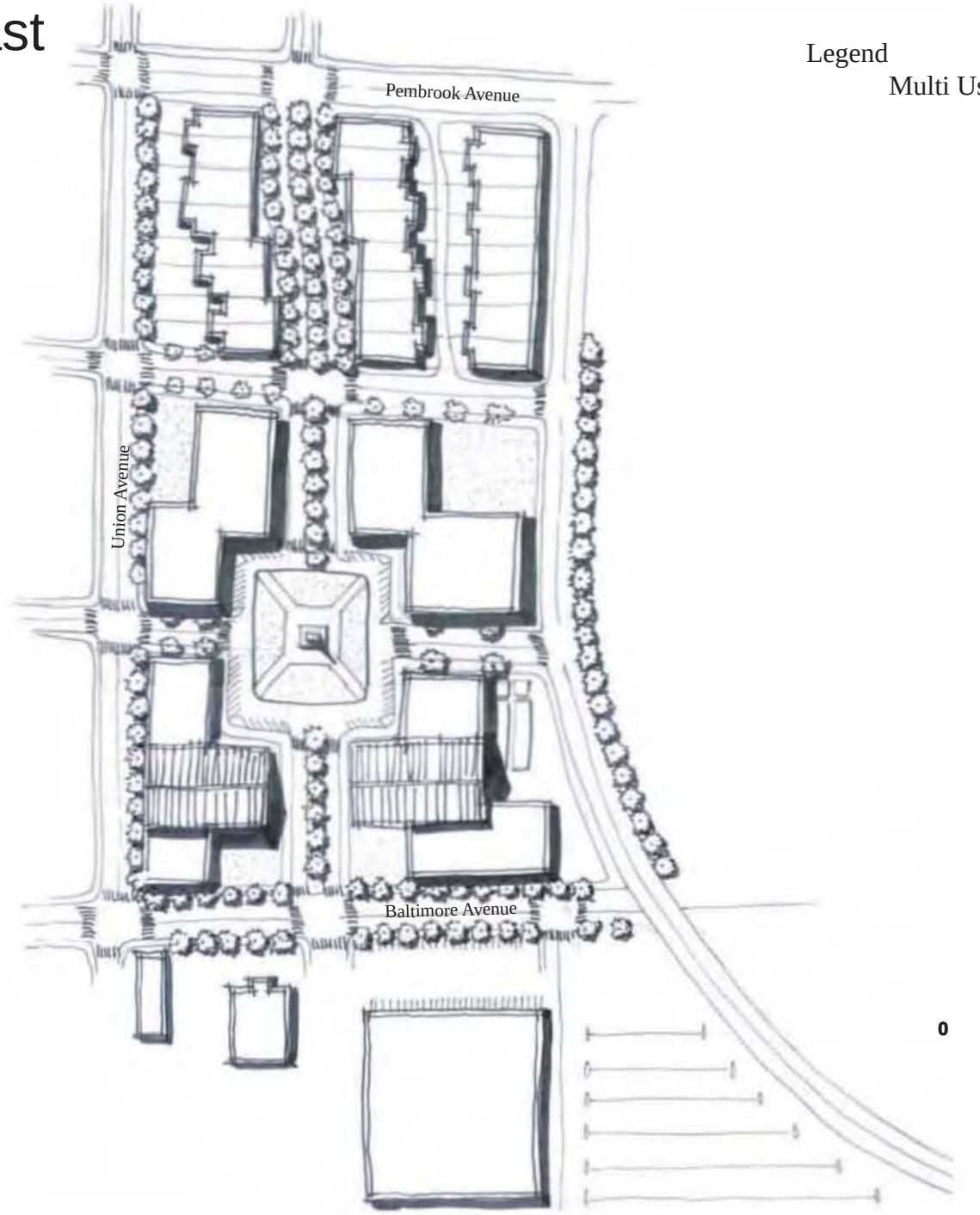
Figure 6.21

Baltimore Avenue Revitalization Plan

Upper Darby East

Bicycle Circulation



Legend

Multi Use Trail

0 200 400 600 800 feet

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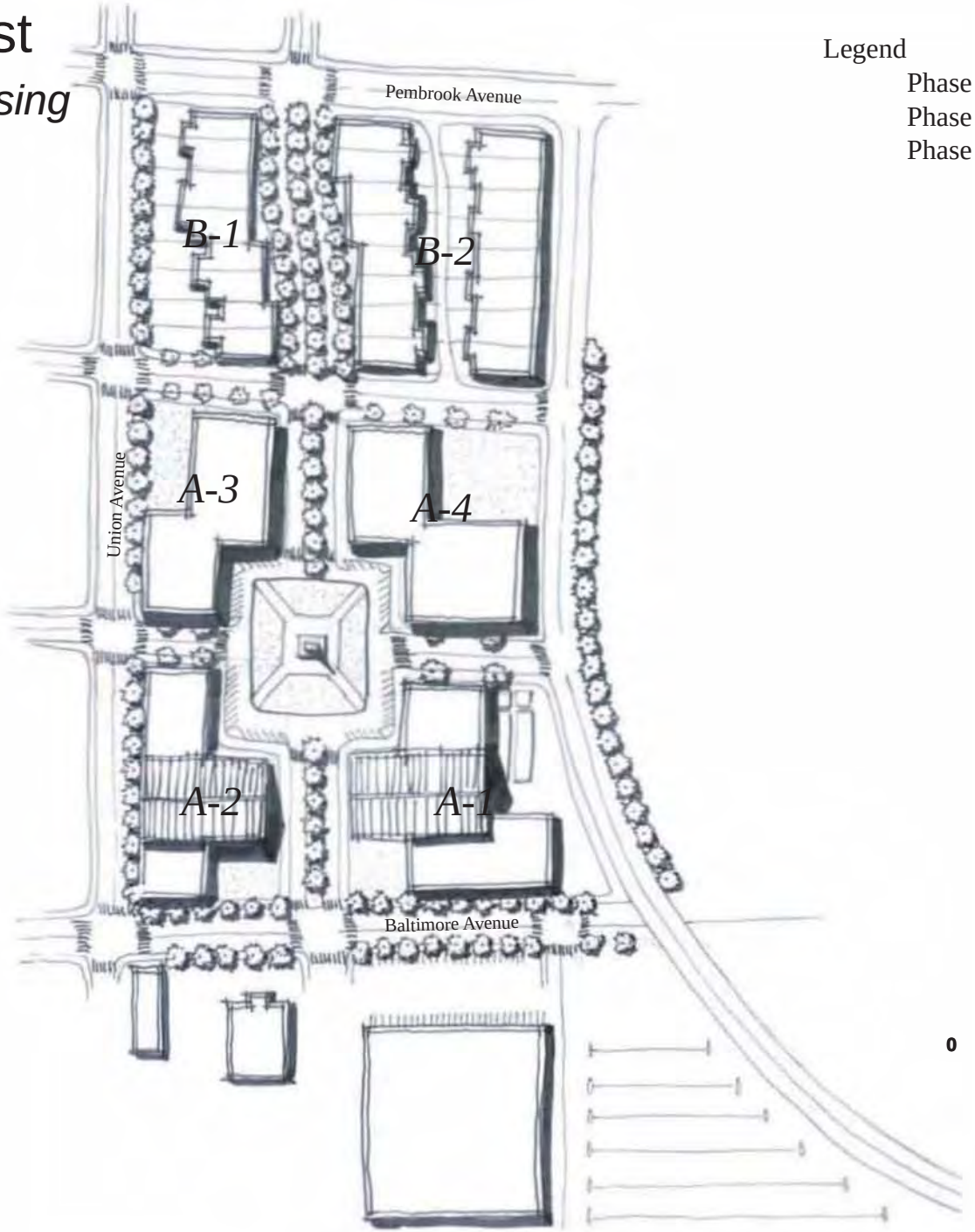
Figure 6.22

Baltimore Avenue Revitalization Plan

Upper Darby East

Parcelization and Phasing



Legend

- Phase A Parcels (1-4)
- Phase A Streets
- Phase B Parcels (1-2)

0 200 400 600 800 feet

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Figure 6.23

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.

A summary of the systems that embody the key recommendations for this priority area follows. Maps diagramming these system recommendations follow at the end of the summary.

TRANSIT

The existing train station, the access provided from it to University City and Center City Philadelphia, and its setting make its immediate environs a candidate for Transit Oriented Development. Achieving this kind of development would entail implementing several important recommendations. First would be improved pedestrian and bicycle access to the station from Baltimore Avenue and other adjacent areas. Second would be structured parking to be operated on a shared basis for both commuters and the planned mixed-use development. Third would be enhancements to the station itself. Finally, bus stop shelters, benches, and other amenities should be installed along Baltimore Avenue and Lansdowne Avenue. The current Business Improvement District could be assigned responsibility for maintaining some of the street and sidewalk improvements and the station-related amenities.

ROADWAY

Roadway improvements along Baltimore Avenue include additional pedestrian amenities to increase pedestrian mobility and safety, as well as visual enhancements to the corridor (see the Design Guidelines Toolkit located at the beginning of the chapter for a summary of the recommended streetscape features).

Particular attention should be given to improving the pedestrian environment along Lansdowne Avenue from Baltimore Avenue south to the Lansdowne Station. These blocks should have ground floor retail uses, clearly delineated crosswalks, and pedestrian-oriented lighting and landscaping. These changes will enhance the pedestrian experience between Lansdowne's

downtown and the station area.

A new connection is proposed for Madison Avenue. The current right-of-way runs between Lansdowne Avenue and Highland Avenue; extending the street one additional block east to Wycombe Avenue would provide additional access to the Wycombe Avenue railroad crossing, proposed commuter parking structure, and proposed development through this block. A small, one-way access loop road through the proposed development on the north side of the previously mentioned block is also recommended, in order to provide convenient access to the retail uses proposed for this block.

BUILDING USE

Proposed building uses generally include additional uses similar to the existing uses in the area but in mixed-use structures and at a greater intensity than at present. New mixed-use, multi-story buildings are proposed on the blocks between Baltimore Avenue and the Madison Avenue extension and between Highland Avenue and Wycombe Avenue. Structures would contain retail uses on the ground floor with residences above. Access to these buildings could occur from the exterior perimeter as well as on the interior courtyard. Differing architecture treatments could articulate a contrast between the most active perimeter and quieter interior facades.

South of the proposed Madison Avenue extension a new parking structure and medium-high density residential building is recommended. The shared parking facility provides spaces for commuters, residential units, and retail patrons of downtown Lansdowne. This new parking facility for commuters would provide a more convenient location than the existing Highland Avenue parking lot north of Baltimore Avenue. The residential building would have easy access to rail transit and to downtown Lansdowne and meets the market demand for the life stage segments identified in the market study. Additional development along Highland Avenue south of Baltimore Avenue would provide further opportunities for retail and/or small office space.

South of the rail line, additional residential development is recommended, and is expected to occur as the demand for housing close to the station increases.

Three parcels along the Baltimore Avenue Corridor are identified for new mixed-use developments. These properties are currently vacant or underperforming and have parking located along the street frontage and buildings set back far from the street. New three-to-five-story mixed-use buildings, oriented towards the street with parking in the back of the site, or accommodated in municipal lots, would contribute positively to the pedestrian experience and could take advantage of a strategic TOD-orientation.

PARKING

The Lansdowne Station priority area could offer a variety of parking alternatives. Most significantly, a new shared parking facility for commuters, residents, and shoppers is proposed to be located at the corner of Highland and Madison Avenues. The limited number of surface parking spaces located on the station site would evolve to become primarily for kiss-and-ride and short-term use.

On-street parking is proposed to be provided along all of the streets currently providing on-street parking, as well as new on-street parking along the interior loop road for the proposed development on the block north of the Madison Avenue extension.

Municipal surface parking lots are proposed to be reorganized to provide improved orientation to shopping and commuting destinations. The existing Amtrak lot on Highland Avenue, north of Baltimore Avenue, is proposed to be changed to a lot more targeted for shoppers destined to Lansdowne Avenue. The existing municipal lots east of the Borough Hall and along the north and south of the existing block of Madison Avenue would be combined into one large lot. By completing physical connections between these three lots, motorists would be able to circulate for a space within the lot, rather than being forced back onto the street network to search for a space in each lot separately.

The borough should consider adopting off-street parking requirements that are tailored to TOD settings, particularly ones that supply spaces on-street and in municipal lots. These standards would obligate fewer off-street spaces to be constructed, when compared to conventional standards. Where off-street parking is provided, parking areas should be located behind proposed buildings, which should front onto streets.

OPEN SPACE

Open space throughout the Lansdowne Station priority area would occur at a variety of scales, servicing a variety of uses. Rights-of-way streetscape improvements would be able to provide pedestrian and landscape amenities along all of the street corridors (see the Design Guidelines Toolkit for recommended streetscape features within priority areas). Newly-developed or -redeveloped properties should provide a minimum 5-10% landscape area.

Civic spaces within this priority area can offer places for assembly and relaxation. The plaza at the Lansdowne Station would present a pleasant, outdoor waiting space for commuters and individuals meeting commuters at the station. Landscaping, including turf, ground cover, and planting beds, and trees, benches, and enhanced paving materials should be provided here. Direct pedestrian access to Lansdowne Avenue is essential.

PEDESTRIAN CIRCULATION

Pedestrian mobility is fundamentally along sidewalks along streets. Off-street pedestrian connections would occur between the municipal parking lot and Lansdowne Avenue, and from points east and west to the Lansdowne Station. These off-street pedestrian connections should be ADA-compliant, with pedestrian-oriented lighting, landscaping, and enhanced paving to provide safe, direct, and clearly-marked pedestrian connections to borough destinations.

BICYCLE CIRCULATION

The corridor-wide bicycle routing crosses north of the priority area on Pembrook Avenue. Wycombe Avenue and a multipurpose sidewalk alongside the railroad should provide bicyclist access to the train station. The train station should offer

bike racks and lockers for commuters arriving at the station by bike.

PARCELIZATION AND PHASING

The development of the Lansdowne Station priority area focuses on redeveloping underutilized parcels in the area and making the physical connections between the downtown area along Lansdowne Avenue and the station. Developing the station area in the first phase is seen as a catalyst for further revitalization. Mixed-use development, improved pedestrian and vehicular access to the station, and additional parking facilities, are the first priority (A-1, A-2, & A-3). The mixed-use block between Highland Avenue and Wycombe Avenue should be phased second to encourage transit-related, more intensive development in the area (B-1). Once these core developments have been achieved, further development along Baltimore Avenue and between the corridor and the station area should occur (phases C and D).

BaltimoreAvenue Revitalization Plan

Lansdowne Station

Roadway Network

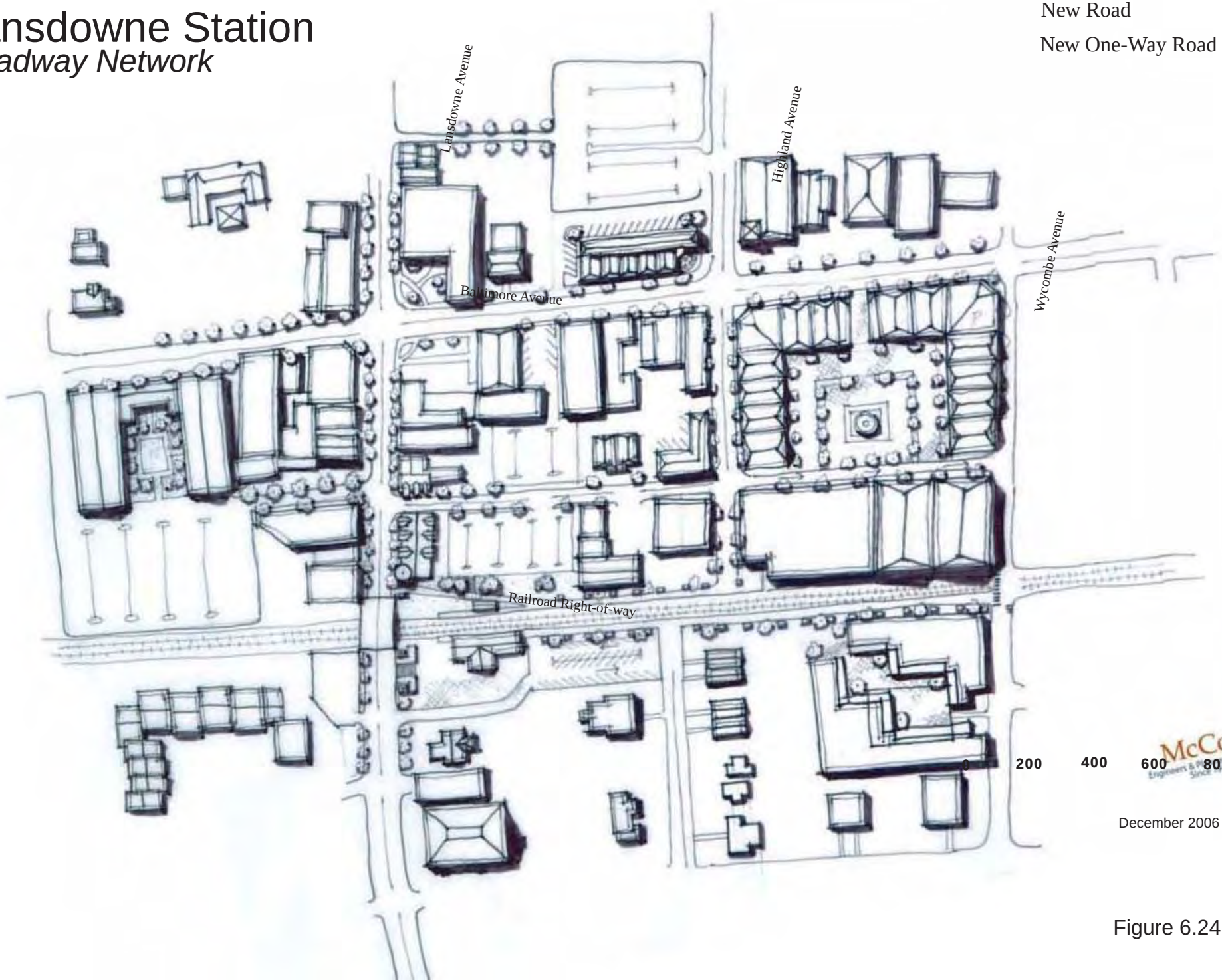

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Figure 6.24

BaltimoreAvenue Revitalization Plan

Lansdowne Station

Building Use

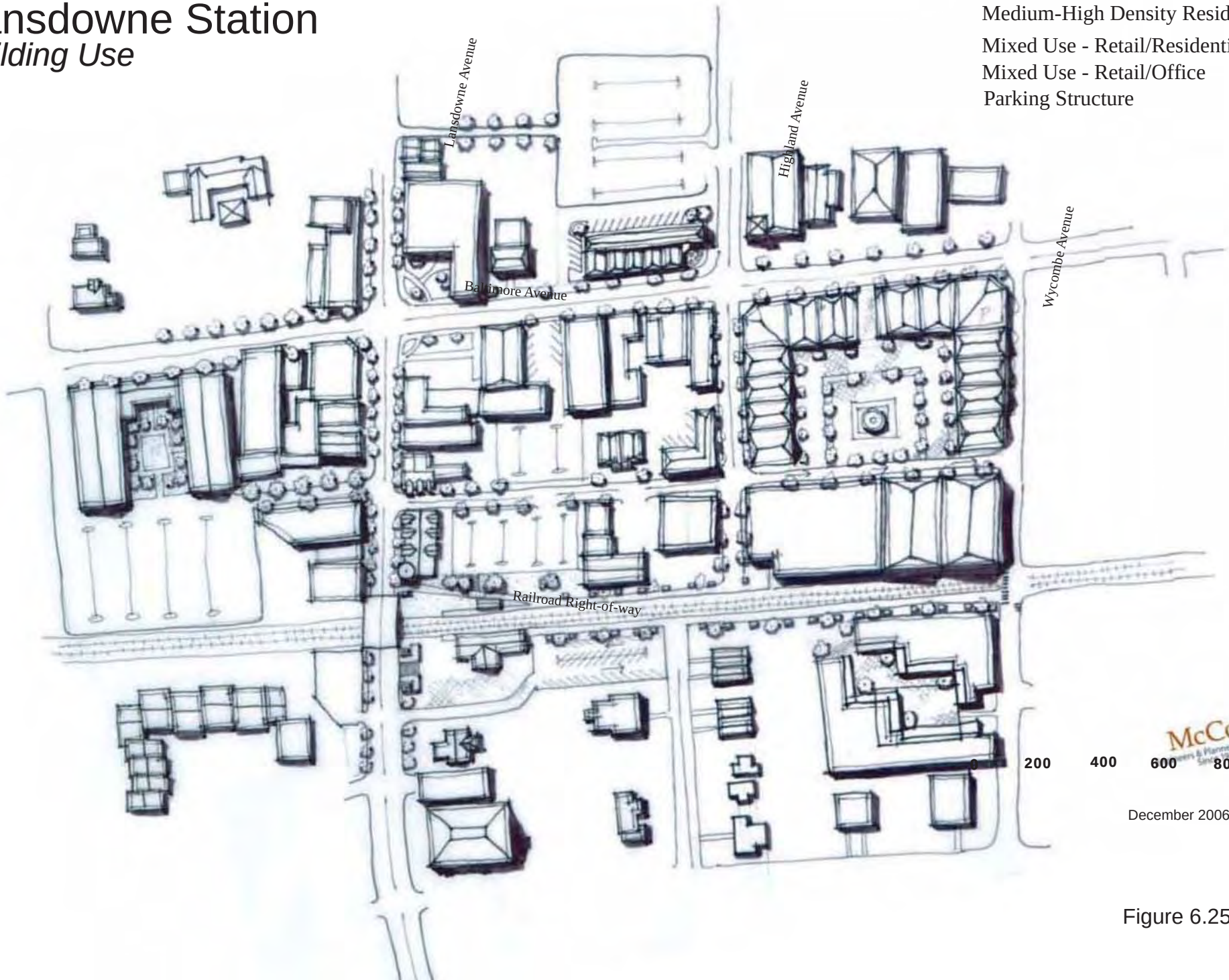

Figure 6.25

BaltimoreAvenue Revitalization Plan

Lansdowne Station

Parking

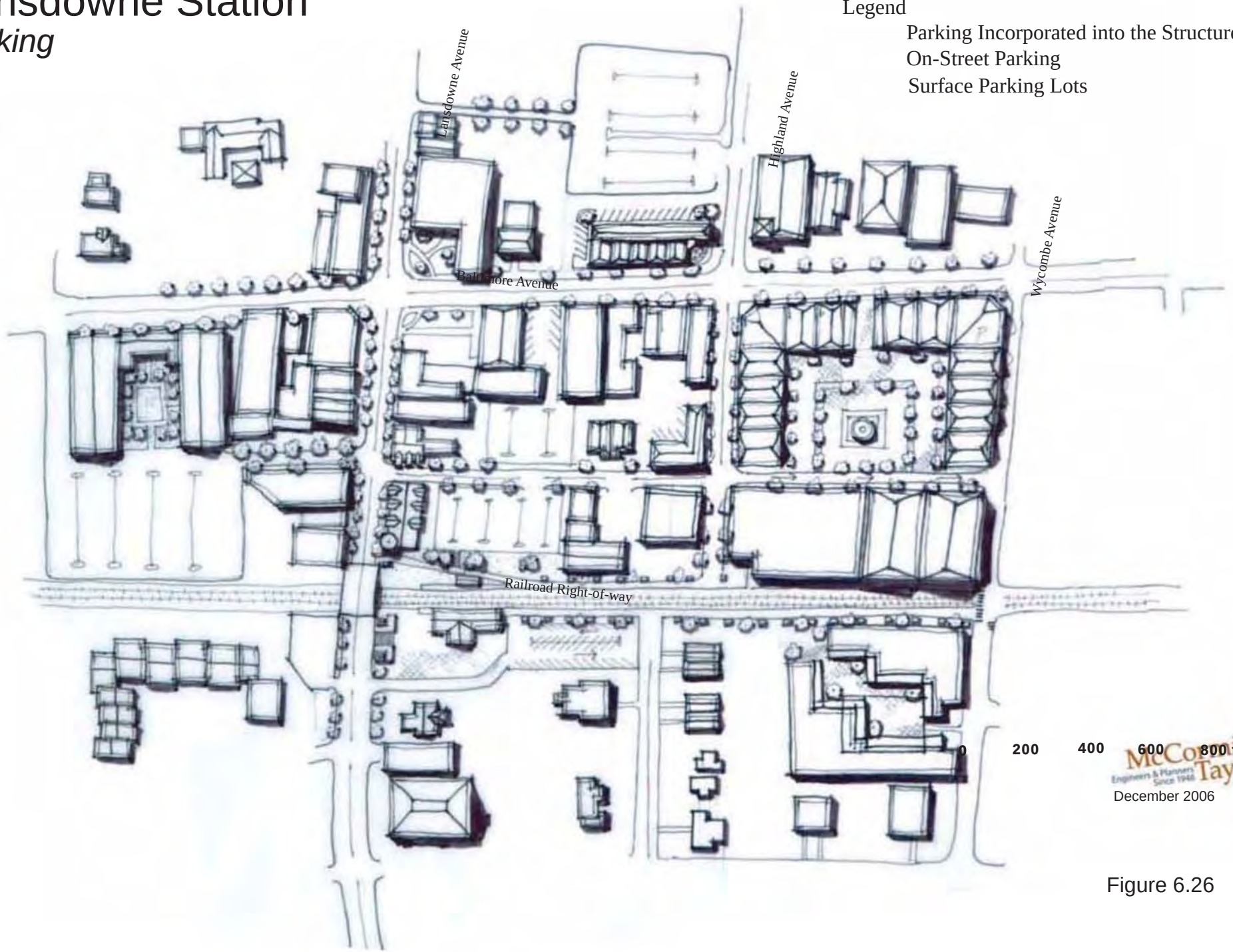

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Figure 6.26

BaltimoreAvenue Revitalization Plan

Lansdowne Station

Open Space

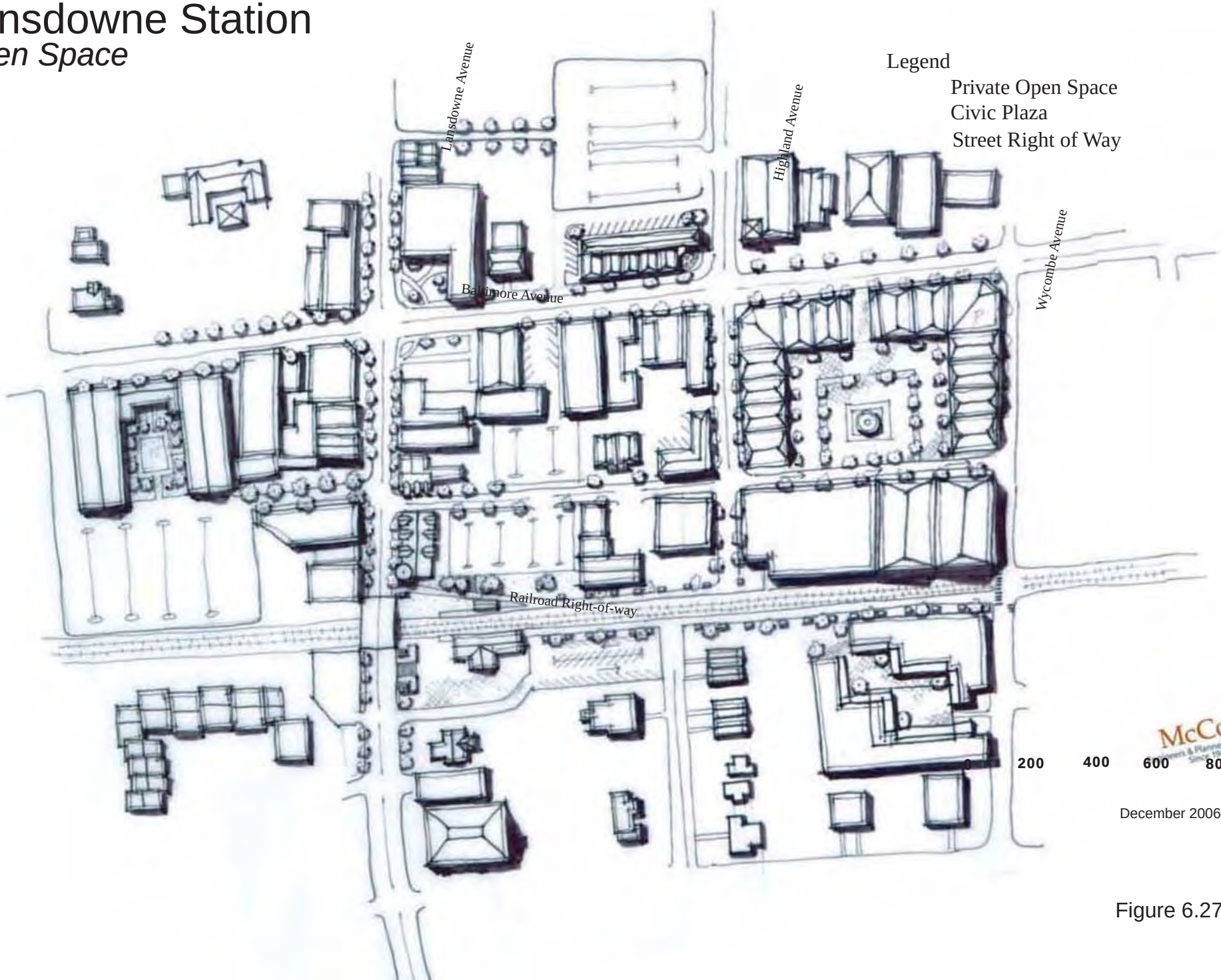

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Figure 6.27

Baltimore Avenue Revitalization Plan

Lansdowne Station

Pedestrian Circulation

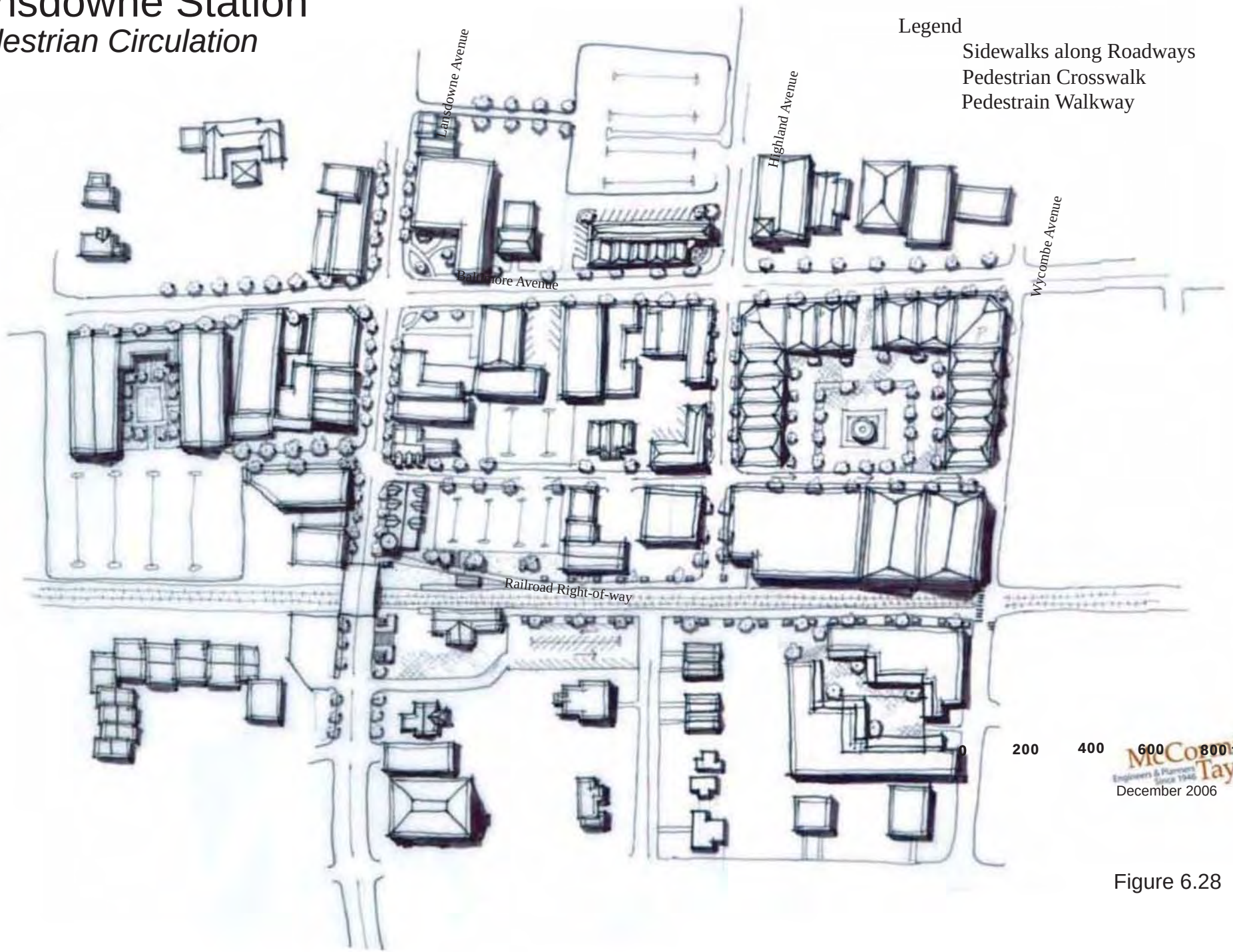

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Figure 6.28

BaltimoreAvenue Revitalization Plan

Lansdowne Station

Bicycle Circulation

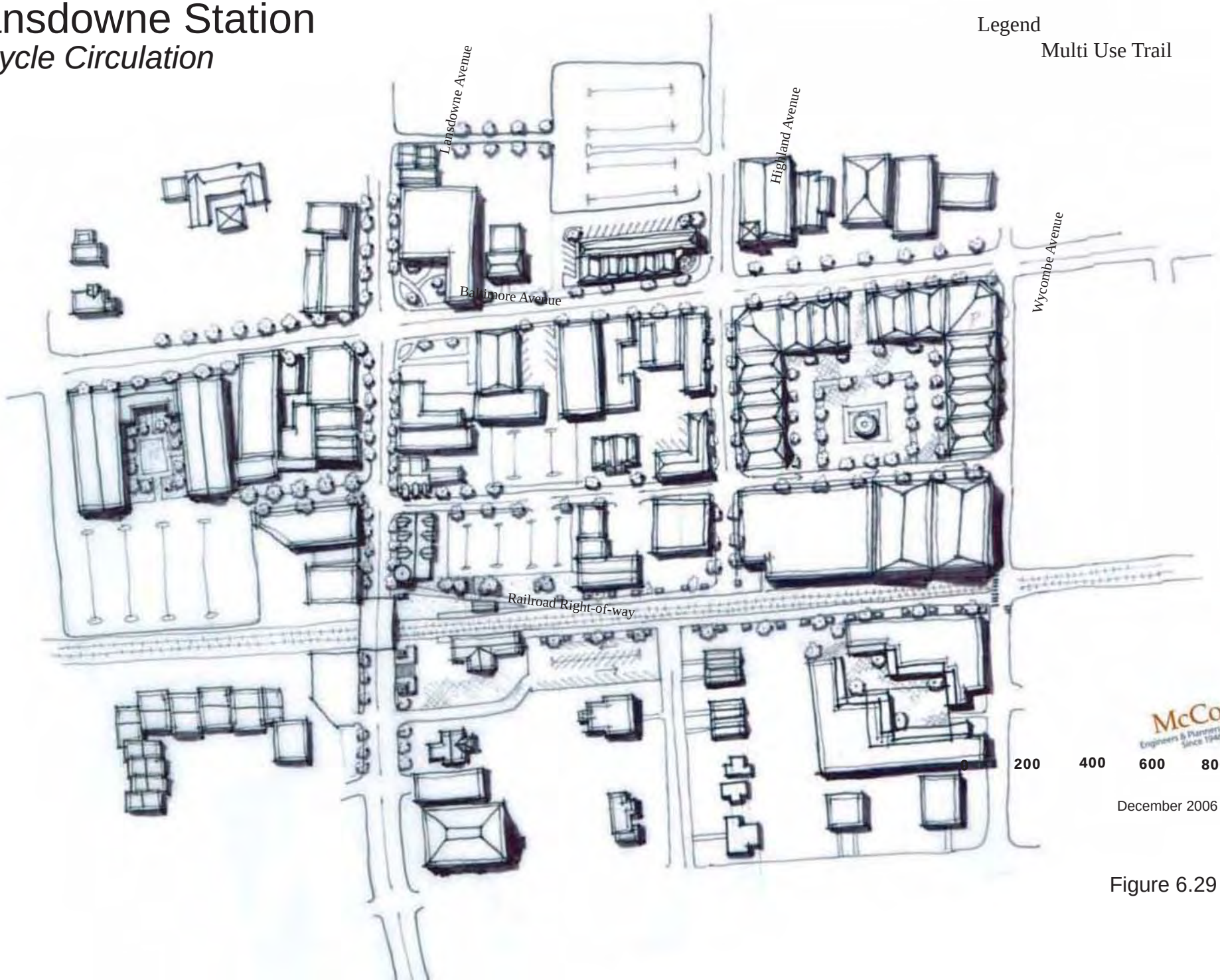

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Figure 6.29

BaltimoreAvenue Revitalization Plan

Lansdowne Station

Parcelization and Phasing

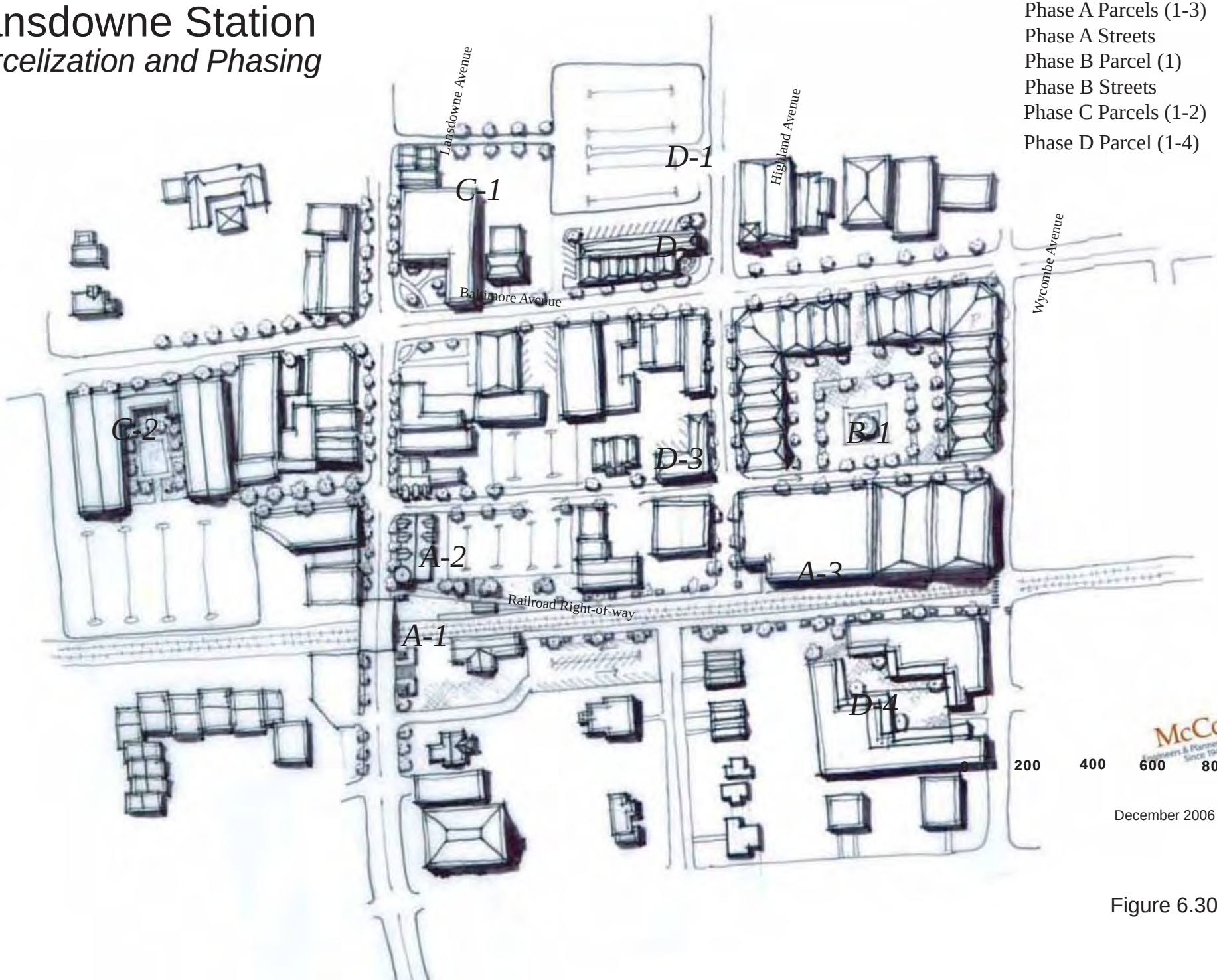


Figure 6.30

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 be of a high caliber to 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.

A summary of the systems that embody the key recommendations follows. Maps diagramming these system recommendations follow at the end of the summary.

TRANSIT

Transit service to this area would be primarily SEPTA bus service along Baltimore Avenue. An additional opportunity may be to provide shuttle services, operated by Delaware County TMA or a developer consortium, to the Clifton-Aldan R-3 Regional Rail station. Transit supportive actions for this development area would be in accordance with the corridor-wide strategies discussed earlier in this chapter. These could include bus bulb outs along Baltimore Avenue and transit-friendly design features that place entrances to new buildings close to transit stops.

ROADWAY

A new street proposed for the area would provide access directly to the rehabilitated historic mill buildings to the south. Roadway improvements along Baltimore Avenue would incorporate pedestrian-oriented amenities along the corridor (see the Design Guidelines Toolkit located at the beginning of the chapter for a summary of the streetscape character).

BUILDING USE

Buildings along Baltimore Avenue are proposed to be mixed-use, three-to-five-story structures. The ground floor of these buildings is intended to accommodate shoppers goods stores and services consistent with what may be found in a community

shopping center. Upper floors of these buildings would contain office and residential uses. While these building footprints are larger than those depicted in some other parts of the corridor study, facades should receive architectural treatments to maintain visual interest and variety. Pedestrian access, café style seating, merchandise displays, and store frontages should be focused on the street side of buildings, not the parking side.

Medium and medium-high density residential units are provided as part of mixed-use structures and in the mill buildings. The residential population would provide a captive market for the proposed retail development.

A community recreation center is proposed on the site of the swim club in the southeast portion of the site. Outdoor and indoor active recreation space here would contribute to the priority area's quality of life as well as that for neighboring residential areas.

PARKING

The majority of the new parking demand would be accommodated through surface off-street parking lots. These lots could encroach into the floodplain and provide direct access to community shopping. Surface parking lots should provide 5-10% landscape coverage. Structured parking in mixed-use buildings is also possible, since the intensity of use here is relatively high.

On-street parking is recommended for both sides of Baltimore Avenue, along access drives to surface parking lots, and local streets.

OPEN SPACE

Rights-of-way streetscape improvements are intended to provide pedestrian and landscape amenities along all of the street corridors (see the Design Guidelines Toolkit for recommendations for streetscape features within priority areas).

Developed and redeveloped properties should have a minimum 5-10% landscape area.

Publicly-accessible, active recreation space would be located at the proposed community center in the southeast section of the priority area, potentially including swimming pools, tennis courts, and baseball and soccer fields.

PEDESTRIAN CIRCULATION

As mentioned earlier, grades in parts of this priority area are relatively steep. Pedestrian movement will likely occur along Baltimore Avenue and the new street connecting to the mills. These streets should provide a high-quality environment for walking.

As part of the Delaware County Open Space Plan, a multi-use trail along the Darby Creek greenway, available to pedestrians, could potentially provide access to the Clifton Heights East location.

BICYCLE CIRCULATION

As part of the Delaware County Open Space plan, a multi-use trail along the Darby Creek greenway, open to bicyclists, could

potentially provide access to this area. In addition, the ability to redevelop much of the Baltimore Avenue-fronting parcels creates an opportunity to widen the cartway to accommodate marked bicycle lanes.

PARCELIZATION AND PHASING

Critical to the development of Clifton Heights East priority area is establishing a critical mass of three-to-five-story, mixed-use buildings along the corridor. To initiate this effort, parcels should be assembled in the first phase to be able to develop several mixed-use buildings (A-1 & A-2).

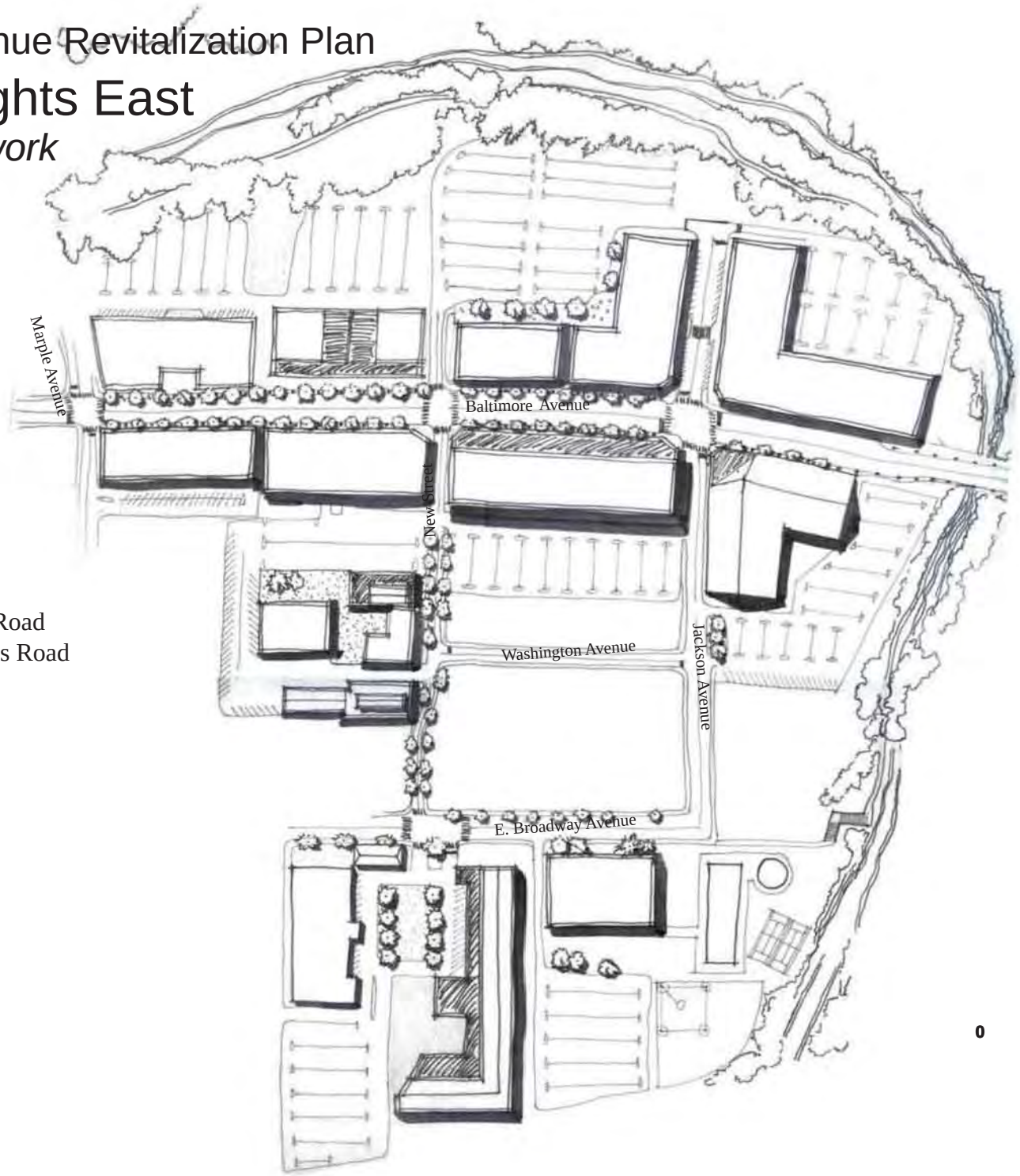
The second phase of development should include rehabilitation of the mill buildings as residential units and the third phase, additional mixed-use buildings along the Baltimore Avenue corridor (C-1 through C-4).

Once the new Clifton Heights East priority area is established, community services may be developed to support its residents, employees, and visitors (D-1).

Baltimore Avenue Revitalization Plan

Clifton Heights East

Roadway Network



Legend

New Road
Access Road

0 100 200 300 600feet

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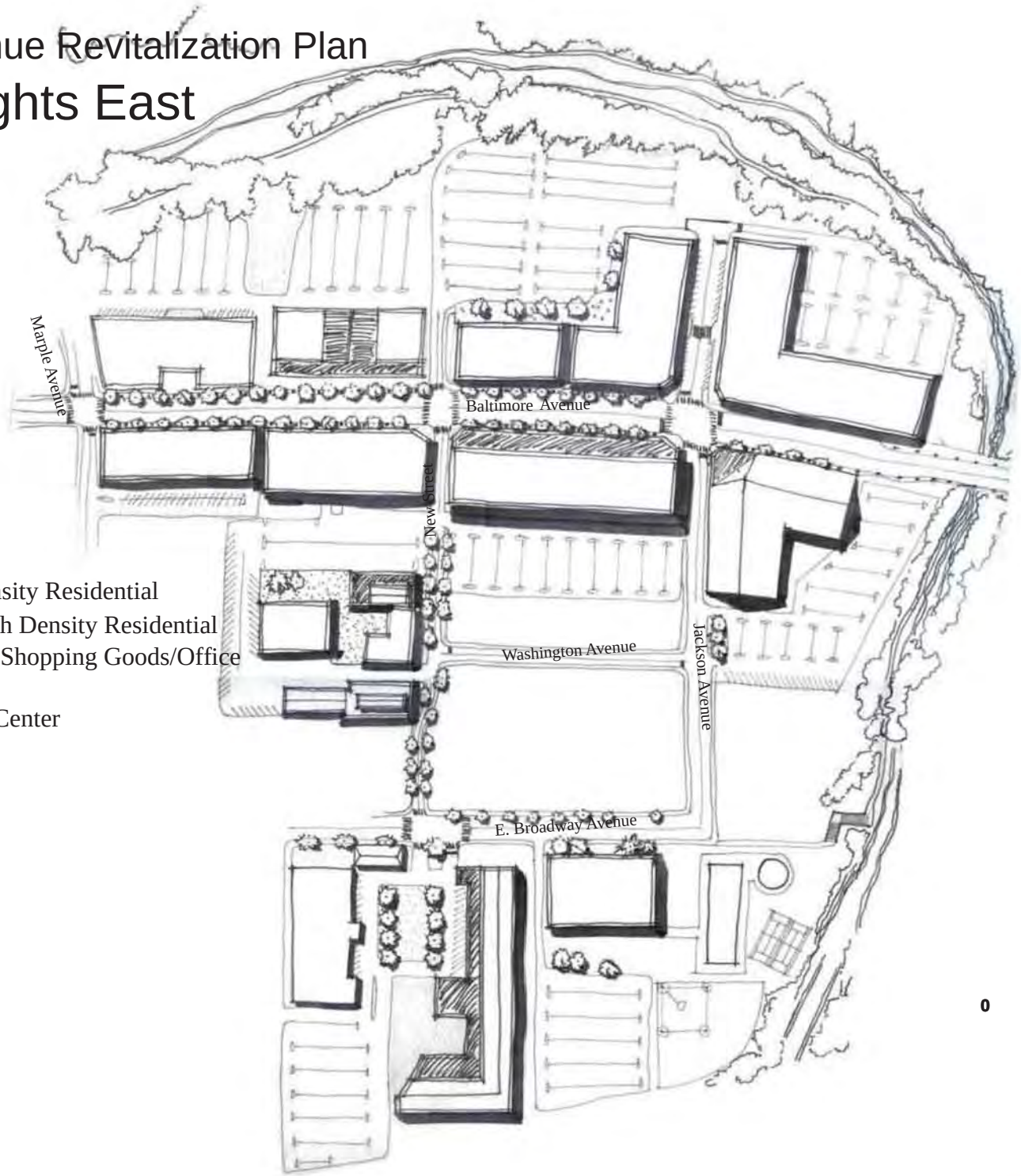
Figure 6.31

Baltimore Avenue Revitalization Plan

Clifton Heights East

Building Use



Legend

- Medium Density Residential
- Medium-High Density Residential
- Mixed Use - Shopping Goods/Office
- Office
- Community Center

0 100 200 300 600feet

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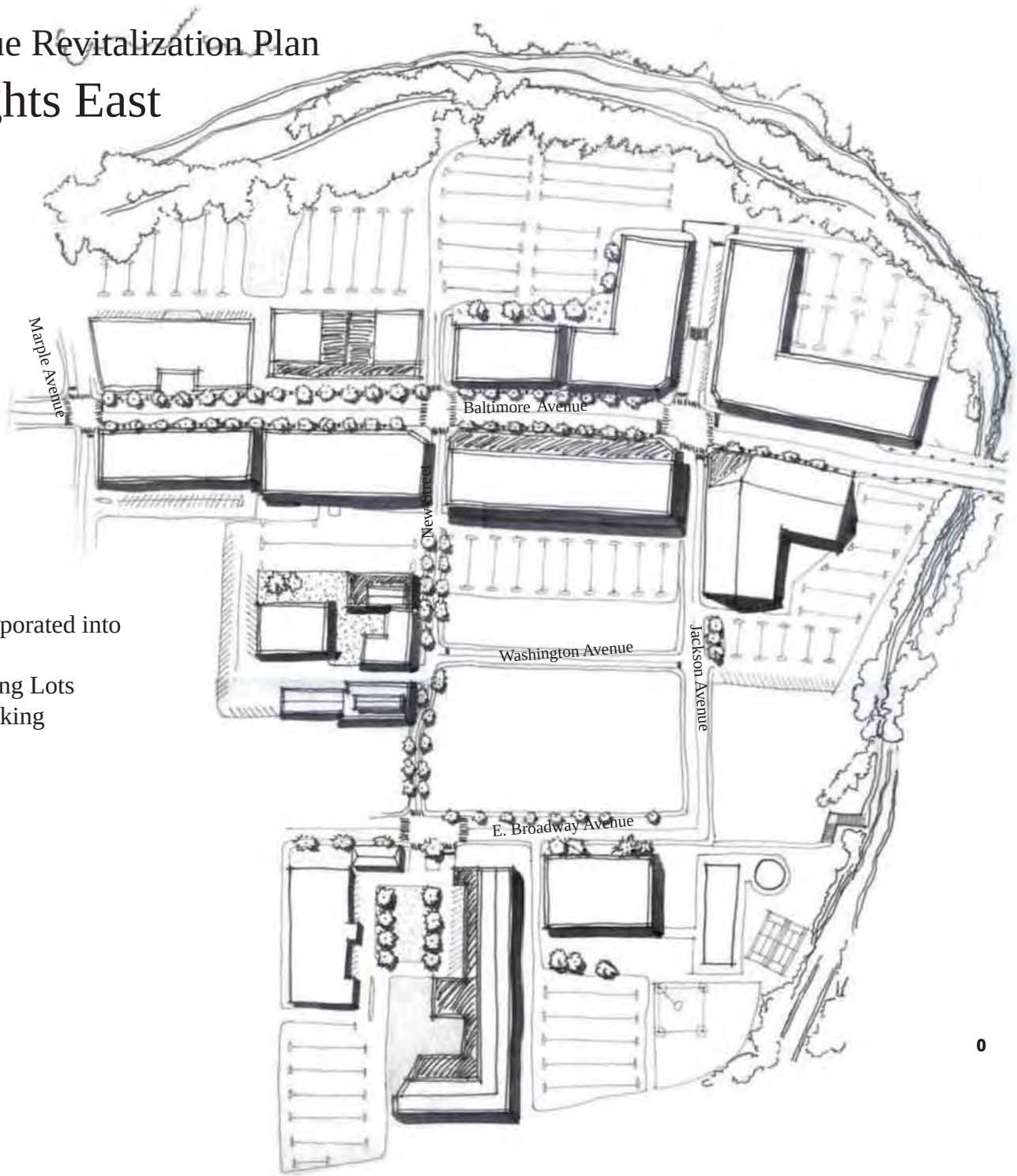
Figure 6.32

Baltimore Avenue Revitalization Plan

Clifton Heights East

Parking



Legend

- Parking Incorporated into the Structure
- Surface Parking Lots
- On-Street Parking

0 100 200 300 600feet

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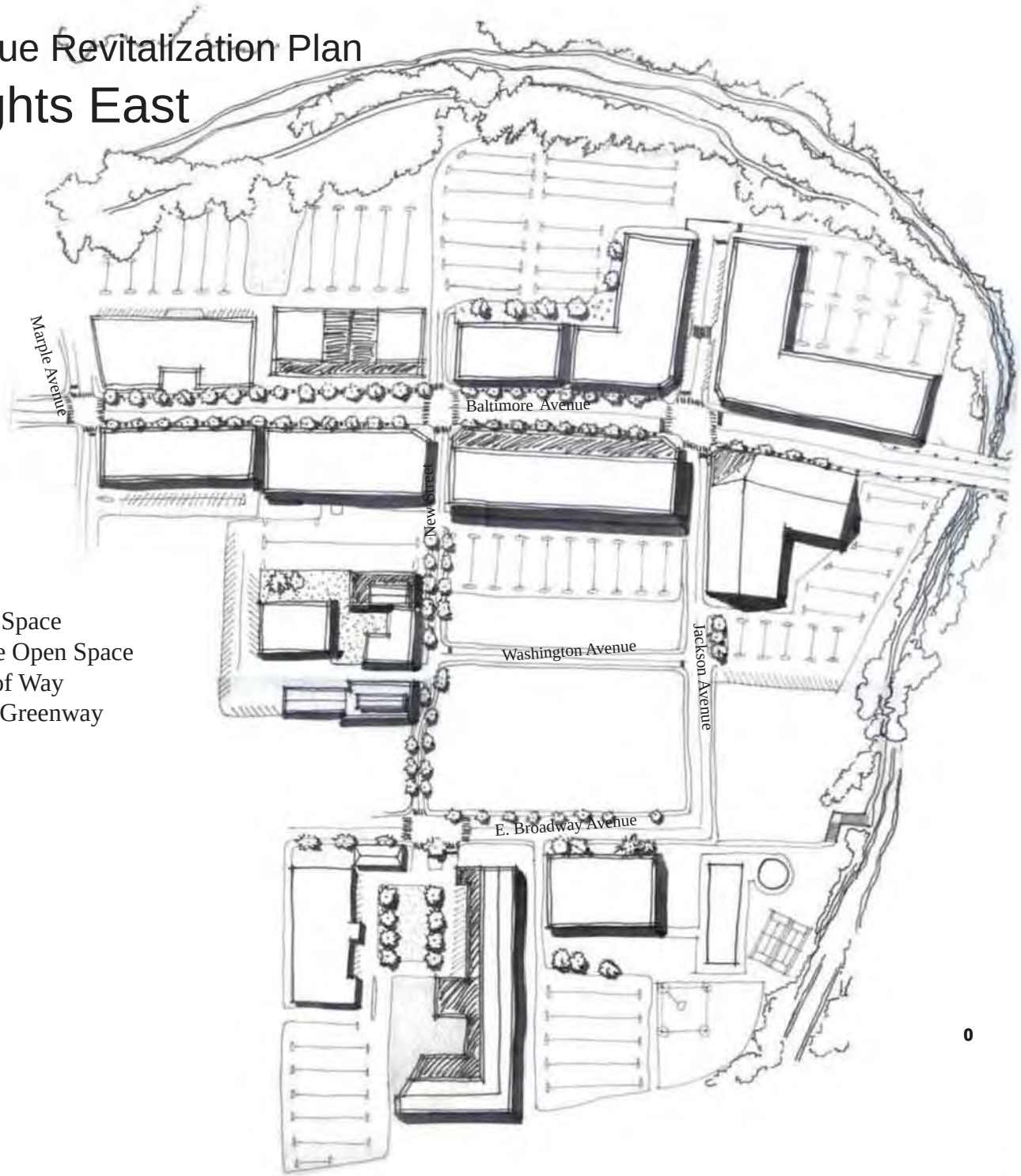
Figure 6.33

Baltimore Avenue Revitalization Plan

Clifton Heights East

Open Space



Legend

- Private Open Space
- Public, Active Open Space
- Street Right of Way
- Darby Creek Greenway

0 100 200 300 600feet

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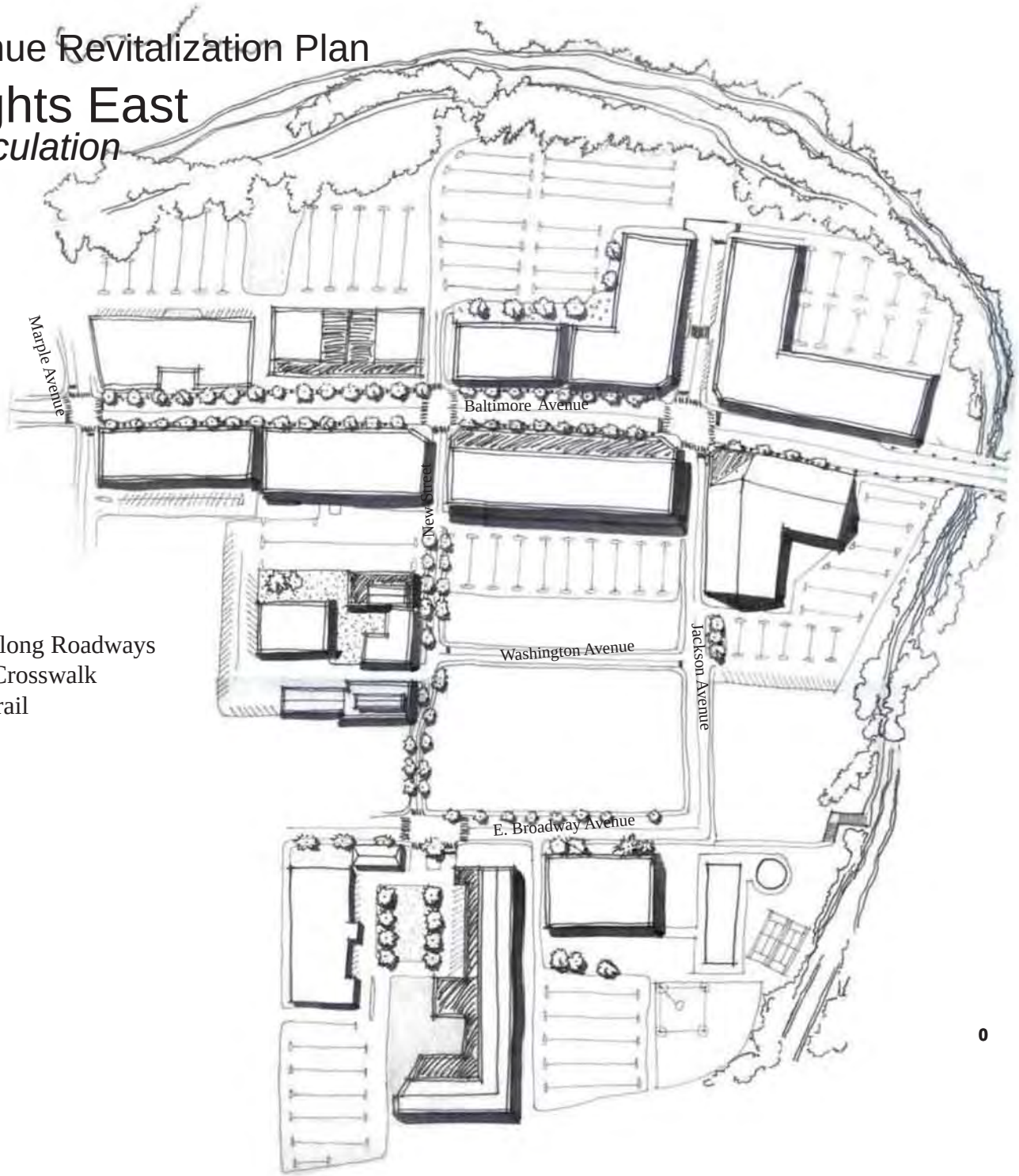
Figure 6.34

Baltimore Avenue Revitalization Plan

Clifton Heights East

Pedestrian Circulation



Legend

- Sidewalks along Roadways
- Pedestrian Crosswalk
- Multi UseTrail

0 100 200 300 600feet

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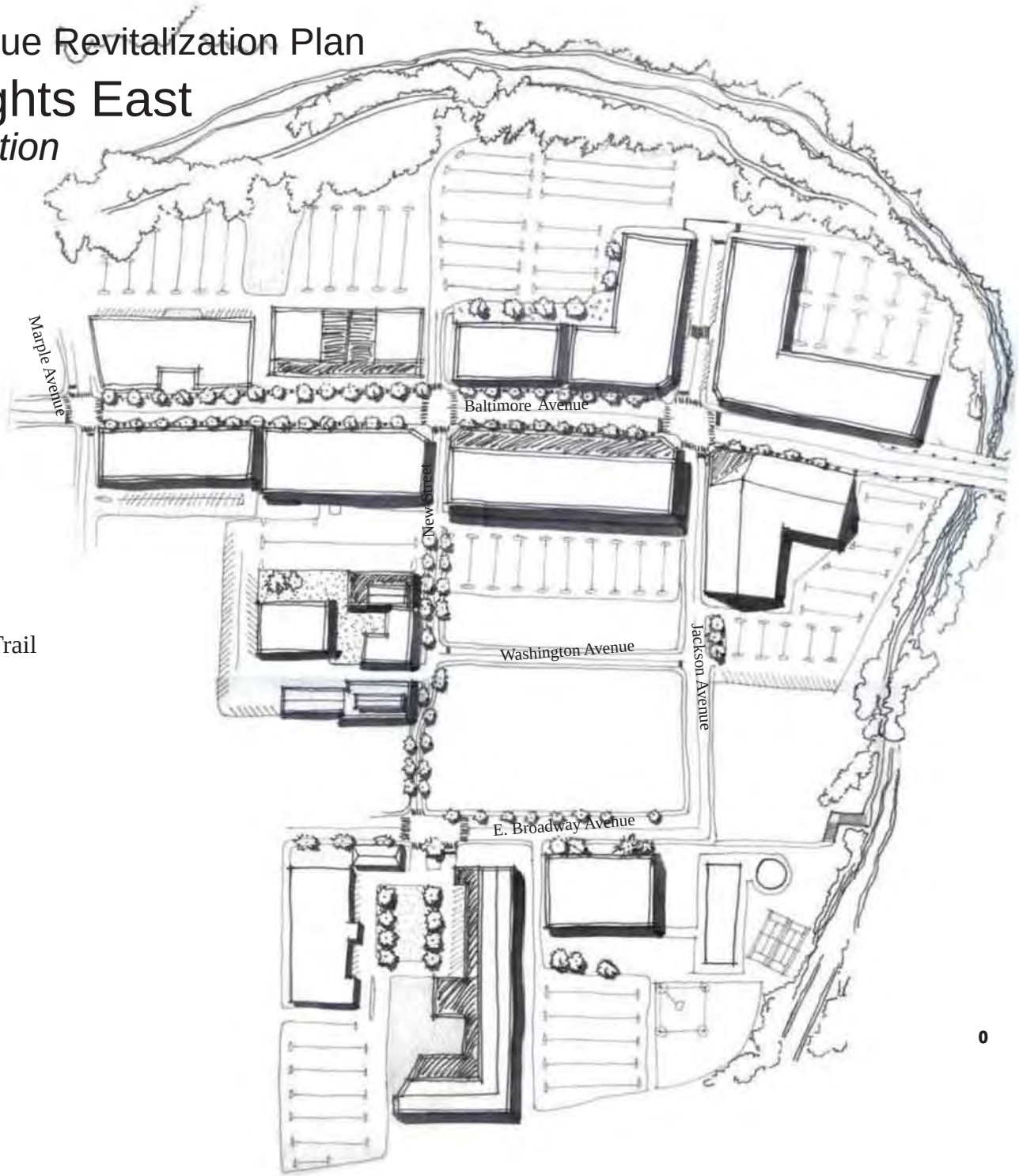
Figure 6.35

Baltimore Avenue Revitalization Plan

Clifton Heights East

Bicycle Circulation



Legend

Multi Use Trail

0 100 200 300 600feet

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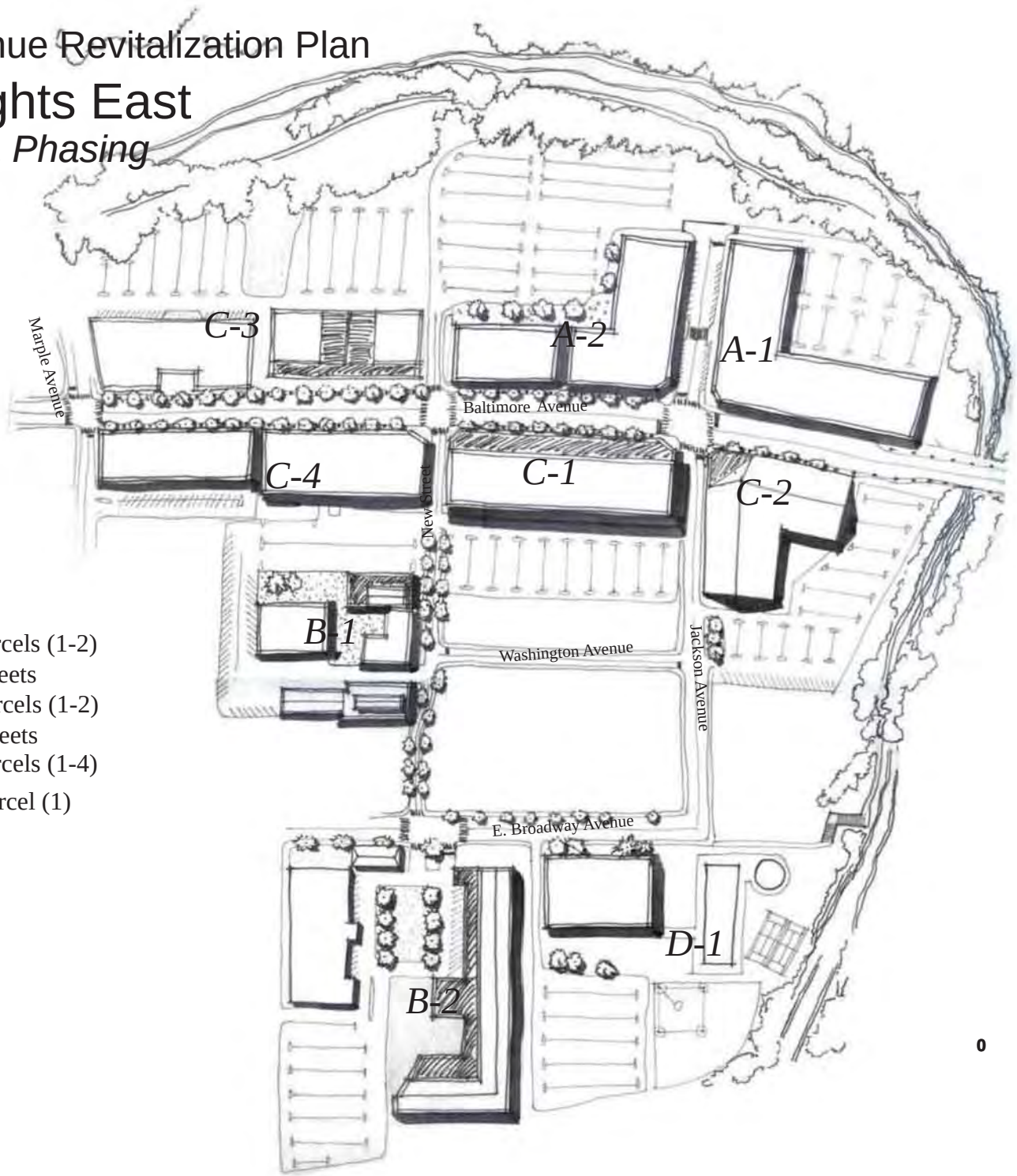
Figure 6.36

Baltimore Avenue Revitalization Plan

Clifton Heights East

Parcelization & Phasing



Legend

- Phase A Parcels (1-2)
- Phase A Streets
- Phase B Parcels (1-2)
- Phase B Streets
- Phase C Parcels (1-4)
- Phase D Parcel (1)

0 100 200 300 600feet

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Figure 6.37

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 feeling 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.

A summary of the systems that embody the key recommendations for this priority area follows. Maps diagramming these system recommendations follow at the end of the summary.

TRANSIT

Transit service in this area would be fundamentally SEPTA bus service, although the Route 102 trolley is fairly close by. A more ambitious idea would be the operation of a shuttle bus to the Clifton-Aldan station.

Similar to the Clifton Heights East development area, this is a location where bulb outs for bus stops and various amenities such as shelters should be installed.

ROADWAY

No new roads are proposed within this priority area. As described above, an enhanced cartway treatment is recommended for this area.

BUILDING USE

Building uses should expand upon the mixed-use environment existing along the corridor. Ground floor uses should be restaurants and retail and service uses, while upper floors would provide residential and office space.

PARKING

With a right-of-way width of just under fifty feet, the Clifton Heights portion of the Baltimore Avenue corridor mandates creative solutions for providing safe and convenient on-street

parking. Two design alternatives are proposed for on-street parking through this portion of the corridor.

First, on-street parking could be limited to diagonal parking located in front of the civic plaza on the north side of Baltimore Avenue between Walnut Avenue and Diamond Avenue. This would provide convenient access to the civic plaza and peripheral retail while allowing for additional space to widen sidewalk areas on the other face blocks.

Another alternative explores alternating parking from one face blocks to the other. This alternative provides equity of convenient parking for retailers along the corridor, and marginal additional space for widened sidewalks.

OPEN SPACE

Streetscape improvements along Baltimore Avenue are proposed to provide additional pedestrian and landscape amenities (see the Design Guideline Toolkit for recommendations for streetscape features within priority areas). Traffic calming, such as bulb outs, narrowed cartway width, a tree-lined canopy, and specialty paving within the street establish a priority for pedestrian movement along the corridor.

Civic plazas are proposed for the large setbacks currently existing on the north side of Baltimore Avenue. These can be provided with café seating, retail merchandise displays, shelters for flea markets and farmers market, art displays, specialty paving, pedestrian lighting, and landscaping.

PEDESTRIAN CIRCULATION

Pedestrian circulation would be improved with a widening of the existing sidewalks and providing traffic calming measures for safe, attractive crossing of Baltimore Avenue (see the Open Space description previously).

BICYCLE CIRCULATION

The corridor-wide bicycle routing crosses through Clifton Heights south of Baltimore Avenue on E. Broadway Avenue. The Clifton Heights Center area is very accessible to this routing. Bicycle racks should be provided in the Clifton Heights Center priority area.

PARCELIZATION AND PHASING

Improving the aesthetic condition and pedestrian environment of this portion of the corridor will contribute greatly to retail market opportunities here. Reconfiguring the street layout and defining civic plazas should be the first phase for Clifton Heights Center (A-1). Infill of vacant and underdeveloped parcels should occur in subsequent phases.

Baltimore Avenue Revitalization Plan

Clifton Heights Center

Building Use

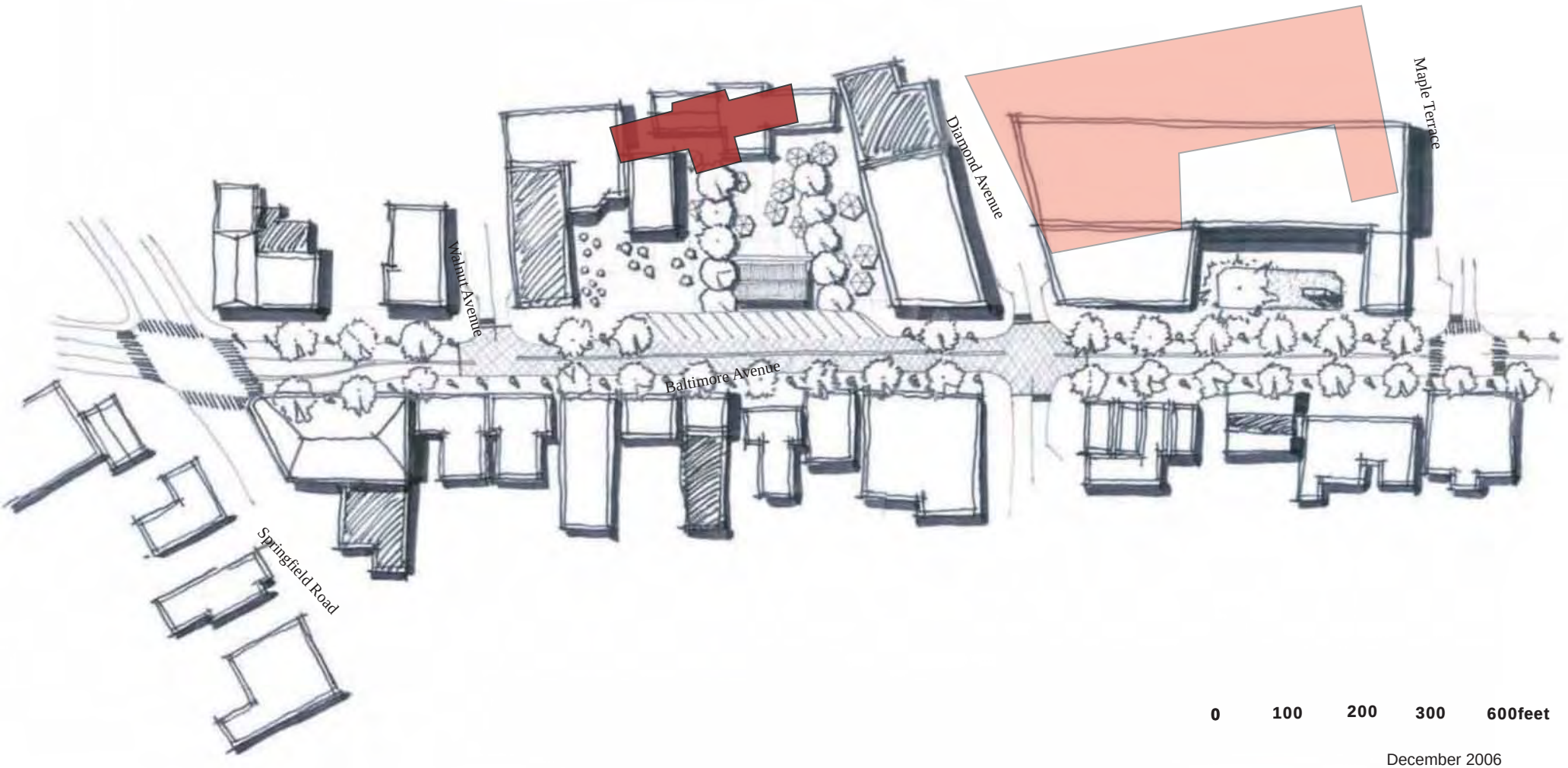

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Figure 6.38

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Baltimore Avenue Revitalization Plan

Clifton Heights Center

Parking

Legend

On-Street Parking (angled parking option)

On-Street Parking (alternating one-side only)

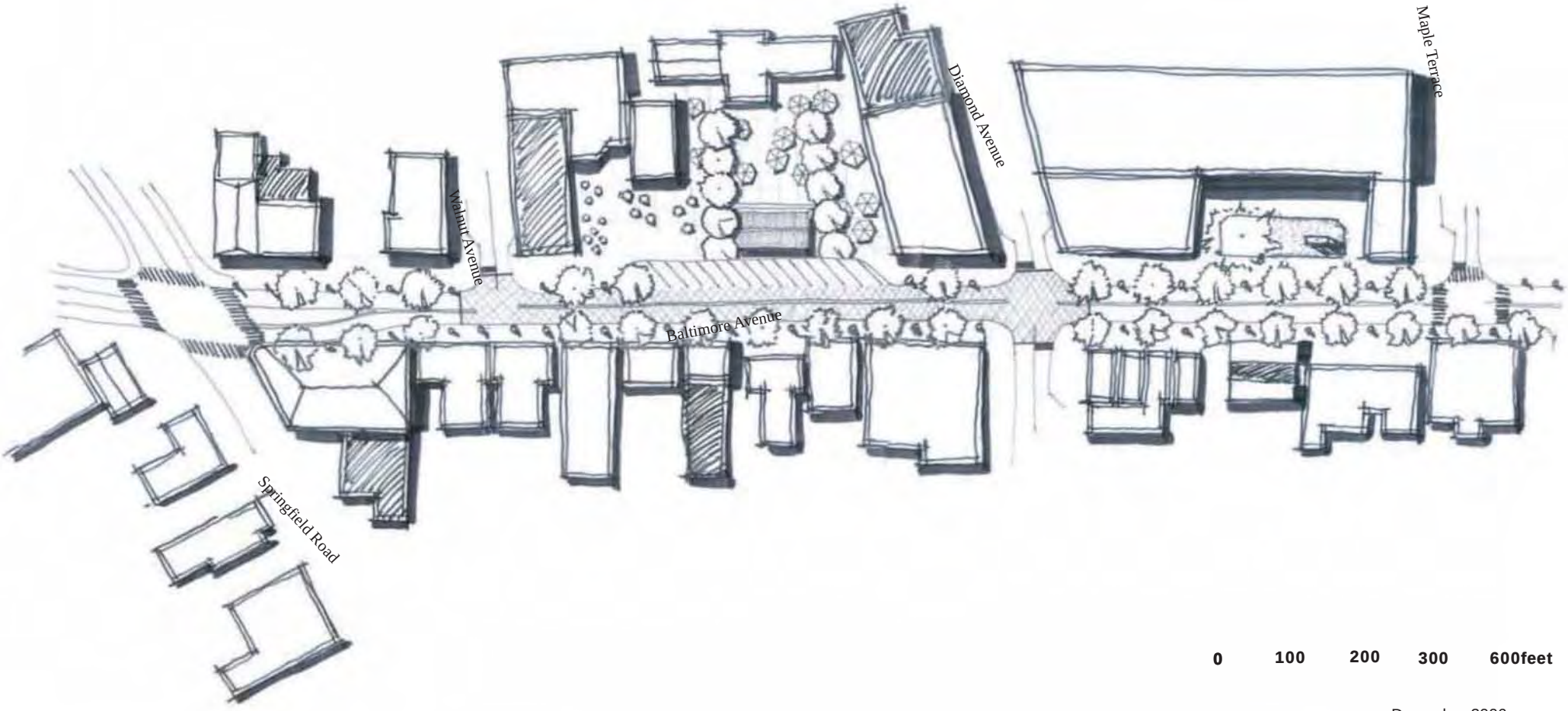

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Figure 6.39

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Baltimore Avenue Revitalization Plan

Clifton Heights Center

Open Space

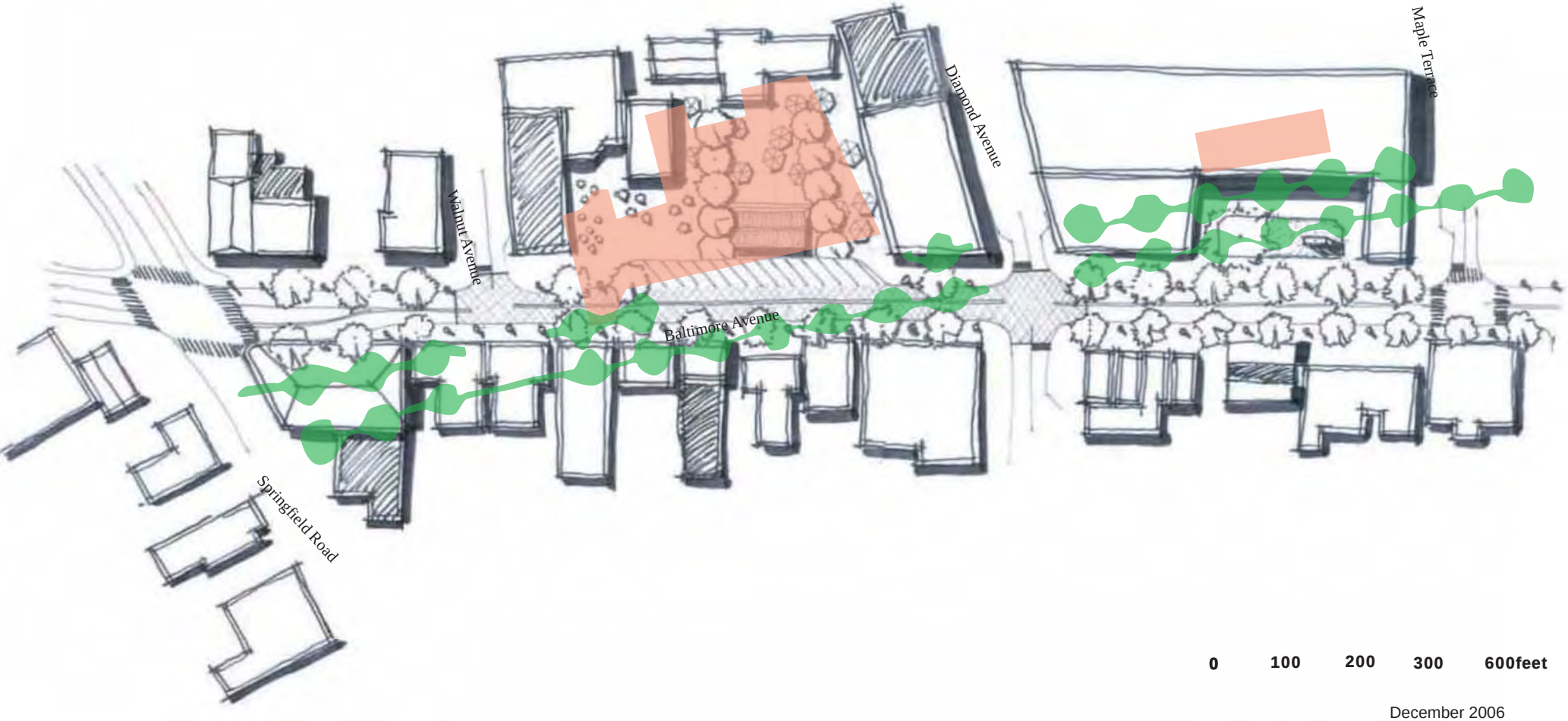

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Figure 6.40

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Baltimore Avenue Revitalization Plan

Clifton Heights Center

Pedestrian Circulation

Legend

- Sidewalks along Roadways
- Pedestrian Crosswalk
- Roadway Prioritized as Pedestrain Space, Intensified Traffic Calming

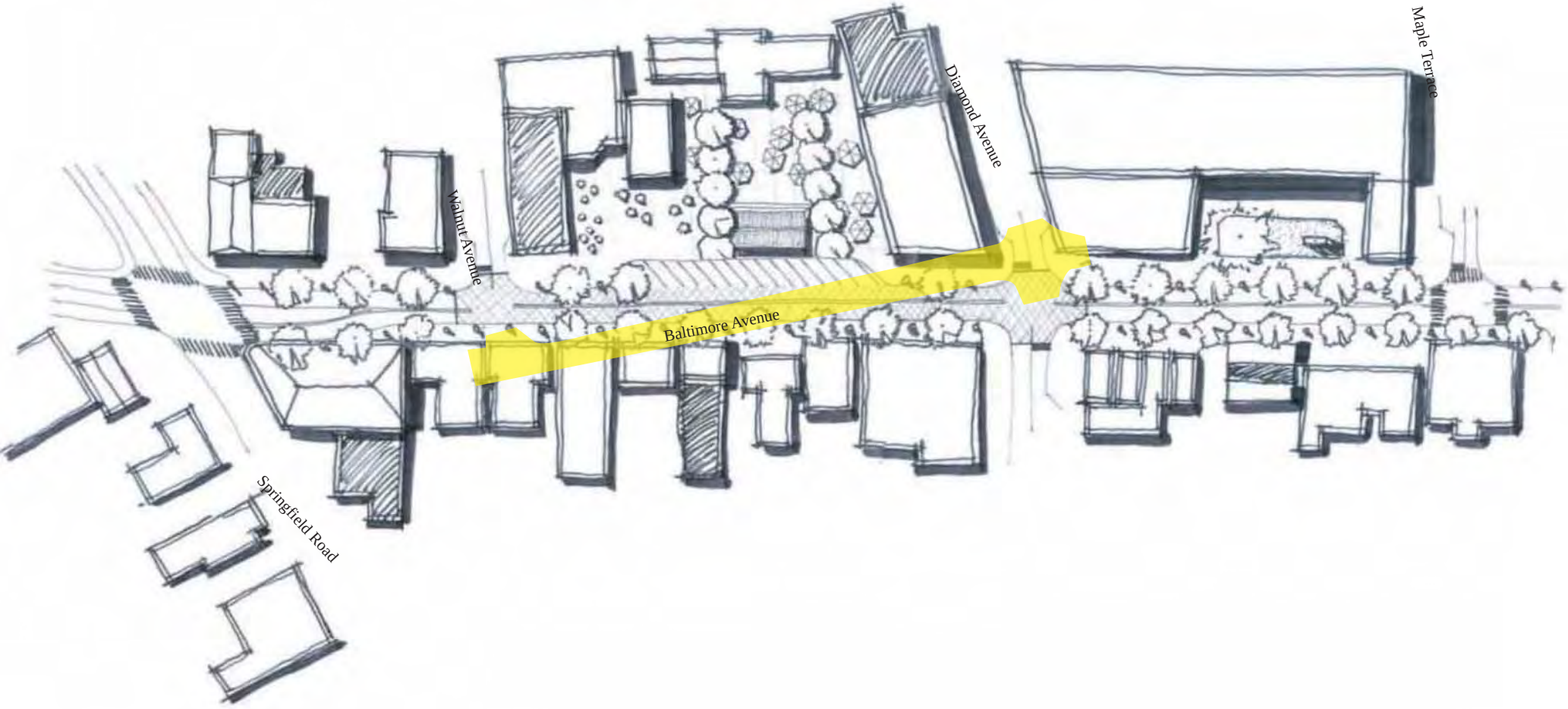

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Figure 6.41

Baltimore Avenue Revitalization Plan

Clifton Heights Center

Parcelization and Phasing

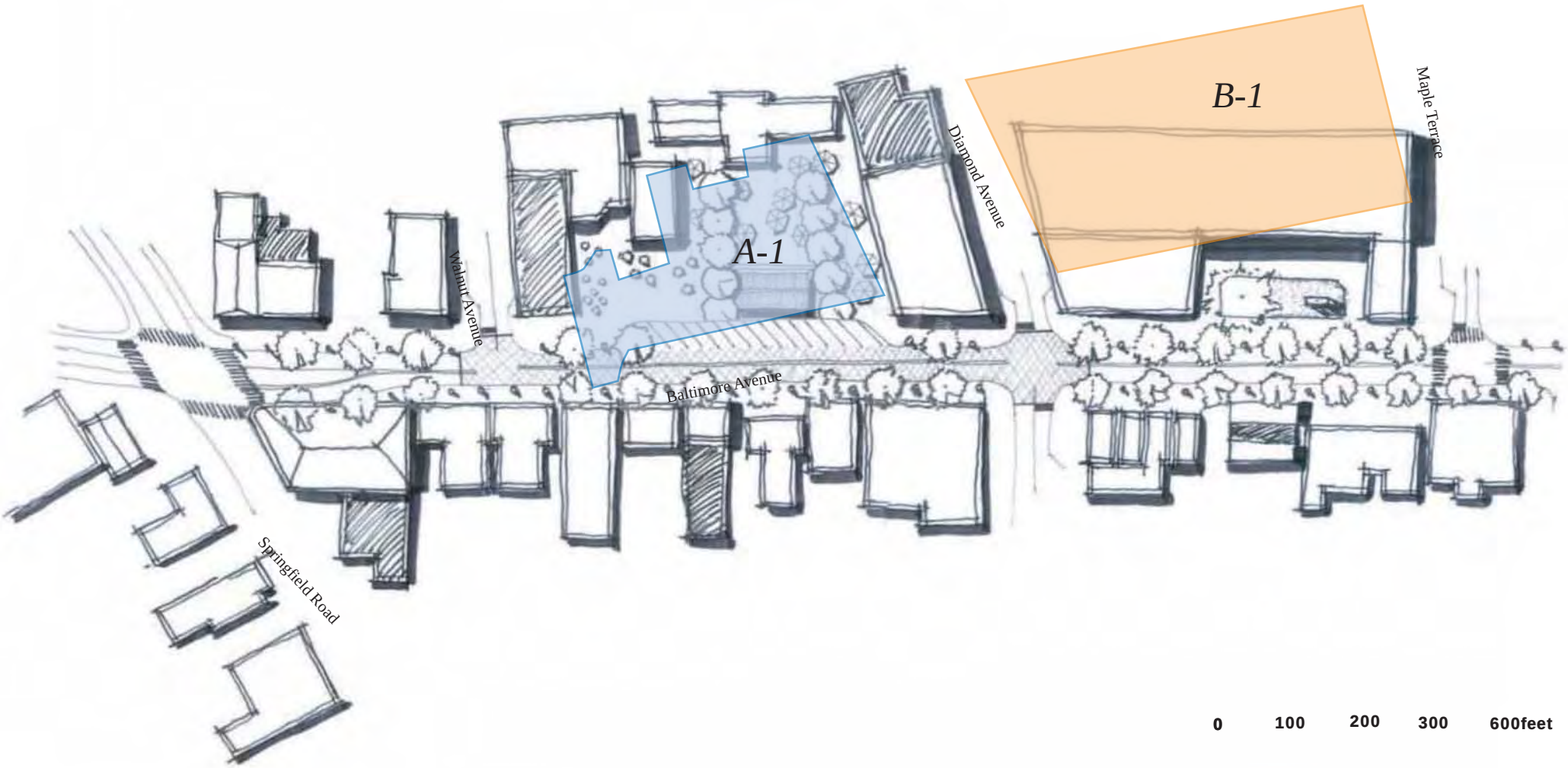

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Figure 6.42

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Chapter 7

Implementation

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.

Implementation Strategy

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.	• 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.	• 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.	• Corridor Consortium • Local Task Forces • County/City Commerce Depts.
	4. Solicit developers to construct mixed-use complexes at priority areas.	• Corridor Consortium • Local Municipalities • County/City Commerce Depts. • Local Organizations
	5. Review and approve land development plans for priority areas.	• Local Planning Commissions • Local Governing Bodies
	6. Construct mixed-use complexes at priority areas.	• Developers

Implementation Strategy

Recommendation	Implementation Strategy	Actors
B. Establish a Baltimore Avenue streetscape that is attractive, supports pedestrian mobility and safety, and that visually unifies the entire corridor.	1. Devise and adopt Corridor Overlay zoning district regulations for the length of Baltimore Avenue.	• Corridor Consortium • Local Task Forces • Local Planning Commissions • Local Governing Bodies • Delaware County Planning Dept. • Philadelphia City Planning Commission
	2. Apply for Federal, State, and foundation/private funding to design and construct streetscape and façade improvements.	• Corridor Consortium • Local Municipalities • County/City Planning • PennDOT
	3. Construct gateways and demonstration area streetscape improvements.	• Corridor Consortium • Local Municipalities • PennDOT
	4. Construct streetscape improvements in conjunction with priority area development.	• Developers • PennDOT
	5. Construct streetscape improvements in conjunction with transportation safety and congestion relief projects.	• PennDOT • Corridor Consortium • Local Municipalities • County/City Planning
	6. Acquire/conserve open space, greenways and/or civic spaces along the corridor.	• Local Municipalities

Implementation Strategy

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.	• Corridor Consortium • County/City Commerce Depts.
	2. Initiate corridor-wide cultural events, markets, and fairs.	• 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.	• Corridor Consortium • Local Municipalities • County/City Commerce Depts. • Local Organizations
	4. Construct gateways and demonstration area streetscape improvements	• Corridor Consortium • Local Municipalities • PennDOT

Implementation Strategy

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 52nd Street.	• SEPTA
	2. Route buses to provide close connections to/from Regional Rail stations.	• 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.	• Delco TMA • Business operators and property managers
	4. Install shelters/canopies at bus stops.	• 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.	• SEPTA • Local Municipalities • Developers

Implementation Strategy

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.	• Corridor Consortium • Local Municipalities • County/City Planning • Streets/Public Works
	2. Install bike racks along the corridor.	• Corridor Consortium • Local Municipalities • Developers • Business operators and property managers

ACTION PLAN

ACTION	TIMING	PRIMARY RESPONSIBLE PARTIES
Establish Baltimore Avenue Corridor Plan Implementation Consortium.	Immediate	• Municipalities • Delaware County Planning Dept. • Philadelphia City Planning Commission
Produce and distribute Corridor Plan brochure.	Within 6 months	• Corridor Consortium
Devise focused master/urban design plans for each priority area.	Within 1 year	• Municipalities
Adopt Corridor Overlay Zoning	Within 1 year	• Municipalities • Delaware County Planning Dept. • Philadelphia City Planning Commission
Adopt new MX Mixed-Use zoning for priority areas.	Within 1 ½ years	• Municipalities
Construct mixed use complexes at priority areas.	Varies	• Developers
Designate bike route parallel to Baltimore Avenue.	Within 2 years	• Corridor Consortium • Municipalities
Initiate corridor-focused community cultural events.	Within 6 months	• Corridor Consortium
Develop Urban Design Plan for gateway and demonstration area streetscape improvements.	Within 2 yrs.	• Corridor Consortium • Municipalities
Construct gateways and demonstration area streetscape improvements.	Within 3 yrs.	• Corridor Consortium • Municipalities
Establish corridor-long surface transit route and local circulator transit services.	Within 5 yrs.	• SEPTA • Delaware County TMA
Complete corridor-wide streetscape improvements.	Within 10 yrs.	• 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 (LUPTAP) 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.

Appendix

Design Alternative A:

Baltimore Avenue Corridor Revitalization Plan

What TOD Can Look Like














Design Alternative B:

Baltimore Avenue Corridor Revitalization Plan

What On-Avenue Development Can Look Like

Design Alternative C:

Baltimore Avenue Corridor Revitalization Plan

What Off-Ave Development Can Look Like











Land Use
Design Alternatives
Baltimore Avenue

↓

	Residential	Retail	Office	Mixed Use	Parks & Open Space	Community Activity Centers	Industrial
TOD	- In with mixed uses at Rail Station Impact Zone (core). - Dominant use in the Primary Pedestrian Impact Zone (2nd ring).	- In with mixed uses at Rail Station Impact Zone (core). - Some spread along Baltimore Avenue and Primary Pedestrian Impact Zone (2nd ring).	- In with mixed uses at Rail Station Impact Zone (core).	- Downtown at Rail Station Impact Zone (core). - Desirable at Primary Pedestrian Impact Zone (2nd ring).	- Limited to civic square-type spaces at core zone. - Opportunity for more open space in the Primary Pedestrian Impact Zone (2nd ring). - Links between TODs.	- In with mixed uses at Rail Station Impact Zone (core). - Also found in the Primary Pedestrian Impact Zone (2nd ring).	- Limited. - Most appropriate areas are outside transit impact zones.
On-Ave Development	- In with mixed uses in multi-story buildings along Baltimore Avenue. - Single-use area exist off of the Avenue.	- Ground floor of all or nearly all building fronting Baltimore Avenue.	- In with mixed use in multi-story buildings along Baltimore Avenue.	- Frontage buildings primarily on Baltimore Avenue.	- "Green" streetscape along Baltimore Avenue. - Parks at periphery of development centers.	- Part of mixed use in multi-story buildings along Baltimore Avenue.	- Limited. - Most appropriate areas are between development centers.
Off-Ave Development	- In with mixed use in multi-story buildings relatively close to Baltimore Avenue and along major perpendicular street(s). - Single-use areas elsewhere.	- Ground floor of mixed use buildings.	- In with mixed use in multi-story buildings some on, some off Baltimore Avenue.	- A significant component of each off-avenue development area.	- Squares and parks mostly off Baltimore Avenue.	- Part of mixed use in multi-story buildings, some on and some off of Baltimore Avenue.	- Limited. - Most appropriate areas are between development centers.

Transportation
Design Alternatives
Baltimore Avenue

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	Transit	Traffic Flow	Additional Road Connections	Speed Limits	Intersection & Road Design	Parking
TOD	- Increased train frequency. - Bus feeders to train stations. - Increased bus frequency.	- Aim for good through-put on Baltimore Avenue. - Emphasize lateral connections from Baltimore Avenue to transit stations.	- Encourage better street access to and from transit stations and Baltimore Avenue.	- 25mph near regional rail stations along Baltimore Avenue. - Speeds may increase in between TOD areas.	- Dedicated left-turn (and right-turns where feasible) lanes on Baltimore Avenue. - No on-street parking on Baltimore Avenue. - Pull-out bus bays, especially at transit stations.	- No on-street parking on Baltimore Avenue. - Parking Garages at train stations. - Other off-street lots. - Parking on perpendicular and parallel streets where feasible.
On-Ave Development	- Continuous bus route on Baltimore Avenue, from west through to trolley loop. - Bus stops with shelters.	- Through-put on Baltimore Avenue of secondary interest.	- Provide local traffic with alternative routes and back streets for parking.	- 25mph through On-Avenue development areas. - Speeds may be higher between On-Avenue Centers.	- Intersections with bulb-outs, pavers in roadway for crosswalks. - On-street parking. - Dedicated left turn lanes where feasible. - Bus stops with shelters.	- On-street parking on Baltimore Avenue. - Off-street lots. - Parking on perpendicular and parallel streets.
Off-Ave Development	- Continuous bus route on Baltimore Avenue, from west through to trolley loop. - Perpendicular bus routes at centers of development. - Pull-out bus bays with shelters.	- Encourage through traffic on Baltimore Avenue.	- Provide good local network, for connectivity to main perpendicular street(s).	- 20-25mph on perpendicular routes.	- Baltimore Avenue intersections with pavers in roadway for crosswalks. - Bulb-outs for perpendicular streets. - Dedicated left-turn (and right-turns where feasible) lanes on the Avenue. - Pull-out bus bays with shelters.	- No on-street parking on Baltimore Avenue. - Off-street lots. - On-street parking on main perpendicular street(s) and on parallel streets.

Streetscape
Design Alternatives
Baltimore Avenue

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	Street Character	Lighting	Outdoor Furniture	Wayfinding System	Paving / Landscaping	Parking
TOD	- Bike lanes along Baltimore Avenue including cross streets that meet with regional rail stations. Wide sidewalks along same streets.	- Consistent pedestrian lighting along Baltimore Avenue and the cross streets that meet with regional rail stations.	- Emphasis on bus shelters near and along Baltimore Avenue including the cross streets that meet with regional rail stations. - Benches, trash receptacles.	- Transit system, parking, bus / trolley routes, and bike lanes of importance.	- Themed paving for each transit station and commercial district on Baltimore Avenue. - Unit paver crosswalks. - Consistent tree canopy from transit station to the Avenue.	- No on-street parking on Baltimore Avenue. - Parking on perpendicular and parallel streets where feasible.
On-Ave Development	- Wide sidewalks primarily on Baltimore Avenue with bulb-outs for car parking.	- Themed pedestrian lighting along Baltimore Avenue through each development center. - Consistent street lighting along the in-between stretches of Baltimore Avenue.	- Themed aesthetic for bus shelters, benches, and trash receptacles along Baltimore Avenue.	- Commercial-oriented signs, including key neighborhood attractions.	- Consistent paving and tree canopy on Baltimore Avenue, with plantings including landscaped islands and bulb outs. - Consistent tree plantings along the in-between stretches of Baltimore Avenue.	- On-street parking on Baltimore Avenue as part of curb bulb-outs setting.
Off-Ave Development	- Consistent sidewalk width on Baltimore Avenue with minimal influence on vehicular traffic.	- Themed pedestrian lighting at and along the intersections of each commercial pocket. - Consistent vehicular lighting along the in-between stretches of Baltimore Avenue.	- Themed aesthetic for bus shelters near and along the commercial cross streets of Baltimore Avenue, and on Baltimore Avenue itself. Includes benches and trash receptacles.	- Stress through traffic, parking, and side-street commercial areas.	- Themed paving for each enclave. - Unit paver crosswalks, center islands. - Full tree canopy, primarily on the commercial cross roads of Baltimore Avenue. - Consistent tree plantings along the in-between stretches of the Avenue.	- No on-street parking on Baltimore Avenue. - Parking on main perpendicular street(s) and parallel streets.

Baltimore Avenue Corridor Revitalization Plan

Borough of Lansdowne

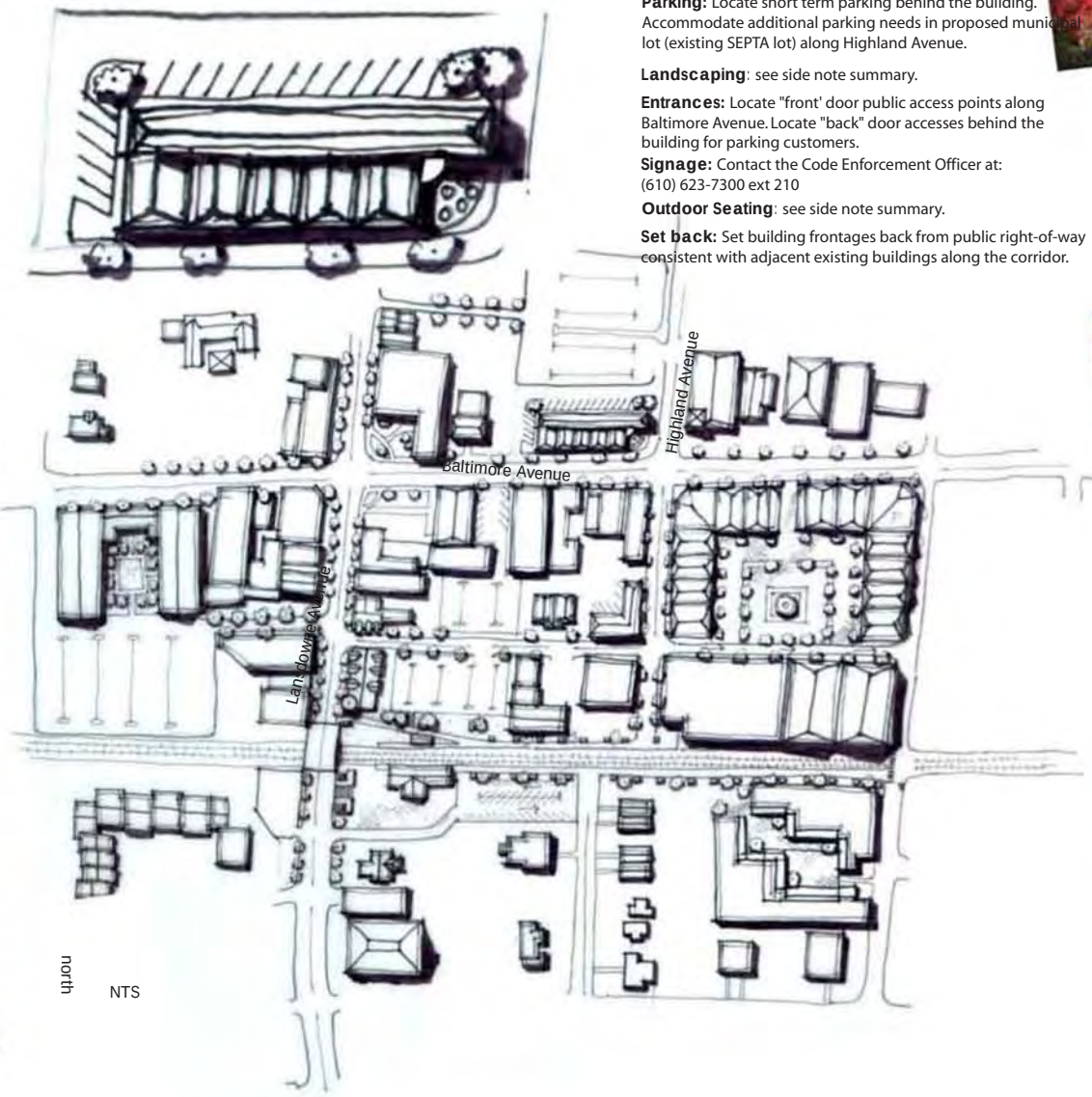
Proposed Site Recommendations along Baltimore Avenue

Outdoor Seating Areas

Provide a designated area for outdoor eating to accommodate approximately 25% of restaurant's seating capacity. Designate area with paving materials, planting materials and or fencing material. Orient area within the building setback, at least two feet from the inside edge of the public sidewalk and adjacent to the main building entrance. Consider the use of planters, awnings, side screens, and ambient lighting to further define the area. All outdoor seating areas must be furnished with weather-resistant materials and must not be permanently affixed to the ground so that they may be stored indoors during the off-season.

Landscape

Provide for and maintain landscape areas throughout property to meet with the public rights-of-way. Delineate the front entrance with enhanced landscape materials, use plants and trees which are native and/or will thrive in an urban setting. Use low-growing plant materials and high branching trees to provide for optimal visibility into the site. Reduce turf areas and consider the use of ground-covers, perennials, and native grasses which require less watering and chemical interventions. Include the use of trees to provide areas of shade on site.



Parking: Locate short term parking behind the building. Accommodate additional parking needs in proposed municipal lot (existing SEPTA lot) along Highland Avenue.

Landscaping: see side note summary.

Entrances: Locate "front' door public access points along Baltimore Avenue. Locate "back" door accesses behind the building for parking customers.

Signage: Contact the Code Enforcement Officer at: (610) 623-7300 ext 210

Outdoor Seating: see side note summary.

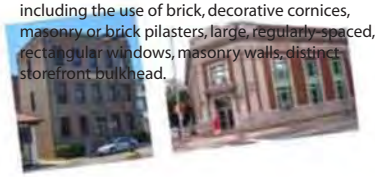
Set back: Set building frontages back from public right-of-way consistent with adjacent existing buildings along the corridor.

Operations

Locate parking, loading & unloading areas, trash and other services along the back of the building, where it will be least viewed from the street. Take measures to screen service areas with landscape and hardscape materials.

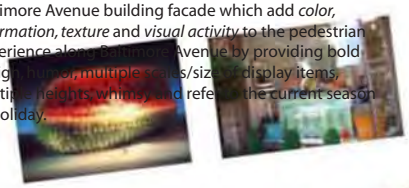
Building Facade

Draw on the existing architectural styles present along Baltimore Avenue and Lansdowne Avenue including the use of brick, decorative cornices, masonry or brick pilasters, large, regularly-spaced, rectangular windows, masonry walls, distinct storefront bulkhead.



Storefront

Provide 50-80% transparent window displays along the Baltimore Avenue building facade which add *color, information, texture* and *visual activity* to the pedestrian experience along Baltimore Avenue by providing bold design interest on multiple scales/sizes of display items; multiple heights; whimsy; and reference the current season or holiday.



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Summer 2006

Baltimore Avenue Corridor Revitalization Plan

Borough of Lansdowne

Proposed Site Recommendations along Baltimore Avenue - Dunkin Donuts

Not this:

Exterior










Building Facade and Orientation Characteristics:

- Use of bright, branding color applied to building facade;
- Bright, branding plastic awnings;
- Neon lighting;
- Temporary posters displayed in windows;
- Minimal variation in scale, size, location, texture and color of landscape materials;
- Poorly maintained landscape;
- Faux materials;
- Repetitious signage;
- Prioritization of entrance to motorists over pedestrians and bicyclists;
- Location of utilitarian furniture (i.e. fire hydrants, trash receptacles or dumpsters, gutters, utilities and newspaper bins) within pedestrian path;
- Presence of temporary promotional displays such as streamers, banners, flags and balloons;
- Locating front entrances on other sides of the building other than the main pedestrian/vehicular street.

Interior





Interior Characteristics:

- Use of fluorescent lighting;
- Wide banner and uninteresting counter obstacle between employee and customer space;
- Abundant use of branding logo and colors;
- Faux materials;
- Large fast food style menu board displays;
- Condiment, napkin, and cash register spaces displayed on counter;
- Fast food style (crowded) uniforms on employees;
- Fast food style uncomfortable seating;
- Factory type presentation of food and labels.

But this:

Exterior









Building Facade and Orientation Characteristics:

- Presence of outdoor seating area to accommodate small, spontaneous gatherings;
- Well-maintained landscaped area;
- Variation in scale, size, location, texture and color of landscape materials;
- Use of natural materials on both the building facade and store signage;
- Matches the existing neighborhood's building setbacks and architectural styles;
- In keeping with community sign standards;
- Limited identifying branding along storefront;
- Outdoor lighting, seating, paving and other furnishings that relate to the streetscape;
- Large windows which maintain visibility to the activity indoors;
- Front entrances which easily accommodate neighborhood residents and shoppers that walk or bike to the store.

Interior







Interior Characteristics:

- Architectural lighting;
- Counters which have variations in height, scale, material and form;
- Artistic and/or goods for purchase displays on top and front of counter;
- Machines and operational goods screened from customers' view;
- Natural materials;
- Art exhibit displays;
- Functional and artistic architectural features;
- A variety of comfortable seating options for individuals and groups.

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Baltimore Avenue Corridor Revitalization Plan

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