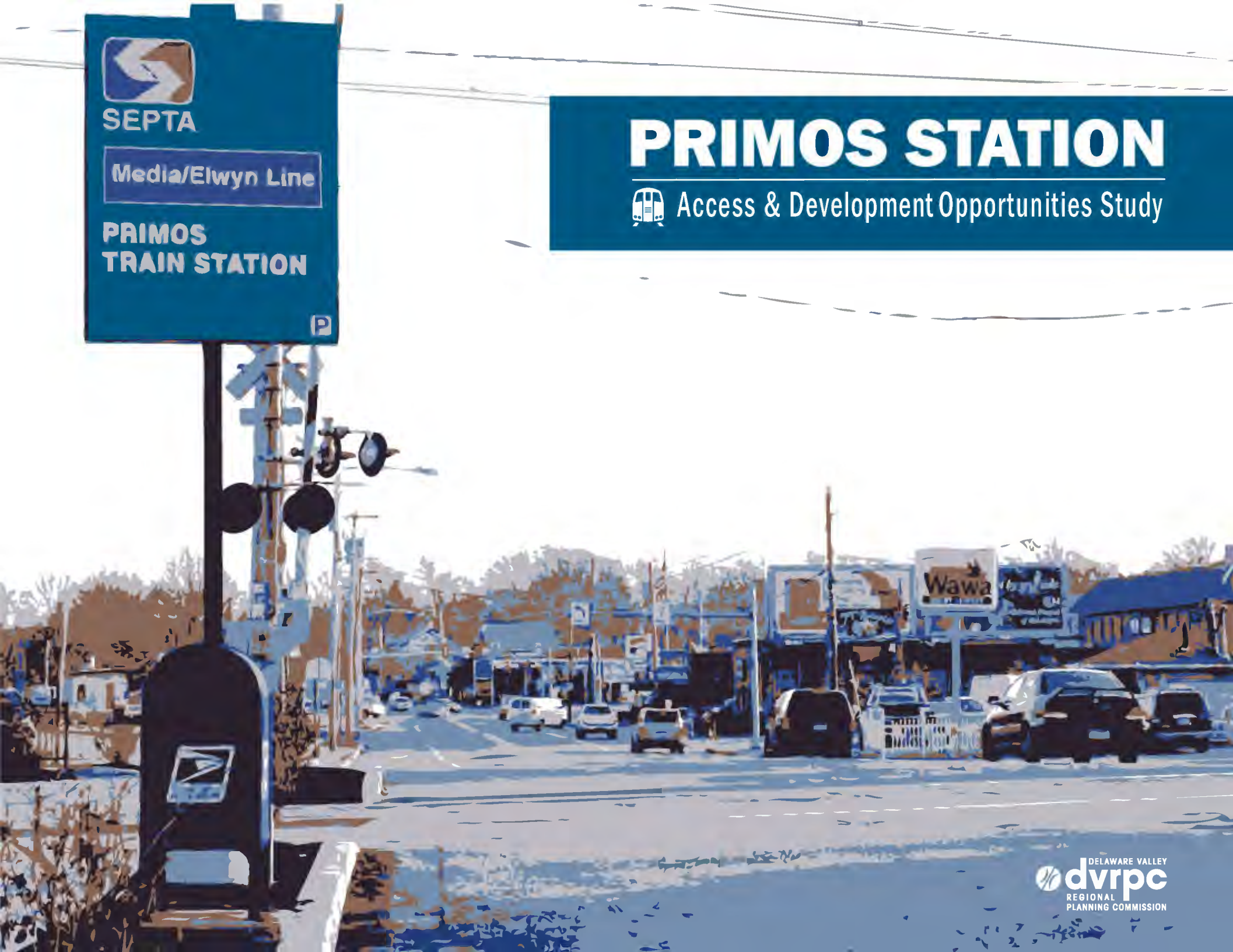




PRIMOS STATION

 Access & Development Opportunities Study





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ACKNOWLEDGMENTS

DVRPC would like to acknowledge the following individuals for their contributions to the study:

Lauren Amway, *Delaware County Transportation Management Association*

Don Bonnett, *Upper Darby Township Council*

Byron Comati, *Southeastern Pennsylvania Transportation Authority (SEPTA)*

Patricia Franzonia, *Delaware County Transportation Management Association*

LeAnne Fullard, *Pennsylvania Department of Transportation (PennDOT)*

Jeffrey Gentile, *Upper Darby Township*

Phil Heron, *The Delaware County Daily Times*

Alex John, *Delaware County Planning Department*

Thomas Judge, *Upper Darby Township*

Francis Kelly, *Southeastern Pennsylvania Transportation Authority (SEPTA)*

Patrick Killian, *Delaware County Commerce Center*

Joe Kirkwood, *Office of Representative Micozzie*

Robert Lund, *Southeastern Pennsylvania Transportation Authority (SEPTA)*

Dan Lutz, *Upper Darby Township*

John McBlain, *Delaware County Council*

John McLaughlin, *Delaware County Planning Commission*

John McMullan, *Upper Darby Township*

Nick Micozzie, *Pennsylvania State Representative, 163rd Legislative District (retired)*

Tom Micozzie, *Mayor, Upper Darby Township*

Linda Pietropola, *163rd Legislative District Office*

John Rankin, *Upper Darby Township Council*

Bert Rankin, *Upper Darby Fire Department*

Tom Shaffer, *Delaware County Planning Department*

Elizabeth Smith, *Southeastern Pennsylvania Transportation Authority (SEPTA)*

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EXECUTIVE SUMMARY

The *Primos Station Access & Development Opportunities Study* was conducted by Delaware Valley Regional Planning Commission (DVRPC) staff over a 12-month period, in collaboration with the Southeastern Pennsylvania Transportation Authority (SEPTA), Delaware County, Aldan Borough, and Upper Darby Township.

The Primos Station Area is the commercial, light-industrial, and residential area within one quarter-mile of the Primos Regional Rail station in Delaware County, just southwest of Center City Philadelphia. Oak Avenue, a state-owned roadway, provides access to the station and commuter parking areas, as well as access across the rail tracks.

The study included a comprehensive analysis of the recently renovated SEPTA station, focusing on three key facets: station parking, intermodal access, and land use potential. The stated objectives of the study were to identify opportunities to improve parking, encourage transit-supportive development, ease intermodal access, and increase station ridership.

The study was executed in three phases, beginning in September 2013 and culminating in September 2014. The first phase, *Existing Conditions Analysis*, catalogued existing conditions through data analysis and field work; the second phase, *Visioning*, concretely

defined the study's goals and objectives and engaged with stakeholders for feedback on several alternative concepts; and the last phase, *Draft & Final Report*, created the Primos Station Area recommendations, presented in this report.

Existing Conditions & Market Analysis Findings

- **LAND USE:** The station area has several existing strong retail (including the anchor retail, Giant food retailer), eating, and drinking establishments. Land uses are primarily designed in an auto-centric fashion, with little pedestrian access, and nearby residential neighborhoods are cut off from the station and commercial businesses. The lack of sidewalk connectivity limits the potential for walk-up, and multiple-stop, shopping demand.
- **TRANSPORTATION:** Access to the area via public transportation is abundant. Local rail service is available to Media, and local and express service are available to Center City Philadelphia. The Route 107 bus provides access to 69th Street Transportation Center, as well as the Springfield Mall and Lawrence Park Shopping Center. Vehicular access is available via Oak Avenue and Providence Road, however, an unwelcoming pedestrian environment and auto-centric landscape are major challenges for non-motorized modes.

- **PARKING:** Current parking areas include SEPTA monthly and daily permit lots, commercial center lots, and free on-street parking. Large swaths of single-use parking lots dominate viewsheds along Oak Avenue. Commuters hoping to avoid parking lot fees or traffic signals park on nearby side streets.
- **VISUAL CHARACTER:** Recent improvements in front of the Providence Village Shopping Plaza on Oak Avenue and SEPTA's Primos Station have begun to create an appealing streetscape through landscaping and sidewalks. The station area, however, lacks a "brand" due to the lack of a continuous streetscape, lack of a building facade "signature look," and the predominance of surface parking lots.
- **MARKET ANALYSIS:** The station area has a steady residential population and a variety of service and retail opportunities; projected growth in the housing, retail, and industrial markets is limited. Opportunities exist for several large parcels currently for sale, as well as for an additional food and beverage business.

Recommendations

The DVRPC study team synthesized community input, field work, existing conditions analysis, and market data to create a comprehensive set of area recommendations.

The area recommendations are separated into three phases: short-term (Phase 1), mid-term (Phase 2), and long-term (Long-Term Vision), and they outline land use, transportation, parking, and visual character recommendations.

- **PHASE 1** consists of a series of targeted interventions to improve safety, access, and parking around Primos Station. These recommendations encourage decision makers to use what already exists at Primos as a foundation for future growth. In Phase 1, visitors to Primos find a welcoming, well-defined environment whether they arrive by train, bus, car, bike, or foot.
- **PHASE 2** builds upon Phase 1's public space improvements, setting the stage for future growth. Targeted recommendations introduce land use and urban design patterns that can be replicated throughout the Primos Station area in the future.
- **LONG-TERM VISION** presents guidance to public officials and private investors on how Primos can grow into a vibrant, transit-centered community. Recommendations focus on mobility improvements, economic development strategies, and land uses that encourage sustainable growth near Primos Station.
- **IMPLEMENTATION STRATEGIES** by the study team identify the Delaware County Times Building (500 Mildred Avenue) as a development opportunity for the area; pursuing a reverse site selection strategy could attract a light-industrial use that is compatible with the surrounding uses. Creating a Study Area committee that brings together community members and business owners would help create a "brand" for the area.

1

STUDY INTRODUCTION

STUDY PURPOSE

The recent renovation of the Primos Station along the SEPTA Media/Elwyn Regional Rail Line presents an opportunity to reexamine the station area's current role in the Upper Darby Township, Aldan Borough, and Clifton Heights Borough sections of Delaware County, Pennsylvania (*see Figure 1.1*). Opportunities around the station exist that could better serve commuters and the surrounding land uses.

In order to understand the current conditions and identify future opportunities surrounding the station area, the Delaware Valley Regional Planning Commission (DVRPC) performed a comprehensive study of station parking, non-motorized and motorized access to the station, as well as the adjacent land use potential in the half-mile surrounding the Primos Station. The driving purpose behind the study was to encourage transit-supportive development, identify the demand and potential for increased parking, support intermodal access, and, ultimately, increase ridership at SEPTA's Primos Regional Rail Station.

○ Examine

Parking, vehicular, bicycle and pedestrian access, and land use potential.

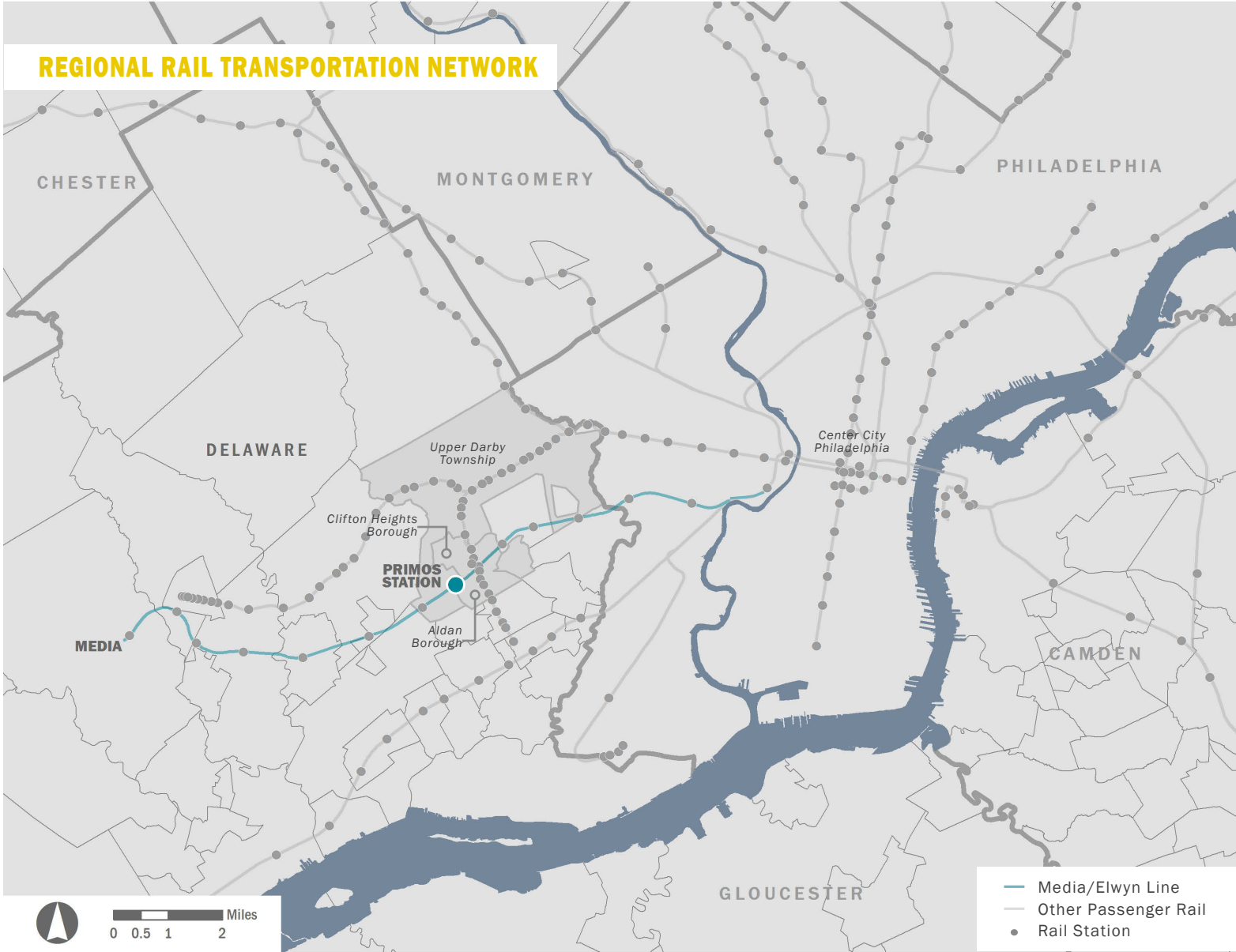
○ Encourage

Improvements to parking, transit-supportive development, intermodal access, and increased Regional Rail ridership.

STATION AREA OVERVIEW

The Primos Station is located along the Media/Elwyn Line at the intersection of Upper Darby Township and Aldan Borough in Delaware County, Pennsylvania. The station is located on Oak Avenue, south of Secane Avenue. The station provides convenient and frequent service to and from Center City Philadelphia, as well as to the Borough of Media, the county seat. The Route 107 bus, which has a stop at the station, connects Upper Darby to Lawrence Park, passing through the Providence Village Plaza in Primos, MacDade Mall in Glenolden, Springfield Mall, and Lawrence Park's Industrial Center.

The station area currently has a mix of residential, commercial, and industrial land uses, which include a convenience store, single-family houses, a Giant food retailer, a local newspaper, daycare centers, and light-industrial warehouses (*see Figure 1.2*). Employees, commuters, residents, and customers in the area make for a steady stream of pedestrian and bicycle activity throughout the day. However, a disconnected network of sidewalks and pedestrian crossings at intersections characterizes access along Oak Avenue and the surrounding streets.



DVRPC, 2014

FIGURE 1.1 | Regional Rail Transportation Network. Primos Station (on the Media/Elwyn Regional Rail line) provides service to Center City Philadelphia and surrounding commercial and business centers. The station is located at the intersection of Upper Darby Township and Aldan Borough in Delaware County, Pennsylvania.

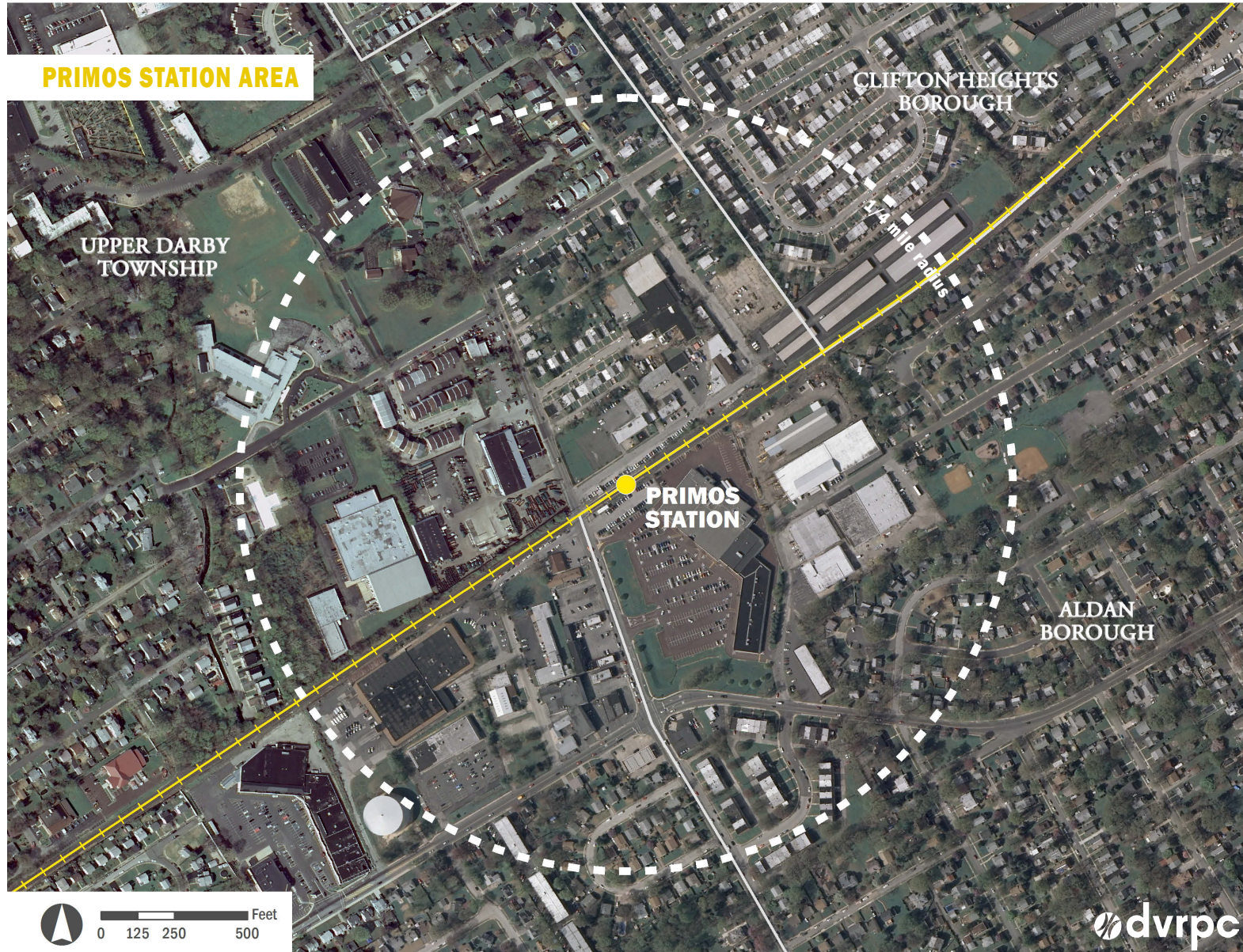


FIGURE 1.2 | Primos Station Area

STUDY PROCESS

The 12-month study process, shown in Figure 1.3, was conducted in three phases: (A) Existing Conditions Analysis, (B) Visioning, and (C) Draft & Final Report. During this time, the study team conducted on-site field research, targeted outreach, and a market analysis; held meetings to identify the Primos Station area's strengths, constraints, and opportunities; and created this final report.

Phase A, Existing Conditions Analysis, included a comprehensive analysis of the conditions within the study area. The team organized the Study Advisory Committee (SAC) to provide a forum for key stakeholders to discuss current issues and future visions for the station area. The SAC convened during each study phase, and it was composed of representatives from SEPTA, Delaware County, Delaware County Transportation Management Association (DCTMA), Aldan Borough, Upper Darby Township, and Delaware County Commerce Center.

During Phase A, the study team also focused on gathering data for three categories of existing conditions: (1) physical,

(2) transportation, and (3) market. The physical conditions documented included current land uses, property lines, parking, and streetscape. The transportation conditions recorded allowed the team to analyze current levels of transit service, including available service types, ridership, schedules, transfer connectivity, the commuter rail station travel-shed, and commuter parking. The team also documented average daily traffic and crashes along Oak Avenue, as well as sidewalk connectivity. The market research looked at the trade area, demographics, retail market segments, and pending and proposed development to provide a look into current market trends and possible future demands. The team synthesized the information gathered through outreach and research on current conditions to identify the assets, constraints, and opportunities of the Primos Station area.

The next phase, Visioning, began by defining the study's goals and objectives for the station area. Through this process, the study team was able to create several conceptual alternatives for the area that addressed the current physical, transportation, and market conditions, and plan for future development opportunities. These planning alternatives (found in Appendix B) were developed in graphic form and presented to the SAC. With the SAC's feedback, the study team identified the vision for the station area, and created the Station Area Framework Plan, before beginning the Draft Report.

The last phase, Draft & Final Report, is presented in this document, the Final Report. The report lays out the Station Area Framework Plan, providing a site plan, identifying development opportunities, transit and policy recommendations, and—lastly—implementation strategies to make the recommendations presented a reality for the Primos Station area.

STUDY PHASES

○ Phase A

Existing Conditions Analysis (September–December 2013)

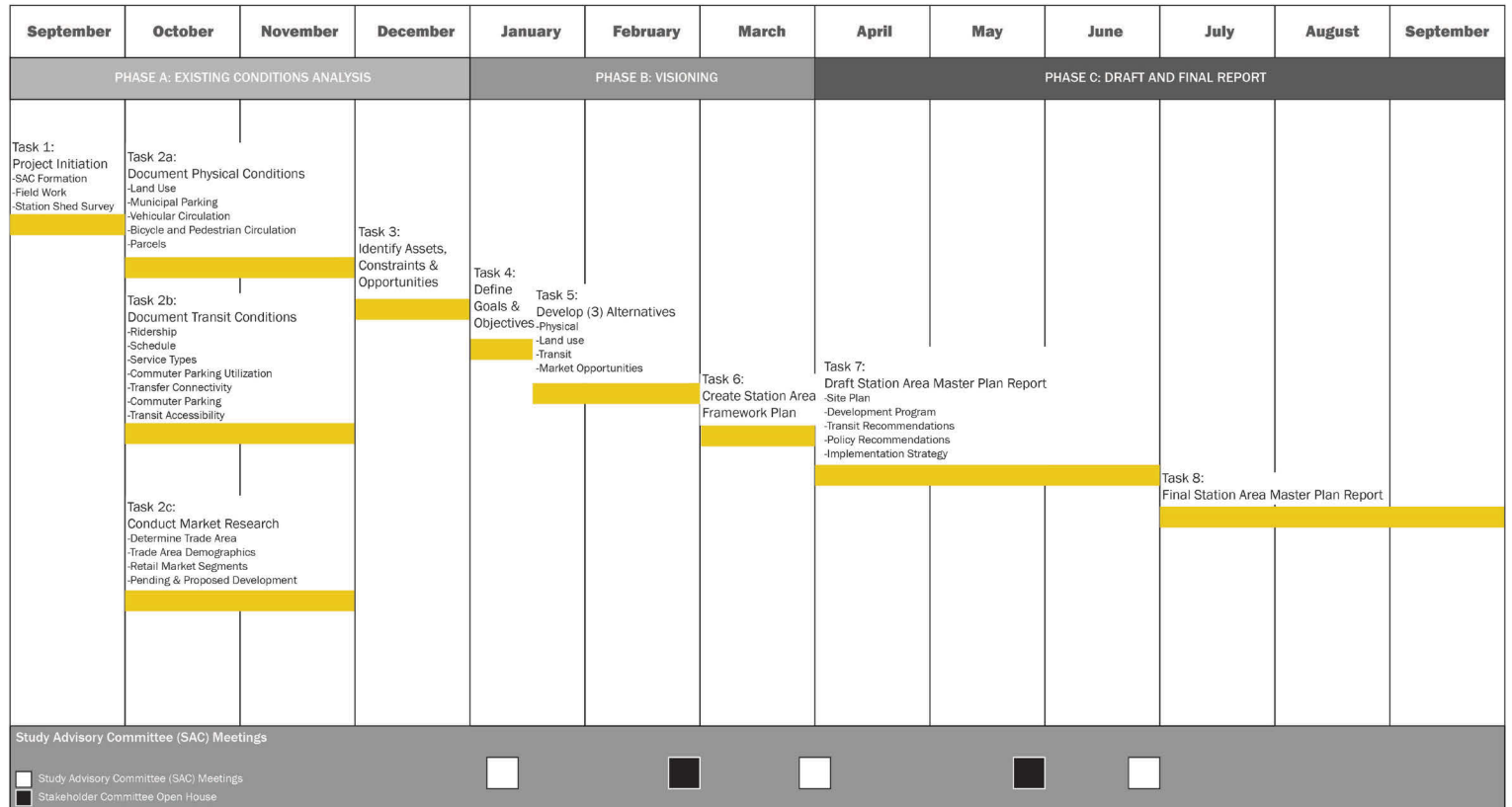
○ Phase B

Visioning (January–March 2014)

○ Phase C

Draft & Final Report (April–September 2014)

PRIMOS STATION ACCESS & DEVELOPMENT OPPORTUNITIES PLANNING



DVRPC, 2014

FIGURE 1.3 | Primos Station Access & Development Opportunities Planning

2

EXISTING CONDITIONS

LAND USE CONTEXT

Primos Station and the surrounding area are positioned in eastern-central Delaware County, at the intersection of Upper Darby Township and Aldan Borough, encompassing an assortment of land uses, which are at some times disconnected from each other. The study area focused on the Primos Station and the surrounding quarter-mile, as described in *Chapter 1, Introduction*.

Zoning

The zoning around the Primos Station Area is dictated by the three adjacent municipalities of Upper Darby Township, Aldan Borough, and Clifton Heights Borough, each with their own distinct zoning policies, intents, and typologies. Figure 2.1 combines the three municipalities' zoning maps into one using Upper Darby Township's definitions for each zoning class. (For a complete list of zoning types for each township and borough, see *Appendix A, Zoning Around Primos Station*).¹

The area directly surrounding the station is primarily zoned for Commercial Industrial Districts (C4), which allows for office, research, and light industrial development with a minimum of

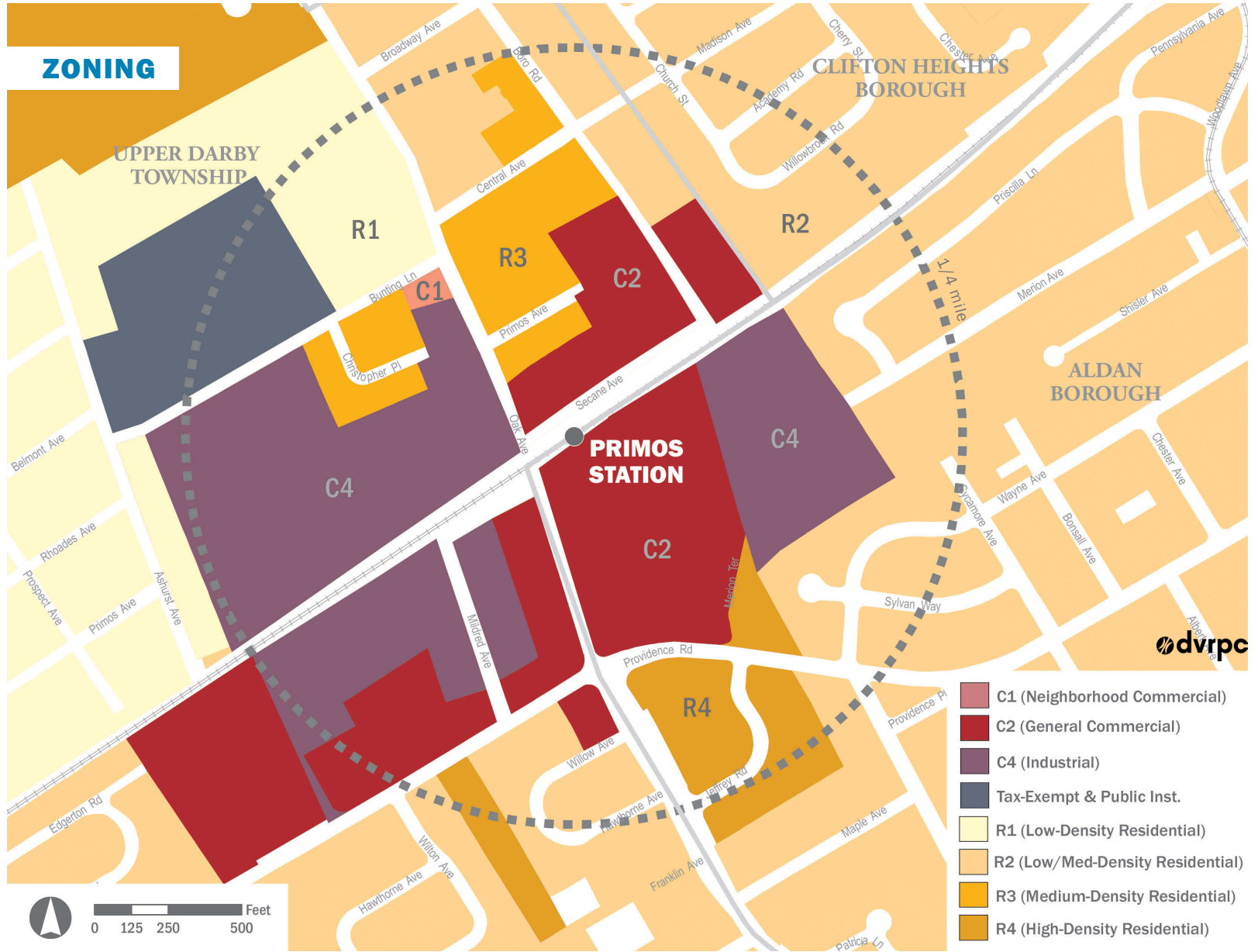
35 feet of frontage, as well as Traditional General Commercial Districts (C2) that permit commercial uses, and require a minimum of 50 feet of frontage. Surrounding this industrial and commercial core is a wide range of residential uses, from R1 (a free-standing single-family home with a large setback) to R4 (a multi-family home or senior housing). Higher-density residential zones such as R3 and R4 are largely adjacent to industrial and commercial zones, with lower-density residential zones—such as R1 and R2—outside of the quarter-mile study area of the station (*See Figure 2.1*).

Land Use

Figure 2.2 illustrates the land uses of the Primos Station Area. Directly adjacent to the station is a combination of commercial and light industrial activity, with residential uses surrounding the quarter-mile study area. Generally, the commercial activity north of the station is based on customers directly accessing a specific address for specific transactions (buying t-shirts in bulk from Ampro Sports, for example), while the commercial businesses south of the station maintain more of an open, walk-in customer base (such as the Wawa convenience store, and Cocco's Gelateria).

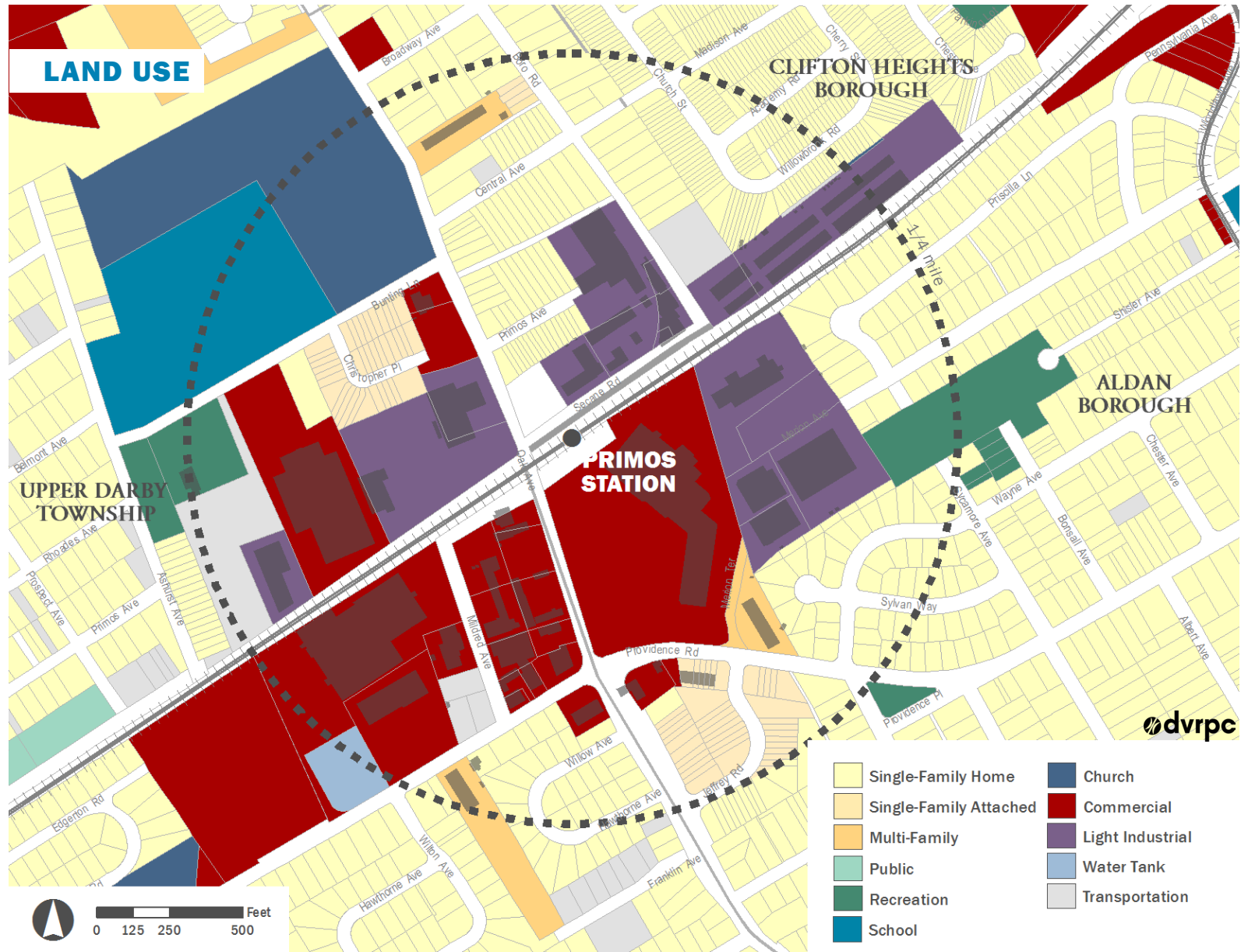
Light-industrial uses are primarily found within the study area north of Secane Avenue and east of Oak Avenue (*see Figure 2.3*). Just

¹ Aldan Borough Zoning. www.aldan-boro.org/pdf/Aldan_Zoning_Map.pdf
Clifton Heights Zoning. www.cliftonheightsboro.com/images/CHBZoningMap2012.png
Upper Darby Zoning. www.upperdarby.org/Gov/Maps/Upper_Darby_Zoning_Map.html



Zoning Data: Upper Darby Township, 2014
 Borough of Clifton Heights, 2014
 Borough of Aldan, 2014

FIGURE 2.1 | Zoning



Land Use Data: DVRPC, 2014
 Parcel Data: Delaware County, 2010

FIGURE 2.2 | Land Use

north and west of the station are the facilities of Waste Management, as well as the production facility and offices of Ampro Sports, a printing and embroidery company.² A number of light industrial use buildings are located behind, or east of Giant.

A small multi-family neighborhood is located north and west of the station on Bunting Lane, characterized by duplexes and small setbacks. Across the street from the residential neighborhood is the Primos Elementary School, serving almost 500 students in the Upper Darby School District, and Saint Eugene's Catholic School and Church.³

East of Oak Avenue and north of the station on Secane Road are two day care centers, one of which is the long-standing Aardvark Child Care & Learning Center.⁴ Light industrial businesses (some zoned commercial), such as an auto repair shop, are at the intersection of Secane Road and Boro Road. Continuing east, a large storage facility and construction area sit adjacent to SEPTA's Boro Road Permit Parking Lot. The character of the area transforms north of the parking lot to multi-family and single-family units.

South of the station and west of Oak Avenue sits a Wawa convenience store regularly used by commuters (*see Figure 2.4*). Moving south down Oak Avenue are several locally owned businesses with parking lots situated in front of buildings and along Oak Avenue street frontage, including Cocco's Pizzeria and Gelateria, and Goff's Suds and Soda, as well as an Exxon gas station at the corner of Providence Road and Oak Avenue. West of Mildred Avenue is the currently for-sale Delaware County Daily Times building.⁵ South of the Daily Times site is a large fitness center and water tower. The area south of

² Ampro Sports. www.amprosports.com/index.php/small-and-mighty

³ Primos Elementary. www.primos.upperdarbysd.org/

⁴ Aardvark Child Care. www.aardvarkchildcare.com/about-aardvark/

⁵ 500 Mildred Avenue. www.showcase.com/property/500-Mildred-Avenue/Primos/Pennsylvania/296126



FIGURE 2.3 | Oak Avenue Image. North on Oak Avenue, uses are light industrial, such as A Storage Depot, pictured in the background.

DVRPC, 2014



FIGURE 2.4 | Oak Avenue Image. Land uses south on Oak Avenue are predominately commercial, and include a pizza restaurant, gelateria, a Wawa, and the Providence Village Shopping Plaza.

DVRPC, 2014

Providence Road is predominately residential in character, varying from higher-density multi-family homes—such as Providence Manor Apartments—to single-family homes.

Directly south of the station is a shopping center featuring Giant, a large food retail chain, with a large surface parking area for their customers. At the corner of Providence Road and Oak Avenue—across the street from the Exxon—is a Getty gas station. The residential community located on Jeffrey Road is a dense multi-family complex surrounded by lower-density residential blocks to the east and south.

TRANSPORTATION

Transit

2013 STATION IMPROVEMENTS

The Primos Station Reconstruction Project, completed in September of 2013 by SEPTA, aimed to improve aesthetics and operations at the aging station by upgrading the station and platform to ADA standards, improving safety and boarding operations, increasing parking stalls, and adding a kiss-and-ride drop-off area.⁶ The project included the installation of two accessible high-level platforms that were outfitted with steel-framed passenger shelters. The inbound platform was also outfitted with a new station building containing the ticket office and waiting area. In addition, amenities such as new signage, site furnishings, and lighting were installed throughout the station (*see Figures 2.5-2.7*).

In conjunction with the capital improvements to the station, SEPTA initiated several operational and site changes during the summer of 2013 at the Primos Station that built on the new station

facility and installation of high-level platforms. The summer 2013 improvements include:

- AUGUST 12, 2013: Express service introduced at Primos. The new express service added three trips during the morning peak from Primos Station to Center City Philadelphia. Travel time between Primos and 30th Street Station in the morning peak is 15 minutes. SEPTA also added two additional two express trips in the evening peak with 11-minute travel time between 30th Street Station and Primos.
- SEPTEMBER 23, 2013: SEPTA opened a new daily parking lot on Secane Avenue with parking for 55 cars. Parking costs \$1/day.

Together, the improved facilities and increased service convenience for riders have successfully created a new draw for commuters throughout the surrounding region to access the Primos Station Area (*see Figure 2.8*).

TRANSIT SERVICE

Commuters and local residents currently have access to two public transit options: the Media-Elwyn Regional Rail line, and the Route 107 bus. The Media/Elwyn rail line, the Route 107 bus, and even the Route 102 trolley line (a half-mile away) make transit connections to adjacent neighborhoods and Center City Philadelphia relatively convenient.

The Media-Elwyn Line provides access to Center City Philadelphia to the east and to downtown Media, the Delaware County seat, to the west. The line runs 55 trains each weekday from 6 a.m.—12 a.m., with local service from Primos to Center City taking 16 minutes, and 11—13 minutes on the new express service.

The Route 107 bus—which connects Upper Darby with

⁶ SEPTA Primos Station. www.septa.org/construction/projects/primos/primos-station.html



FIGURE 2.5 | Primos Station Image. 2013 Primos Station improvements; high-level platforms were installed for easier and safer boardings.
DVRPC, 2014



FIGURE 2.6 | Primos Station Image. New bicycle rack and wayfinding signs.
DVRPC, 2014



FIGURE 2.7 | Primos Station Image. Additional daily parking lot north of the station.
DVRPC, 2014

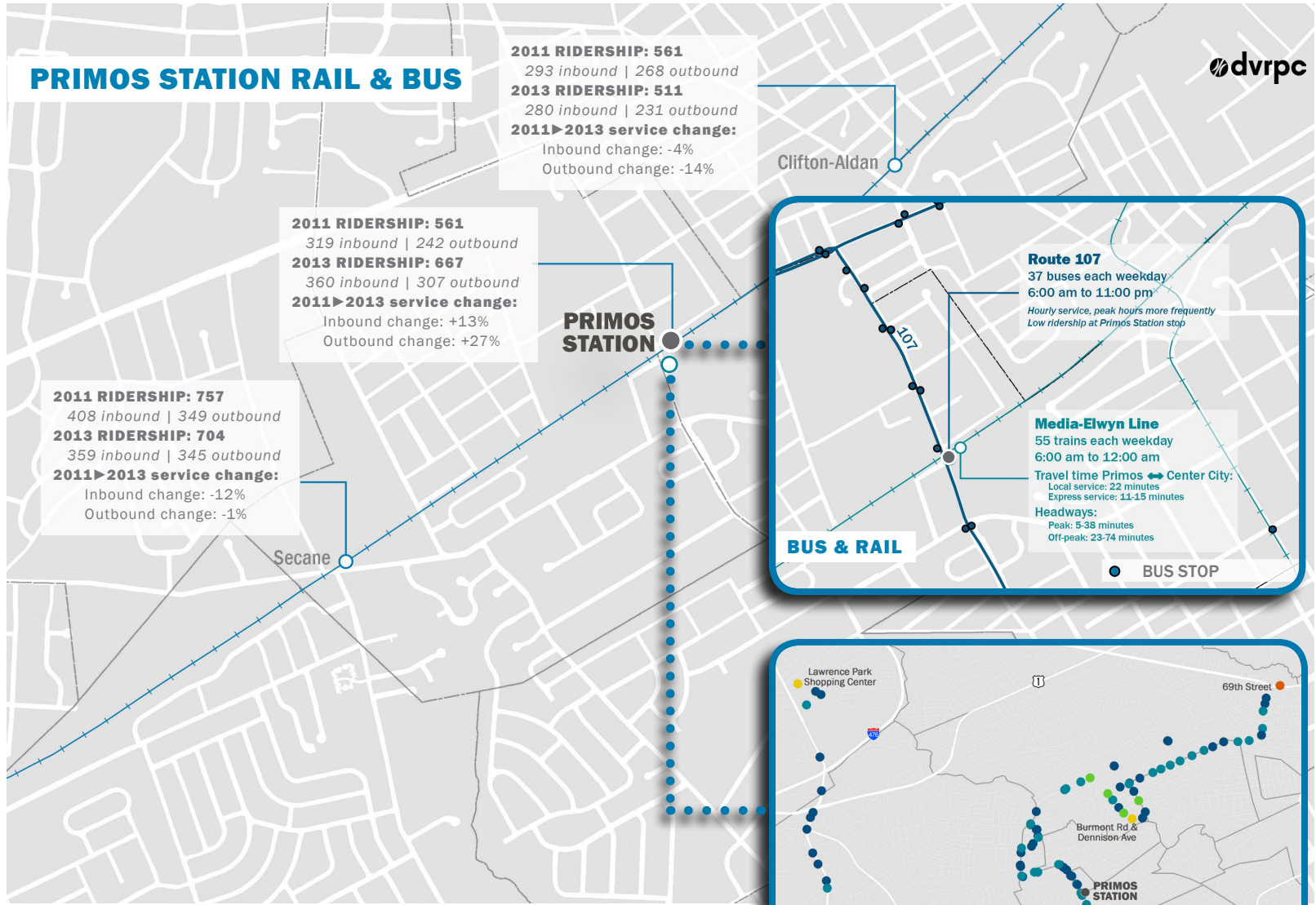


FIGURE 2.8 | Primos Station Rail & Bus.
(Large map) Station comparison on Media/Elwyn Line. (Top inset) Station bus and rail service. (Bottom inset) Bus Route 107 stop-level ridership; Primos, despite its rail connection, has relatively low stop-level ridership.
DVRPC, 2014



FIGURE 2.9 | Route 107 Bus Image. Bus departs Primos station, crossing the at-grade railroad intersection.
DVRPC, 2014

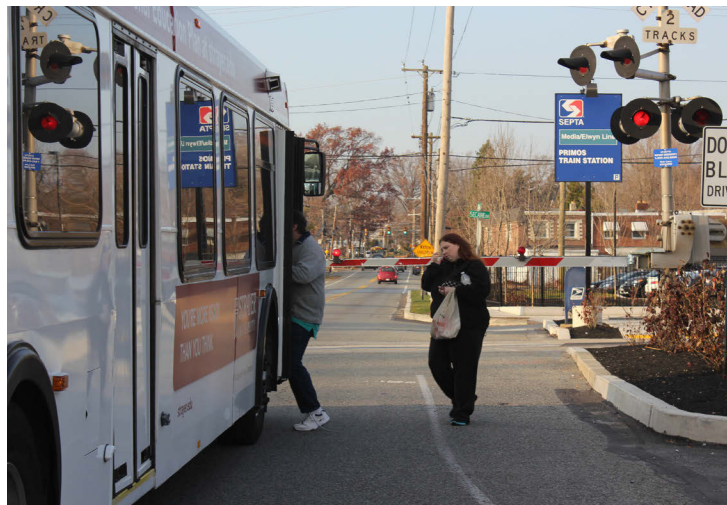


FIGURE 2.10 | Route 107 Bus Image. Passengers getting on bus Route 107 outside of the Primos Station; station improvements added wayfinding signage, but no bus shelter is currently in place.
DVRPC, 2014

Lansdowne, Glenolden, Morton, Springfield, and Lawrence Park—has a stop at Primos Station (*see Figure 2.8*). The route runs 45 buses each weekday, from 5:30 a.m.—11:30 p.m.⁷ Generally there is hourly service, with inbound service increasing to every 30 minutes during peak hours from 6—9 a.m. and outbound service increasing from 4—6 p.m.⁸ The 107 line has only hourly service on Saturdays from 7:30 a.m.—11 p.m., and no service on Sundays.

TRANSIT RIDERSHIP

As Figure 2.8 highlights, the new express service has successfully drawn nearby ridership to the Primos Station, with a 13 percent inbound ridership increase and 27 percent outbound ridership increase between 2011 and 2013. Passenger counts from nearby Secane and Clifton-Aldan Stations suggest that some riders are choosing Primos Station over others and even driving west to park at Primos, and then continuing their commute inbound.

The Route 107 line currently has an average weekly ridership of 1,107; the Primos Station stop has relatively low ridership on the line, with only 18 total inbound and outbound weekday riders in 2012 (*see Figures 2.9—2.10*).⁹

Roadway Network

The Primos Station sits at the intersection of Oak Avenue and Secane Avenue; Oak Avenue connects the perpendicular arterial roads of Baltimore Avenue, half a mile to the north, and Providence Road, less than a quarter of a mile to the south (*Figure 2.11*). Smaller local roads, such as Secane and Mildred Avenues, connect the station to the various residential communities in the area and have lower speed

⁷ SEPTA Route Statistics 2014. www.septa.org/reports/pdf/route-statistics.pdf

⁸ Route 107. www.septa.org/schedules/bus/pdf/107.pdf

⁹ Automated Passenger Counter (APC), SEPTA, Spring 2012.

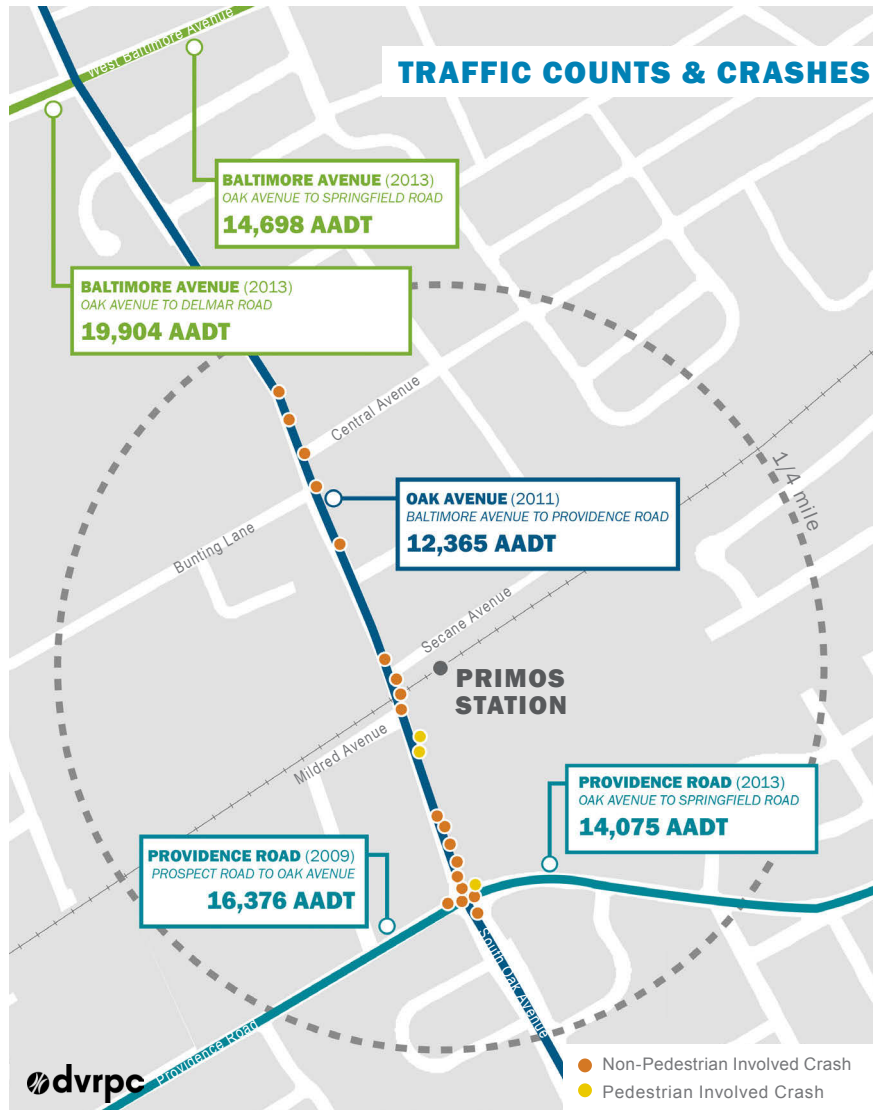


FIGURE 2.11 | Traffic Counts & Crashes. Daily traffic and crashes surrounding the Primos Station.

Data: Annual Average Daily Traffic (AADT), 2008-2013
 Pedestrian and automotive crashes, 2008-2012.

DVRPC, 2014

limits, averaging 25 miles per hour (MPH).

The arterial roads of Providence Road and Baltimore Avenue see a steady stream of traffic, with two lanes on Providence Road and four lanes on Baltimore Avenue—plus additional turning lanes—with speed limits of 35 MPH. Between Prospect Road and Oak Avenue, Providence Road has average annual daily traffic (AADT) of 16,376 vehicles; the segment of Providence Road from Oak Avenue to Springfield Road has 14,075 AADT. Additionally, between Baltimore Pike and Providence Road, Oak Avenue has a volume of 12,365 AADT. The relatively busy intersection of Providence Road and Oak Avenue has a traffic signal to control these traffic flows. The intersection of Providence Road and Oak Avenue, however, has seen a cluster of vehicular crashes (see Figure 2.11), with several incidents also occurring at the corner of Secane Avenue and Oak Avenue next to the Primos Station.

Baltimore Avenue sees an even greater amount of traffic than Providence Road, receiving 19,904 AADT between Delmar Avenue and Oak Avenue and 14,698 AADT between Oak Avenue and Springfield Road. This busy road serves as a major corridor to local shopping centers and adjacent townships.

Pedestrian & Bicycle Facilities

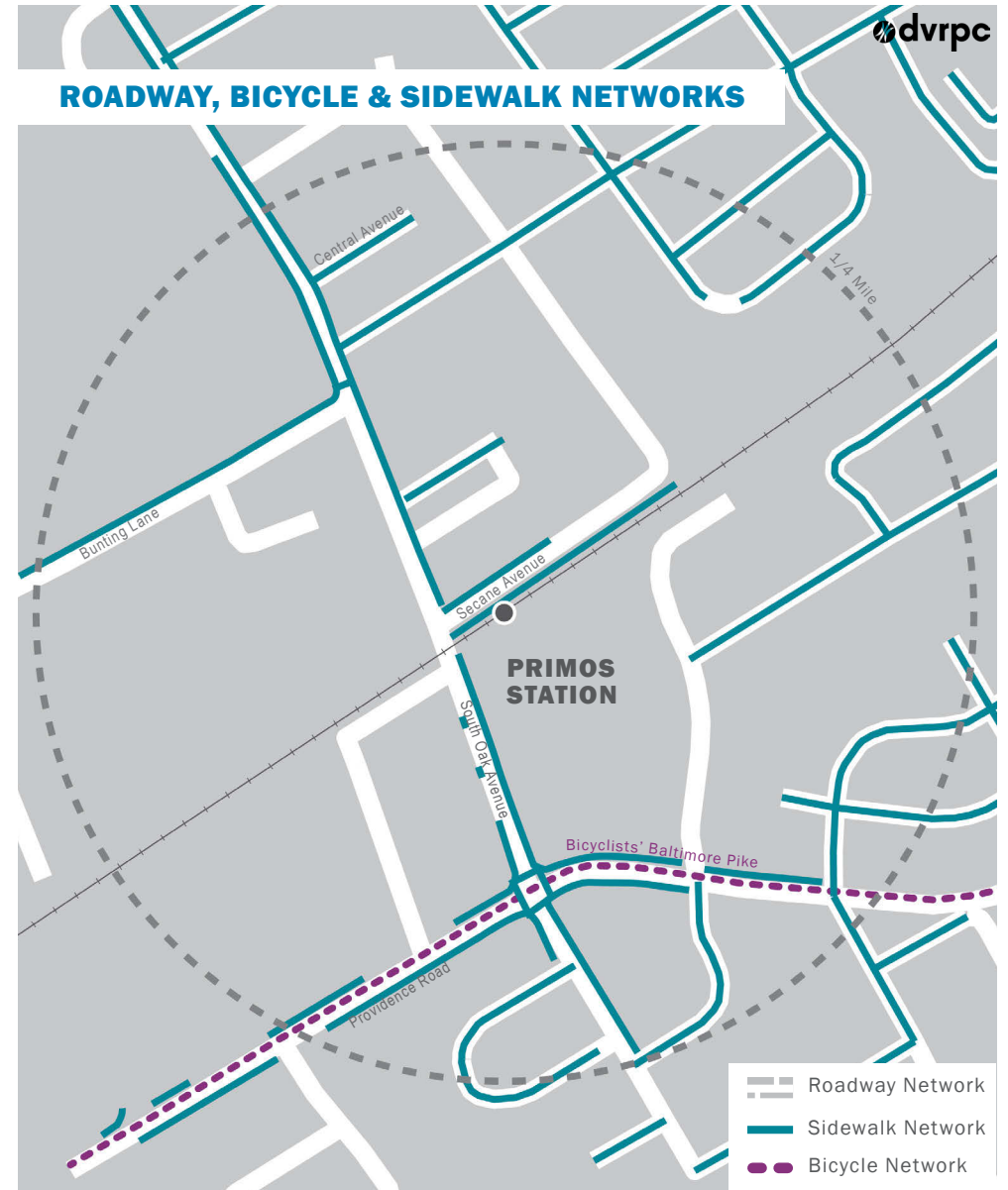
PEDESTRIAN NETWORK

Safe pedestrian accommodations were a key focus of the study, and were a primary concern for many stakeholders during the outreach process. Currently, the pedestrian facilities around Primos Station are limited to an incomplete network of sidewalks and a small number of striped crosswalks, marred by numerous driveways and curb cuts that create an unwelcoming pedestrian environment (see Figure 2.12). Another challenge in the area is that crosswalks are designed with outside stripes only, with no continuous color, pavers, or textures to provide obvious visual cues to drivers of the pedestrian space (see Figures 2.13—2.16).

North of the station on Oak Avenue, the eastern side of the street has a sidewalk. New curb ramps were added during the station renovation to a portion of Secane Avenue, but they do not continue down the avenue; there are no sidewalks east of the station down Secane Avenue

FIGURE 2.12 | Roadway, Bicycle & Sidewalk Networks

Currently, the roadway network is the most developed network, while the sidewalk network has many gaps, a small number of marked crosswalks, and various driveways and curb cuts. Only one bicycle route, the 'Bicyclists' Baltimore Pike, is in the area; however, this does not provide any dedicated facilities.



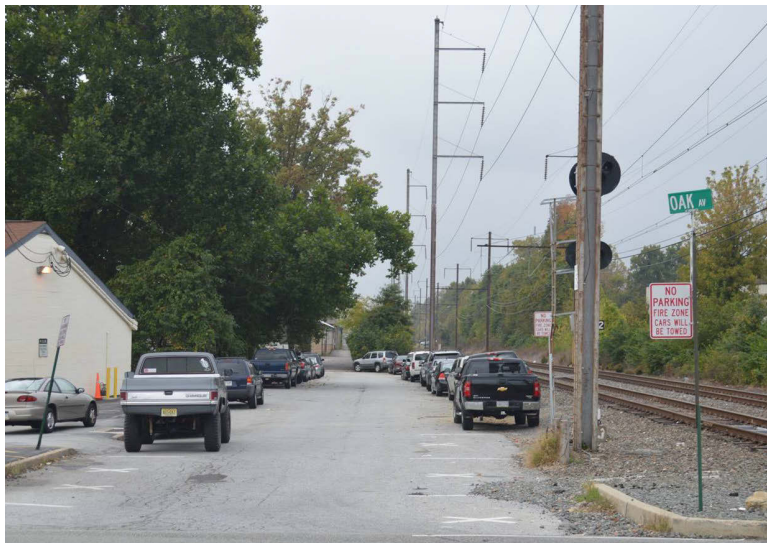
DVRPC, 2014



DVRPC, 2014



DVRPC, 2014



DVRPC, 2014



DVRPC, 2014

FIGURE 2.13 | At-grade Crossing Image (Top left) At-grade crossing to station from Secane Avenue.

FIGURE 2.14 | Cottonwood Road Image (Bottom left) Cottonwood Road on-street parking and Wawa; no barrier between pedestrians and the railroad tracks is in place.

FIGURE 2.15 | Oak Avenue Crossing Image (Top right) Pedestrian crossing Oak Avenue to Providence Village Shopping Plaza with no crosswalk or pedestrian signal.

FIGURE 2.16 | Pedestrian and At-grade Crossing Image (Bottom right) Looking north on Oak Avenue, a pedestrian waits to cross the tracks.

PEDESTRIAN PATH ANALYSIS

To understand pedestrian activity near Primos Station, DVRPC staff observed pedestrian patterns on Friday, March 21st, 2014 during one peak hour (7:20 to 8:20 a.m.), and one off-peak hour (10:37 to 11:37 a.m.) (see *Figures 2.17—2.18*). These observations revealed several dangerous and inconvenient conditions caused by poor pedestrian infrastructure.

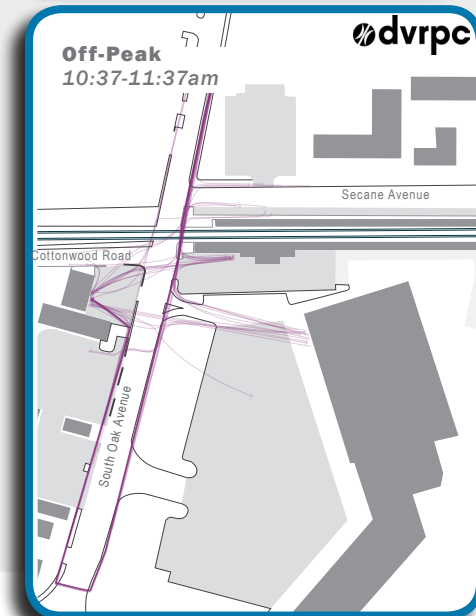
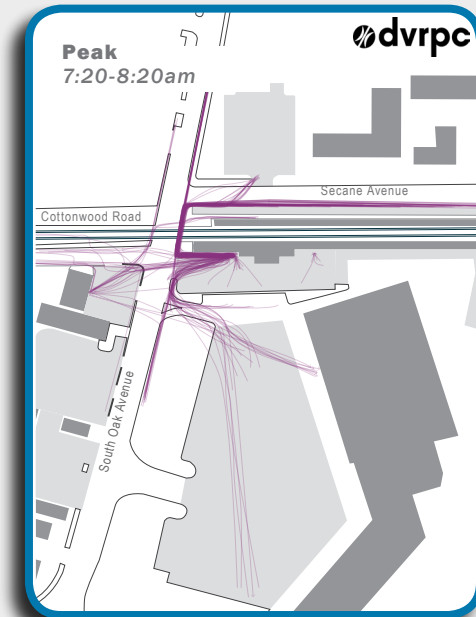
Observations showed:

- Peak hour pedestrian trips: 194
- Off-peak pedestrian trips: 57
- Primos Station, Wawa, and Giant were the most popular pedestrian destinations.
- Many pedestrians walked from surrounding neighborhoods to Primos Station and local stores.
- Pedestrian flows were concentrated on existing sidewalks, but paths were more diffused where proper facilities were not provided.
- Pedestrians had difficulty crossing Oak Avenue between Wawa and Primos Station, sometimes making dangerous dashes during short lulls in traffic.
- Pedestrians frequently crossed Oak Avenue and the railroad crossing while crossing gates were lowered.
- Those who parked on Cottonwood Road walked less than 10 feet from moving trains without any physical barrier between them and the trains.
- Two individuals were seen walking along the train tracks between local neighborhoods and Primos Station.

FIGURE 2.17 | (Top) Pedestrian Path Analysis, Peak

FIGURE 2.18 | (Bottom) Pedestrian Path Analysis, Off-peak

DVRPC, 2014



RideScore

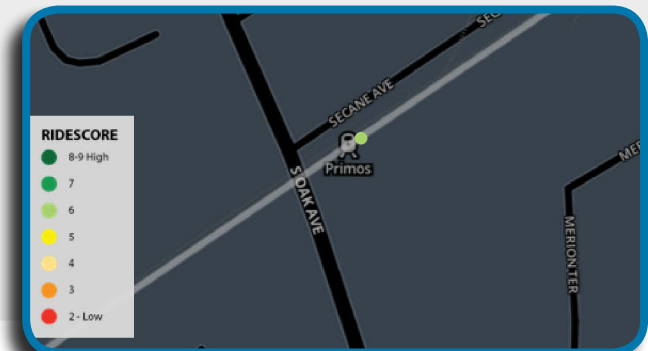
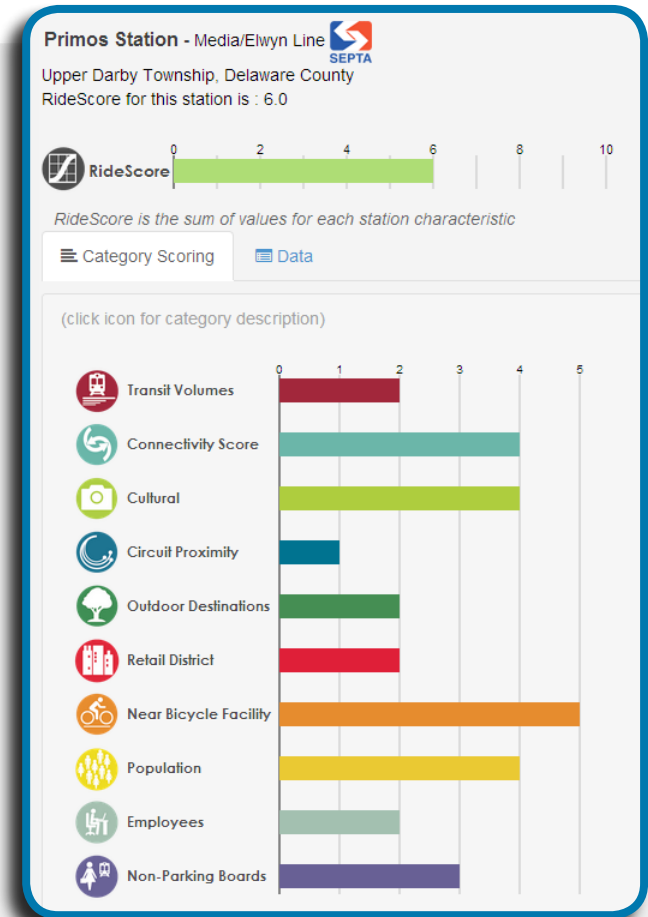
A SCREENING TOOL FOR IDENTIFYING CANDIDATE STATIONS FOR BICYCLE FACILITY INVESTMENT

RideScore is an on-line database developed by DVRPC to assess the physical and demographic characteristics around rail stations that relate to how supportive of bicycling the area is, or could be. The database focuses on commuter rail stations outside of Center City Philadelphia within the DVRPC region where having direct, safe, and non-motorized access between transit stations and a person's origin and/or destination is a challenge. To assess this relationship, RideScore measures 10 station-area characteristics that are likely to be factors in the transit-bicycle connection; the sum of those factors is calculated to give each station a total score (see *Figure 2.19*).

The RideScore for the Primos Station is a relatively bicycle-supportive score of 6.0 out of 10. The 10 factors and ratings were:

- Transit Vehicle Volumes: 92 vehicles within 24 hours
- Connectivity Score: 0.19 intersections per acre within 1/2-mile of the station
- Civic and Cultural Attractors: 17 resources
- Station Proximity to Circuit Trail Network: > 1 mile
- Outdoor Bicycle Destinations: 1 mile to 2 miles
- Retail District: 1 mile to 2 miles
- Stations Near On-road Bicycle Facilities: Yes
- Population Density: 10,239 persons within 1 mile of the station
- Employees: 6,510 employees within 1 mile of station
- Non-Parking Passenger Boards: 67.31%

FIGURE 2.19 | RideScore
www.dvrpc.org/webmaps/ridescore/



and northward to Boro Road, within the residential neighborhood.

At the intersection of the rail line and Oak Avenue, critical pedestrian facilities are missing. The lack of signals or crosswalks makes crossing a menacing experience, particularly due to the parking lot and Wawa on the west, and station access on the east. Competition and confusion over who gets to move first—pedestrians or autos—when the railroad gates lift, exacerbates the harrowing situation.

South of the station, a key missing link exists when crossing Oak Avenue from the station to the Wawa convenience store; pedestrians must quickly cross between oncoming traffic with no crosswalk or traffic signal. Sidewalks on the western side of Oak Avenue between the rail line and Providence Road are also extremely limited and provide access to property parking lots, adding to the potential for auto—pedestrian conflicts. On the eastern side of Oak Avenue in front of the Giant Food Store, a well-maintained sidewalk with landscaping is in place.

BICYCLE NETWORK

Bicycle access was another objective of this study, as well as for SEPTA’s 2013 renovations to the Primos Station, when a bicycle rack was added. Nonetheless, as Figure 2.12 shows, bicycle facilities accessing the station do not exist, and the bike racks remain largely underutilized.

Bicyclists’ Baltimore Pike, an approximately eight-mile long bicycle route designation, is currently the only bicycle route near the station.¹⁰ The route connects Swarthmore Borough to Cobbs Creek Park, where cyclists can continue on to Center City Philadelphia

¹⁰ BICYCLISTS’ BALTIMORE PIKE. www.dvrpc.org/ASP/ProjCoor/project.asp?q=62299

via Chestnut Street. Although signed as a bicycle route, it does not provide any dedicated bicycle facilities such as a bike lane, or any pavement marking, such as sharrows. Due to the limited bicycle network, cyclists currently either use sidewalks or ride in mixed traffic roadways around the station area.

RideScore is an on-line resource developed by DVRPC that features an interactive map and accompanying data to assess how bicycle-supportive areas surrounding rail stations in the Greater Philadelphia region are, or could be. Primos Station’s score of 6.0 out of 10 is relatively high, and points to an opportunity to prioritize improvements designed to strengthen bicycle and transit connectivity (*see page 21 for more information*).

PARKING

Commuter Parking

SEPTA operates four parking lots at Primos Station: a monthly permit parking lot on the south side of the station (“South Lot”), daily parking spaces along Secane Avenue on the north side of the station (“Secane Avenue Lot”), a newly constructed daily parking lot at the northeast corner of Oak and Secane Avenues (“North Lot”), and the newly added monthly permit lot on Boro Road northeast of the station (“Boro Road Lot”) (*see Figure 2.21*).

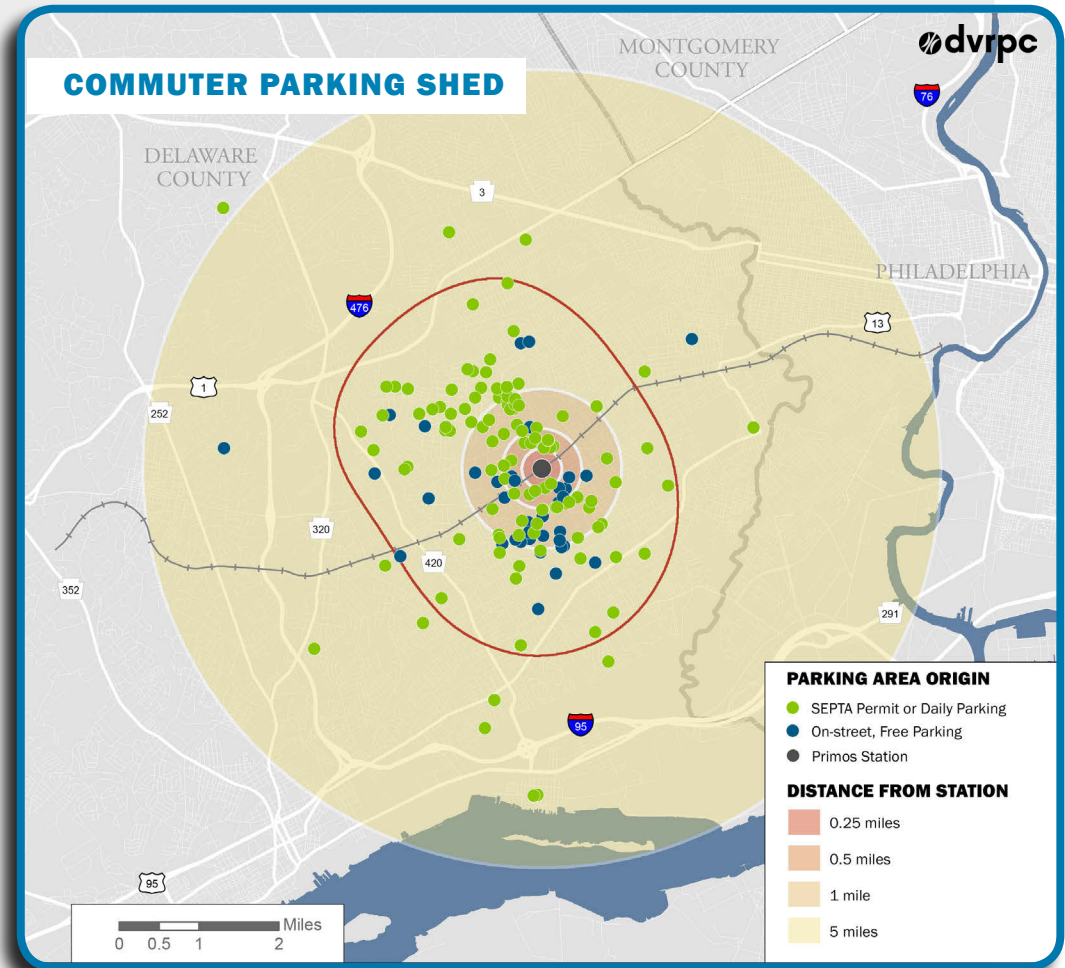
Additionally, DVRPC and SEPTA staff have regularly observed Regional Rail passengers parking in several locations near Primos Station, including: street parking along Cottonwood and Mildred Avenues west of the station, along Secane Avenue east of SEPTA’s daily parking spaces, street parking along Boro Road, and in the parking lot for the Giant south of the station. These non-SEPTA

PRIMOS STATION COMMUTER PARKING SHED ANALYSIS

To determine the geographic draw—or catchment—of the Primos Station, a parking shed survey was performed for the study. In order to identify commuter origins, staff surveyed license plates from the three SEPTA and two auxiliary parking locations at Primos on October 17th, 2013. The map (Figure 2.20) shows the resulting points of origin for the 189 plates that were recorded, along with concentric distances around Primos, for context. This mapping and analysis determined that about 80 percent of commuters are coming from 2.6 miles or less and about 45 percent of commuters drive less than one mile to access the station. This points to the possibility that those driving to the station within short distances may switch to walking or biking, with pedestrian and bicycle infrastructure improvements.

FIGURE 2.20 | Commuter Parking Shed. DVRPC staff recorded license plates on October 17th, 2013, and found each vehicle’s home address. The map shows the origin of the 189 license plates recorded.

DVRPC, 2014



PARKING FILL RATES

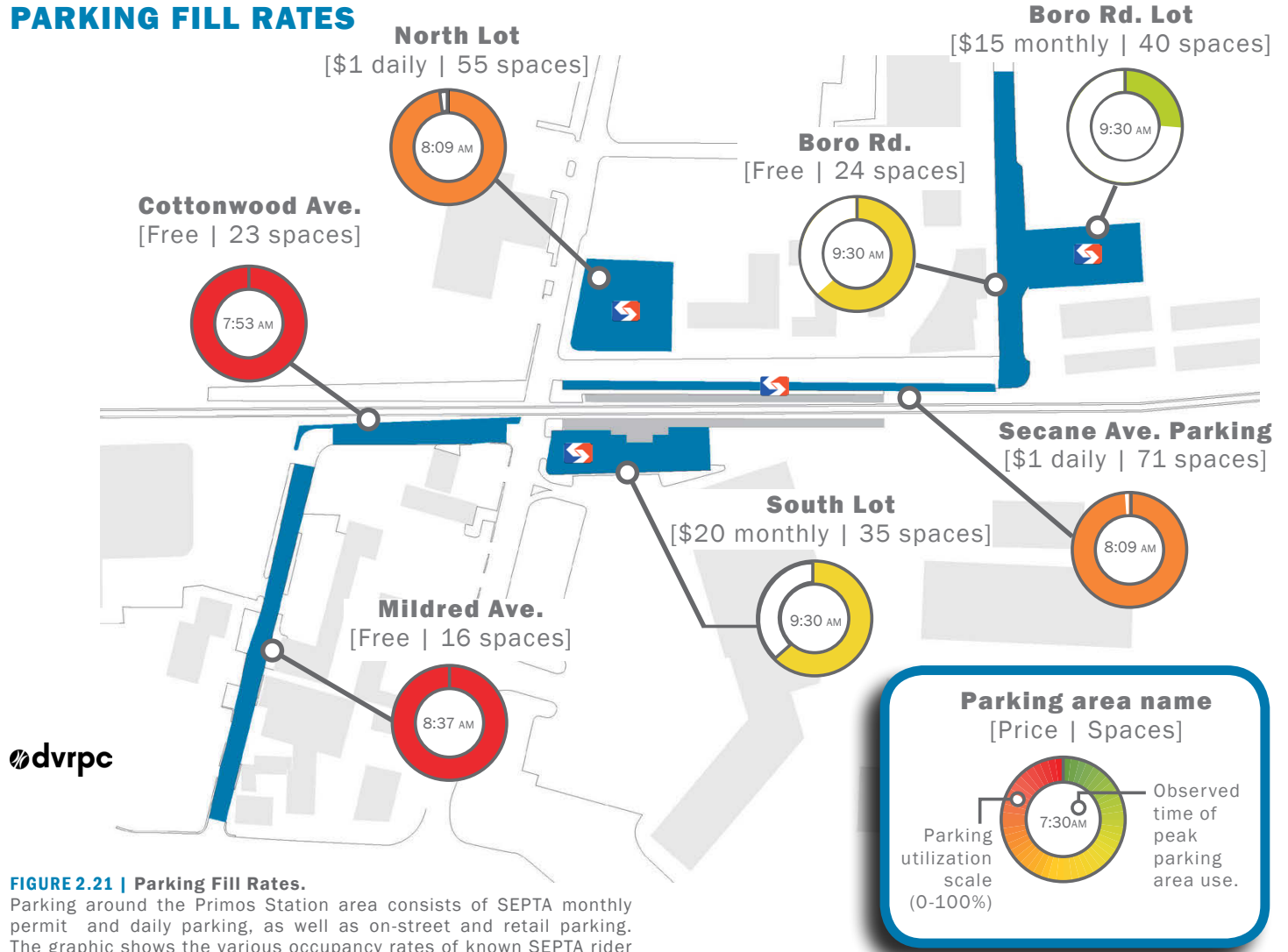


FIGURE 2.21 | Parking Fill Rates.
 Parking around the Primos Station area consists of SEPTA monthly permit and daily parking, as well as on-street and retail parking. The graphic shows the various occupancy rates of known SEPTA rider parking areas observed during a field visit by DVRPC staff.

*Observed counts on: March 21st, 2014 between 5:58 am and 8:49 am

DVRPC, 2014

locations are ill suited for commuter parking. The Secane Avenue and Boro Road parking is limited to two hours, while Giant's parking lot is reserved for use by customers. Nevertheless, enforcement is lax enough that commuters regularly use these areas for all-day parking.

Parking Demand

DVRPC staff also investigated demand for commuter parking in the Primos Station area. On Friday, March 21, 2014, staff periodically counted occupied spaces at recognized commuter parking locations between 5:58 a.m. and 8:49 a.m. Counts occurred immediately after each Philadelphia-bound train departed Primos Station, a total of nine times.

THE OBSERVATIONS (DISPLAYED IN FIGURE 2.21) SHOW:

- Unregulated, free parking along Cottonwood Avenue was the first to fill to capacity at 7:53 a.m.
- SEPTA's \$1 daily parking filled to capacity (excluding handicapped spaces) at 8:09 a.m.
- SEPTA's monthly permit parking did not fill during the observations.
- Public, on-street, free parking locations began to fill before any SEPTA lot filled.

These results appear to indicate that commuters prefer nearby free parking compared to SEPTA's paid parking when spaces are available. Furthermore, staff observations showed that SEPTA's permit spaces are underutilized during morning peak hours.



FIGURE 2.22 | Primos Station Image

DVRPC, 2014



FIGURE 2.23 | Oak Avenue Streetscape Image

DVRPC, 2014



FIGURE 2.24 | Residential Neighborhood Image
Hawthorne Avenue, in a neighborhood near Primos Station.
Google Maps, 2014

VISUAL CHARACTER

Primos Station serves as a linchpin to various activities in the surrounding neighborhoods, due to the variety of land uses— industrial, commercial, and residential. However, the streetscape and built form surrounding the station lack consistency.

The station was remodeled in a traditional design, with a claret-colored, standing seam, metal, gabled roof, creating a central focus in the area where commuters can comfortably wait for incoming trains (*see Figure 2.22*). Metal fencing, well-defined sidewalk areas, landscaping and “pops” of mustard-yellow truncated dome tiles and striping give definition to the station. Here, the aesthetic and

comfort provided by the station amenities begin to create a sense of “place” — somewhere that feels distinct, comfortable, and safe.

The character along Oak Avenue between the rail line and Providence Road, as well as along Secane, Mildred and Cottonwood Avenues, is defined by the built form. The majority of buildings within the study area are one- to two-story, well-maintained, modest structures made of durable brick or other concrete masonry units. Roofs are flat or gabled, and windows and fenestrations generally are small and non-distinct. Because these buildings are largely set back from the cartway, the view shed is dominated by the space between the road and building—largely parking lots, utility lines, billboards, commercial signage, and vehicularly scaled lighting. This pattern of signs and other “stuff” make for a cluttered view shed that arguably makes users rush to get through the area (*see Figure 2.23*).

The only restful place for the eye is the green space and older-growth street trees in front of the Giant; yet even this area is unprogrammed, and lacks seating, giving passers-by little reason to stop and rest.

Just beyond the commercial and industrial uses along Oak, Cottonwood, and Secane Avenues, single- to multi-family residential housing, sidewalks, lawns, and street trees make a for a tidy, secure, and quiet neighborhood (*see Figure 2.24*).

OUTREACH

Throughout the first phase of the study, DVRPC staff worked with stakeholders to get a comprehensive understanding of local conditions, and integrate the communities’ vision into the final recommendations.

Study Advisory Committee

One key task during this phase was the creation of the Study Advisory Committee (SAC) to serve as a forum for key stakeholders to discuss current issues and ideas for the station area's future. The SAC held four meetings during the study period, and it was composed of representatives from SEPTA, Delaware County, Delaware County Transportation Management Association, Aldan Borough, Upper Darby Township, Delaware County Commerce Center, and DVRPC.

During the March 2014 SAC meeting, attendees were asked to write down ideas about what they would like to see or do within the project study area in the future (see Figure 2.25). Overall, participants were most vocal about the need to make the Primos Station Area more of a destination through new land uses, especially new retail establishments. Another popular suggestion was improving pedestrian infrastructure around Primos by adding sidewalks, addressing the many access conflicts along Oak Avenue, calming traffic, and providing more bicycle and commuter parking around Primos Station. Lastly, some SAC members suggested prioritizing the needs of commuters in the area, and using programmed events to draw visitors to the area.

These responses, along with the discussions between the SAC and DVRPC during other meetings, greatly informed the recommendations for the study area.

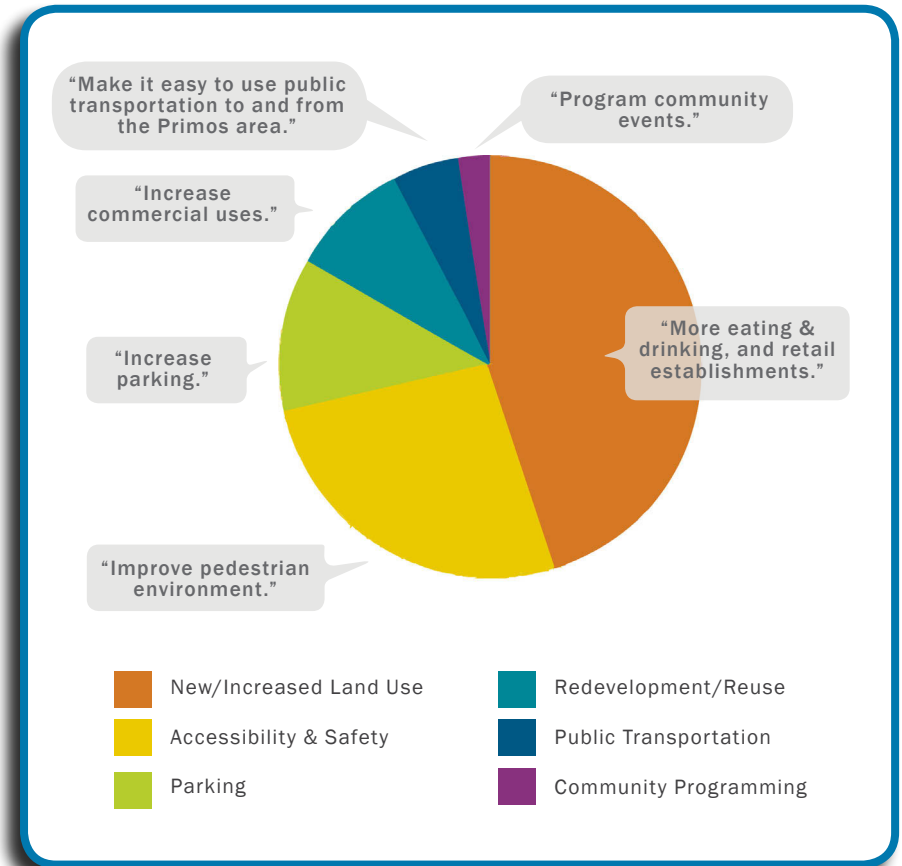


FIGURE 2.25 | Study Advisory Committee Feedback

DVRPC, 2014

Local Interview Feedback

In addition to the SAC meetings, DVRPC staff called and visited local business owners and employees to gain their perspective on the area. The community members were asked to describe the Primos Station Area's major strengths and weaknesses, especially those that affect their businesses. Several common themes emerged during these interviews:

- **DANGEROUS TRAFFIC CONDITIONS:** most interviewees expressed concern for the safety of both pedestrians and drivers accessing businesses along Oak Avenue.
- **IMPORTANCE OF PRIMOS STATION:** several respondents described Primos Station as a source of a customer base, a convenient connection to Philadelphia, and a focal point for the community.
- **POOR PEDESTRIAN FACILITIES:** nearly every interviewee reported that the lack of contiguous sidewalks and safe crossings makes Primos dangerous and inconvenient for pedestrians, reducing foot traffic that would otherwise benefit their businesses.

ASSETS, CONSTRAINTS, & OPPORTUNITIES

DVRPC staff synthesized the existing conditions findings to identify the Primos Station's assets, constraints, and future opportunity areas (summarized in Figures 2.26-2.28). This exercise allowed the study to pinpoint assets that already have a positive effect on the area, and should be further reinforced or invested in. The constraints highlighted speak to the challenges the station

area faces, and where greater effort and planning are necessary. Lastly, the opportunities shown were key in the visioning process and in creating the recommendations, and they should serve as a tool to identify areas of potential.

Assets

LAND USE

The Primos Station Area has several existing strong retail, eating, and drinking establishments. The Giant supermarket (the "anchor retail" of the shopping center adjacent to the station) in particular serves as a strong draw to the area. In addition to these already successful businesses, the study area's availability of large parcels eases future transactions and plans, making future redevelopment promising.

TRANSPORTATION

Several transportation elements facilitate access within the direct station area and the region. The recent station improvements put in place sidewalks that connect commuters to the Regional Rail, which in turn connects riders to Media and Center City Philadelphia. The Route 107 bus, Bicyclists' Baltimore Pike, and active Oak Avenue all provide multi-modal options to move within the station area.

VISUAL CHARACTER

Recent improvements in front of the Giant supermarket shopping center and Primos Station have begun to create more appealing streetscapes through landscaping and sidewalks for pedestrians.

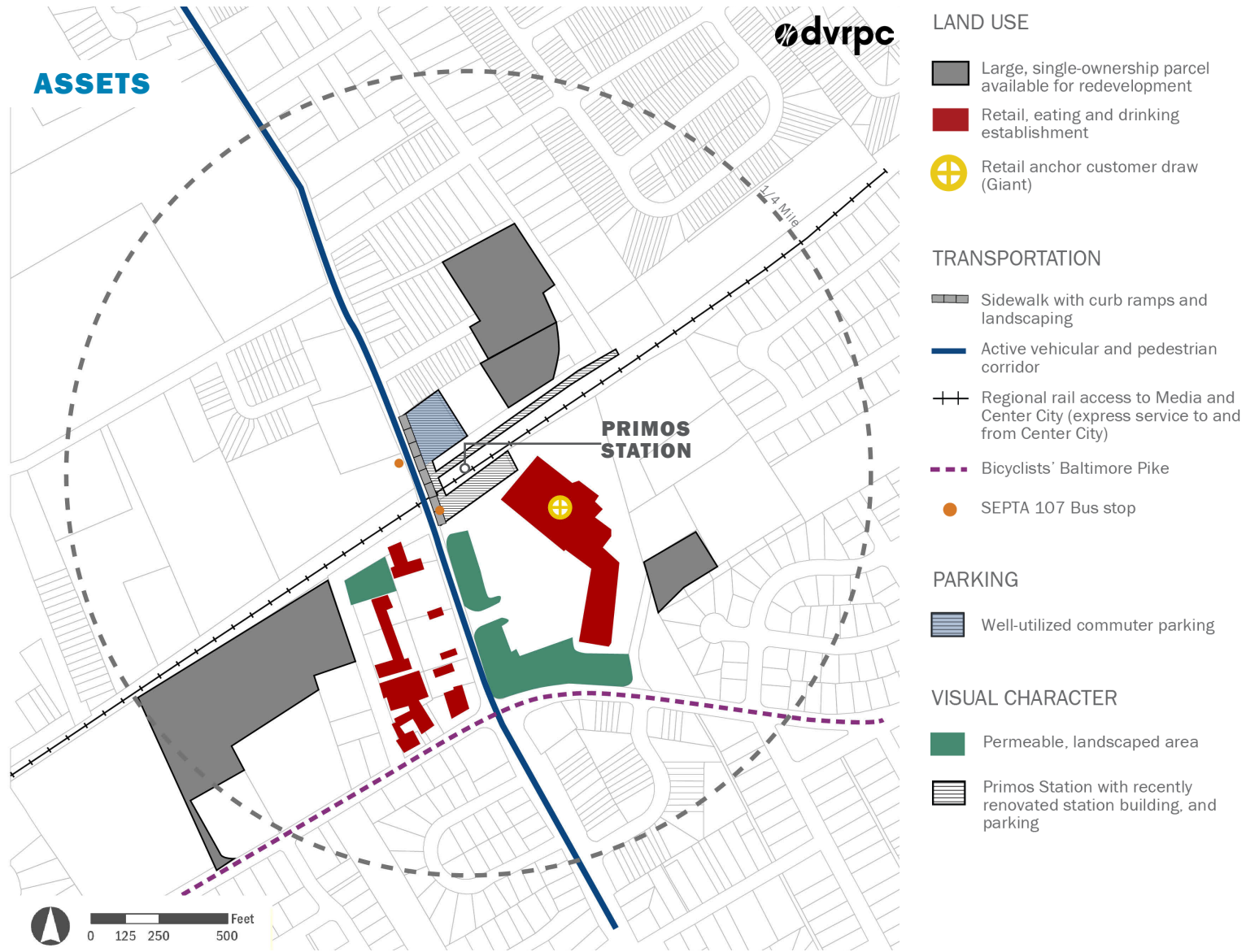


FIGURE 2.26 | Station Area Assets
DVRPC, 2014

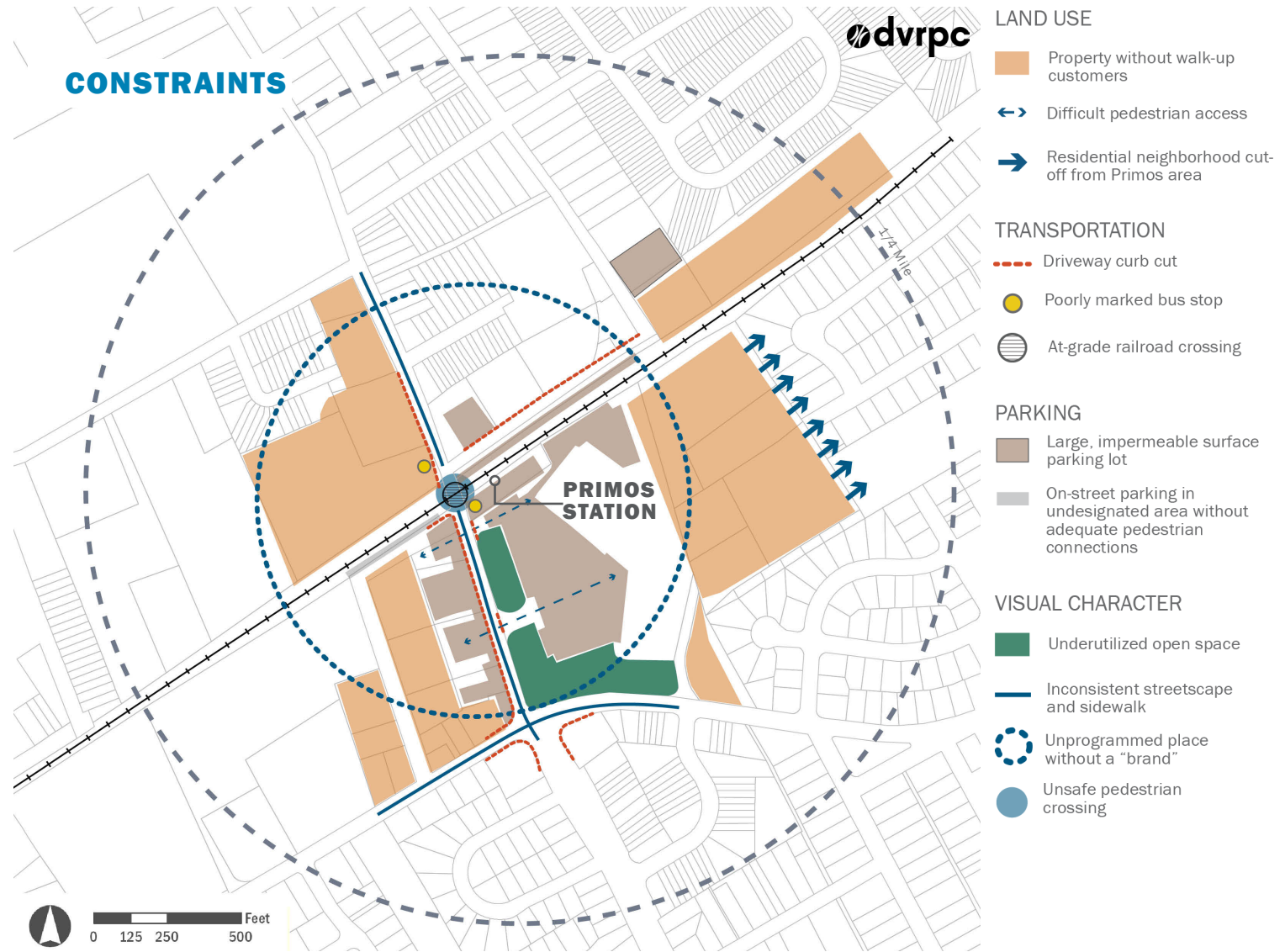


FIGURE 2.27 | Station Area Constraints

DVRPC, 2014

Constraints

LAND USE

The station area currently has land uses that are primarily designed in a typical auto-centric fashion, with few properties creating access for pedestrian activities, and businesses (particularly light-industrial) not relying on walk-up customers. A little further than the quarter-mile radius around the station, the residential neighborhoods are also cut off from the station and commercial businesses. This lack of pedestrian access and activity all speak to unrealized transit-supportive uses that could occur around the station.

TRANSPORTATION

An unwelcoming pedestrian environment and an auto-centric landscape are key transportation challenges. Currently, the multiple curb cuts in major thoroughfares, disconnected sidewalk network, poorly marked bus stops, and dangerous at-grade railroad crossings make pedestrian and cycling mobility a challenge.

PARKING

Surface parking currently dominates much of the landscape north and south of the station on Oak Avenue, creating large areas of impermeable surfaces. Along Cottonwood Road, undesignated on-street parking creates pedestrian safety issues due to a lack of sidewalks and barriers between parking and the railroad tracks.

VISUAL CHARACTER

Due to the predominance of surface parking, signage, utility lines, and the large setback of buildings, the station area lacks a “brand,” or identity. Of particular challenge is the lack of streetscape and landscaping that could create a unique and pleasant environment for all users.

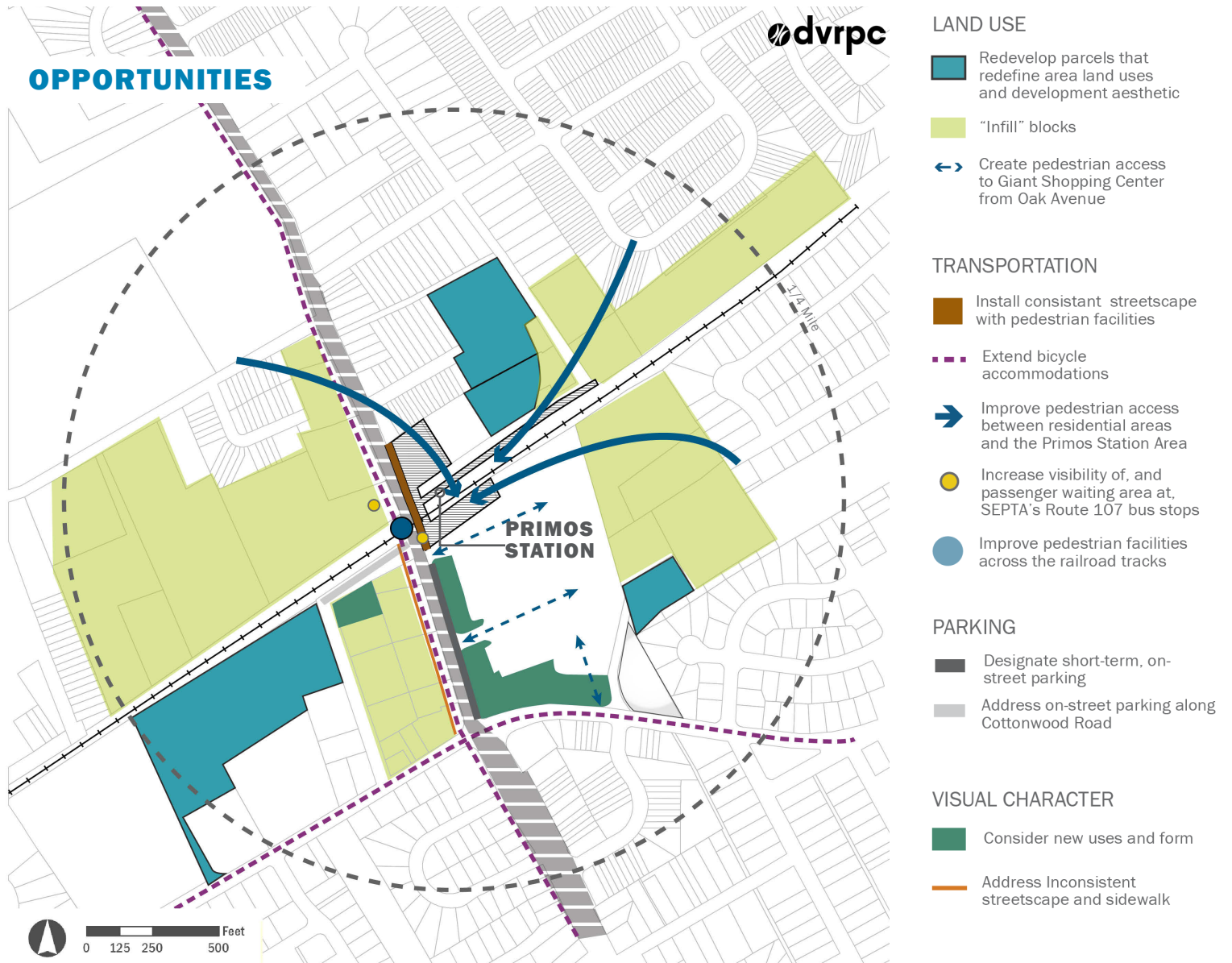


FIGURE 2.28 | Station Area Opportunities

DVRPC, 2014

Opportunities

LAND USE

Many of the area’s assets and constraints can be translated to opportunities, both for land use redevelopment, as well as in creating a welcoming multi-modal environment. Through infill development and greater pedestrian access to businesses, the area’s land uses could transform to a more destination-based, walkable retail area that welcomes commuters and local residents to visit, shop, and stay in the station area.

TRANSPORTATION

There are many areas of opportunity for a variety of users, such as installing a consistent streetscape, sidewalks, and street furniture along the major thoroughfare of South Oak Avenue; improving the railroad at-grade crossing; and making access points to the station for the surrounding residential communities all work in unison to create a more vibrant, pedestrian-friendly environment. Improving the passenger experience at Route 107 bus stops and expanding the limited bicycle accommodations would further connect the station to the surrounding neighborhoods.

PARKING

Current parking areas could be redesigned to be more compatible with current and future demands. Through changes in parking limits, layout, and the addition of meters, the station area’s parking could more successfully meet users’ needs without the need for large amounts of additional parking.

VISUAL CHARACTER

Creating a Primos Station Area “brand”—through more uniform designs, streetscaping, banners, and programming—would help to give the area an identity. Reconsidering the current building form and siting of the Giant supermarket and adjacent commercial strip would be a key part in creating this identity, transforming South Oak Avenue from a car-centric landscape to a more welcoming multimodal environment.

3

MARKET ANALYSIS

OVERVIEW

Analyzing current market conditions—particularly retail, office, industrial, and residential—was central to the Primos Station Area Study. The study team evaluated market potential by reviewing Delaware County’s overall economic development plan, current businesses, commercial real estate databases, existing demographic information, and forecasted population growth. Data was collected and analyzed at a variety of scales, from the immediate quarter-mile radius of the station, the half-mile radius, to the 2.6-mile license plate survey shed, and Delaware County. Through this comprehensive approach and discussions with the SAC, the team was able to identify development opportunity sites, as well as provide key recommendations for future growth.

THE MARKET ANALYSIS SEEKS TO ELABORATE AND ANSWER THESE KEY QUESTIONS:

- Who Lives Near the Primos Station?
Demographic Characteristics
- What Is the Business Mix? What Are the Current Market Conditions?
Housing, Retail, Office, & Industrial Markets
- Are There Development Opportunities?
Development Opportunities & Summary of Findings

DEMOGRAPHIC CHARACTERISTICS

In 2013, there were 161,753 people living within a 2.6-mile radius of the Primos Station, which amounted to slightly less than one third of the population of Delaware County as a whole. These residents live in 62,710 households, with an average of 2.56 people per household (*see Figure 3.1*). The population was relatively stable



FIGURE 3.1 | Demographics Image

There are approximately 161,753 people living within a 2.6 mile radius of the Primos station. Half of the population is between 25 to 64 years old, a third are less than 24 years old, and 13.6 percent are over the age of 65.

DVRPC, 2014

between 2000 and 2013, declining only slightly by -0.6 percent. The population is projected to grow by approximately 1,485 people by 2020, according to DVRPC’s County-level Population Forecasts. The median household income was \$54,915, which was lower than the \$62,219 median household income of Delaware County as a whole (see Figure 3.2).

The majority of people in a 2.6-mile radius of Primos live in family households, while approximately 16 percent are in non-family households, and approximately one percent live in group quarters. Slightly more than half of the population in a 2.6-mile radius of Primos are in the 25–64 year old range, while approximately a third are less than 24 years old, and 13.6 percent are over the age of 65 (see Figure 3.3).

	.25 miles	.50 miles	2.6 miles	Delaware County
Population	597	6,094	161,753	562,250
Percent change (2000–2013)	3.3%	-0.4%	-0.6%	2.1%
Households	266	2,511	62,710	210,119
Average Household Size	2.22	2.41	2.56	2.57
Median HH Income	\$61,720	\$56,282	\$54,915	\$62,219
Housing Units	284	2,651	67,084	224,693
Owner-Occupied	52%	57%	62%	64%
Renter-Occupied	41%	38%	32%	29%
Vacant	6%	5%	7%	7%
Median Home Value	\$195,344	\$167,027	\$182,134	\$232,988

FIGURE 3.2 | Primos Station Area Demographics table
 ESRI Business Analyst Online, 2013

2013 Population by Age

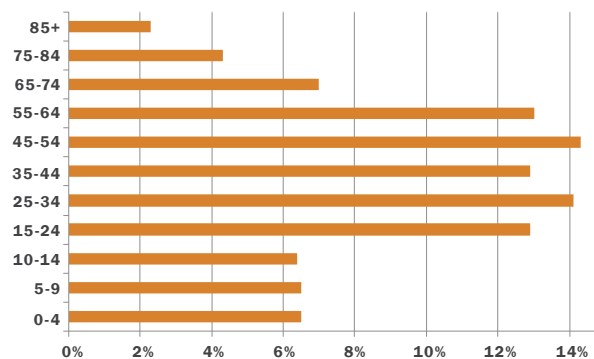


FIGURE 3.3 | Population By Age Within a 2.6-mile Radius of Primos Station
 Esri, 2014

Race in 2.6-Mile Radius of Primos Station

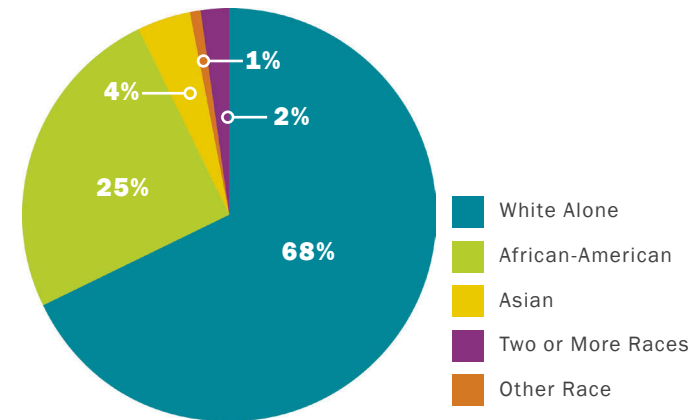


FIGURE 3.4 | Race of Residents Within a 2.6-mile Radius of Primos Station
 Esri, 2014

TAPESTRY DATA

The study team used Esri's Tapestry Segmentation system to get a comprehensive picture of those living near the Primos Station Area. The Tapestry data divides residential areas in the United States into 65 distinctive segments based on socioeconomic and demographic characteristics to analyze markets, evaluate competitors, and identify opportunities. Of the 65 distinct segments within the half-mile station area, three predominate: Main Street U.S.A., Cozy and Comfortable, and Midlife Junction (see *Figure 3.3*). These findings informed the recommendations by giving a more accurate snapshot of the types of businesses desirable in the area, and current customer demands for future development. (See *Appendix C* for full Tapestry dataset.)

The three segments identified, as defined by Esri:

MAIN STREET, U.S.A. is a mix of household types; approximately half of the households are composed of married-couple families. Their median age is 36.8 years, and they are less diverse than the U.S. population. Their median household income is \$50,987. More than one in five residents aged 25 years and older hold a bachelor's or graduate degree; half of the residents have attended college. Main Street, U.S.A. has a mix of single-family homes and multi-unit buildings, with a home ownership rate of 62 percent. Family-oriented and frugal, these residents may occasionally go to the movies or eat out at a family restaurant, but they are most likely to stay home and watch a rental movie or play games with their children.

COZY AND COMFORTABLE are middle-aged married couples who

are comfortably settled in their single-family homes in older neighborhoods. Their median age is 41.7, and most of these residents are white. Although the labor force is older, they are in no hurry to retire. Employed residents work in professional, managerial, and service occupations in a variety of industry sectors. The median household income is \$59,287. Single-family structures make up 88 percent of the household inventory, with 84 percent home ownership.

MIDLIFE JUNCTION residents live quiet, settled lives as they move from child-rearing into retirement. They have a median age of 37 years, and nearly 20 percent are aged 65 years or older. Nearly half are married-couple families; 31 percent are singles. Most of these residents are white. Most are still working, but a third of the households receive Social Security. The median household income is \$42,694. Sixty-two percent of residents own their homes; nearly two-thirds of the housing is single family; the remainder are primarily apartments in multiunit buildings.

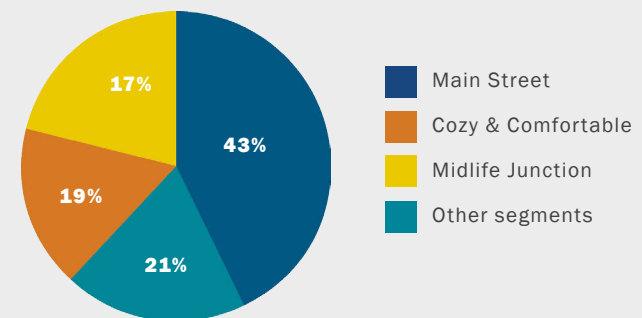


FIGURE 3.5 | ESRI Tapestry
Primos Station's most common Esri Tapestry segments.
Esri, 2014

Slightly more than two-thirds of the people near Primos are white, approximately one quarter are African-American, and less than ten percent are Asian, some other race, or two or more races (*see Figure 3.4*).

HOUSING MARKET

There are 67,084 housing units within a 2.6-mile radius of the Primos Station. Nearly two-thirds are owner-occupied, while slightly less than one-third are renter-occupied. Approximately 6.5 percent of the housing units are vacant. The median home value for the Primos area was \$182,134, which was also lower than the Delaware County median home value of \$232,988.

A total of 216 houses were sold in calendar year 2013 in the 19018 ZIP code, where the Primos Station is located. Housing in the area near the Primos Station had a lower median sales price than Delaware County as a whole. The median sales price in the county was \$220,000, while the median sales price in the 19018 ZIP code was \$116,450. Homes near Primos typically received a lower percentage of their asking price (88.2 percent) compared to Delaware County (91.5 percent). On average, homes near Primos also spent more time on the market (an average of 131 days) compared to Delaware County as a whole, where homes spent an average of 95 days on the market.¹¹

¹¹ TREND MLS. Marketwatch Report. Quarters 1–4 from 2013.

RETAIL MARKET

There are three general categories of retail businesses: Neighborhood Goods & Services (NG&S), Food & Beverage (F&B), and General Apparel, Furniture, Other (GAFO). Neighborhood Goods & Services includes businesses such as convenience stores, drugstores, florists, bakeries, delis, dry cleaners, tailors, hair salons, nail salons, and similar businesses that draw their customers predominantly from a quarter-mile radius. Food and beverage includes sit-down restaurants, take-out establishments, cafes, bars, coffee shops, sandwich shops,

	.25 miles	.5 miles	2.6 miles
General Merchandise Stores (NG&S)	0	1	29
Food Stores (NG&S)	1	6	145
Eating & Drinking Places (F&B)	3	13	328
Home Improvement (GAFO)	0	1	33
Auto Dealers, Gas Stations (GAFO)	0	7	93
Apparel & Accessory Stores (GAFO)	1	4	71
Furniture & Home Furnishings (GAFO)	2	6	116
Miscellaneous Retail	3	11	340

FIGURE 3.6 | Retail Businesses Near Primos Station

Esri Business Analyst, 2013

ice cream shops, and similar establishments that draw their primary customers from a half-mile radius. Finally, General Apparel, Furniture, Other (GAFO) include stores selling clothing, furniture, jewelry, books, gifts, pet supplies, home décor, sporting goods, and other items for which people would be willing to travel one mile or more. Figure 3.6 shows a breakdown of the businesses within a quarter-mile, half-mile, and 2.6-mile radius of Primos by NG&S, F&B, and GAFO.

There are several major shopping centers within a three-mile radius of the Primos Station. The Home Depot Plaza has approximately 304,000 square feet of gross leasable area (GLA), while the Shops at Springfield Park have 274,000 square feet GLA, MacDade Mall has 274,500 square feet GLA, Springfield Mall has 610,000 square feet GLA, and Springfield Shopping Center has 165,296 square feet GLA.¹²

The Delaware County retail submarket had an overall vacancy of 5 percent. Shopping malls (7.5 percent) and shopping centers (6.4 percent) had higher vacancy than general retail (4 percent). Shopping centers, not shopping malls, added additional square footage in calendar year 2013. Mall stores tend to command higher average rent prices (\$20 per square foot) than shopping centers (\$17 per square foot) or general retail (\$14 per square foot).¹³

¹² Esri Business Analyst, 2013.

¹³ CoStar 2013 Third Quarter, Delaware County Submarket.

	.25 miles		.50 miles		2.6 miles	
	#	%	#	%	#	%
Agriculture & Mining	1	1.7%	6	2.2%	132	1.8%
Construction	6	10%	45	16.9%	955	13.2%
Manufacturing	4	6.7%	12	4.5%	223	3.1%
Transportation	1	71.7%	7	2.6%	247	3.4%
Communication	0	0%	1	0.4%	46	0.6%
Wholesale Trade	2	3.3%	11	4.1%	298	4.1%
Government	1	1.7%	5	1.9%	81	1.1%
Retail Trade Summary	10	16.7%	49	18.4%	1,154	15.9%
Finance, Insurance, Real Estate Summary	3	5%	15	5.6%	480	6.6%
Services Summary	31	51.7%	115	43.1%	3,625	50%
TOTALS	60	100%	267	100%	7,252	100%

FIGURE 3.7 | Number & Types of Businesses Near Primos Station

By SIC Code. ESRI Business Analyst, 2013



FIGURE 3.8 | Shopping Center Image. This shopping center on Providence Road is less than a half-mile from Primos Station.

DVRPC, 2014

As of 2013, there were 10 retail trade businesses and 31 services businesses within a quarter mile of Primos Station (*see Figures 3.7—3.8*). Within a half-mile radius of the station, the number of retail trade businesses increases to 49 and the number of service businesses increases to 115. Services include businesses such as automotive services, motion picture and amusements, health services, legal services, educational institutions, libraries, and other services.¹⁴

Transit-Supportive Uses

Uses that are transit-supportive include those that cater to convenience goods and service needs of residents, employees, and transit stop users. This can include: food markets, restaurants, salons, dry cleaners, newsstands, bookstores, hardware stores, and other retail uses. Uses that entertain or create activity on the street, or attract day and night activity are all supportive, such as movie houses or professional theaters, sidewalk cafes, and other arts venues.

Uses that are not transit-supportive detract from or interrupt the flow of interesting, pedestrian-generating uses along the street, such as: surface parking lots, gas stations, car washes, large auto repair shops, and drive-through fast food restaurants. Other uses include those that specialize in large bulky items, businesses that require excessive space, or who have few

¹⁴ Esri Business Analyst, 2013.

WHAT MAKES TRANSIT-SUPPORTIVE DEVELOPMENT WORK?

STRONG ECONOMIC TRENDS THAT FAVOR INFILL

- Employment growth: provides daytime workers, attracts residential growth
- Population and income growth: provides greater spending potential to support stores
- Favorable real estate conditions such as low vacancy rates: provides pent-up demand for new residential, retail, and office

STRONG DEMOGRAPHIC TRENDS THAT FAVOR DENSER HOUSING NEAR TRANSIT

- Rental and buyer's market for housing in walkable settings

AVAILABLE LAND

- No environmental contamination
- Low land prices
- Large tracts under single ownership

SUPPORTIVE PUBLIC POLICIES

- Zoning ordinances
- Taller building heights and smaller setbacks

PUBLIC-PRIVATE PARTNERSHIP POTENTIAL

- Public investment in infrastructure, such as streetscape, to improve area for private investment
- Joint development between transit agency and developer
- Level of development Interest

Sources: *Transit Village Design in Burlington County*. DVRPC, 2002.

Langston, Jennifer. "Are You Planning to Have Kids?"

<http://daily.sightline.org/2014/07/08/are-you-planning-to-have-kids-part-1/>

REVITALIZING SUBURBAN DOWNTOWN RETAIL DISTRICTS

In November of 2013, DVRPC released a report about revitalizing suburban downtown retail districts, identifying seven characteristics of successful retail districts.

MANAGED

Management can be as small and informal as a group of retailers getting together, or as large and complex as a business improvement district. Most important is that there be a single point of contact, creating clarity and efficiency.

RETAIL-APPROPRIATE

Generally, high ceiling heights and clearly identifiable storefronts with large windows are preferred. Retail should not be interrupted by non-retail uses, such as banks, residences, and professional offices, and should have a vacancy rate of less than 20 percent.

PEDESTRIAN-FRIENDLY

Elements that contribute to a pedestrian-friendly environment are: clean and safe streets, appropriate sidewalk widths (eight feet or more), street furniture, appropriate lighting, active uses above the ground floor, and low levels of crime.

PARKING OPTIONS

Parking must be well-planned, well-lit, signed, and convenient to use. The most convenient parking should be the most expensive, and pricing should allow that about 15 percent of the spaces are free at any time.

UNIFIED

Urban form and branding are key to creating a unified retail district. There should not be significant gaps between the buildings or non-retail uses on the street. Where there



FIGURE 3.9 | Revitalizing Suburban Downtown Retail Districts

DVRPC, 2013

are non-retail uses, they should contribute to the retail environment, with awnings and window displays.

TRANSIT-ACCESSIBLE

Proximity to a transit stop provides retailers with additional access to customers, as customers can run errands on their way to and from work.

PROGRAMMED

Events can be fundraisers or simply special events designed to bring the community together, organized by local governments, business improvement districts, or community groups. Examples could include parades, book fairs, craft fairs, or festivals.

	DEMAND	SUPPLY	GAP	LEAKAGE
	2013 Retail Potential: Estimates Expected Amount Spent	2013 Retail Sales: Estimates Sales to Consumers	Annual Unmet Demand	Retail Opportunity
Total Retail Trade	\$1,517,631,926	\$1,274,611,242	\$243,020,684	8.7
Total Food & Drink	\$165,163,491	\$155,530,994	\$9,632,498	3.0

FIGURE 3.10 | Retail Leakage. In a 2.6-mile radius of Primos Station, there is a moderate amount of leakage in the retail trade and food and beverage categories, perhaps enough for one additional “boutique” or “quick-bite food” establishment.

ESRI Business Analyst, 2013

employees per square foot do not attract pedestrians or transit-oriented patrons, such as big box retail and warehousing.

The Primos area contains a mix of both transit and non-transit supportive uses. Some uses, such as the Wawa convenience store, Cocco’s Pizza, Cocco’s Gelateria, and the daycare centers on Secane Avenue, could be considered transit-supportive. Others, such as the Waste Management transfer facility, auto repair shops, self storage facilities, and gas stations, would not be considered transit-supportive due to their built form and customer base.

Leakage Analysis

A leakage analysis evaluates the retail potential for specific industries in a given area, in this case the 2.6-mile station commuter shed. A positive value represents leakage of retail opportunity outside the trade area; in other words, the area is underserved for that particular industry

and supply does not meet demand. Conversely, a negative value represents a surplus of retail sales, or a market where customers are drawn in from outside the trade area—the market is oversaturated and supply exceeds demand. In Figure 3.10, leakage factors range from +100 (leakage) to -100 (surplus). There is a moderate amount of leakage in the retail trade and food and beverage categories, perhaps enough for one additional “boutique” or “quick-bite food” establishment.

OFFICE MARKET

Office space is typically divided into three categories: Class A, Class B, and Class C. Class A office space tends to be newest, is outfitted with the highest finishes, and is often centrally located. Class B is more affordable for smaller or medium-sized companies, while Class C is functional but of a lower quality than Class B and has the lowest rents.

The majority of office space in the Delaware County submarket is Class B. There are 7,966,164 square feet of Class B rentable building area in the county, while the remaining office space in the county is split relatively evenly between Class A



DVRPC, 2014

FIGURE 3.11 | Development Opportunity Sites Near Primos Station

and Class C. Only Class B office space was added to the 2.6-mile trade area in 2013. The vacancy rate in the office market in Delaware County was 12.8 percent. The vacancy rate in Class C office space was slightly higher at 15.6 percent.^{15,16}

INDUSTRIAL MARKET

The industrial market is divided into flex space and warehouse space. The Delaware County submarket has a great deal of warehouse space (26,185,694 square feet of rentable building area), and 5,220,261 square feet of rentable building area in the flex space market. The flex space has a higher vacancy rate than the warehouse space (15.2 percent versus 8.6 percent, respectively).¹⁷

DEVELOPMENT OPPORTUNITIES

There are several parcels for sale within a quarter mile of the Primos Station (*see Figure 3.11*). One of the largest parcels is the 5.4-acre building site at 500 Mildred Avenue (currently home to the Delaware County Daily Times), which has been on the market for \$2.1 million for three years. The 94,600 square foot building, which was built in 1952, houses Class B manufacturing space, and the parcel also features 100 surface parking spaces.

¹⁵ CoStar, 2013 Third Quarter Delaware County Submarket.

¹⁶ Statista. www.statista.com/statistics/244996/us-metropolitan-areas-with-the-lowest-office-vacancy-rates/.

¹⁷ CoStar, 2013 Third Quarter Delaware County Submarket.

On the north side of the station, there is a group of three parcels that have been packaged for sale at \$875,000. The three parcels are 717, 719, and 723 Secane Avenue. One of the parcels is a Class B warehouse, while another is a daycare center with a five-year lease. The total site is 1.05 acres, and includes 21 surface parking spaces.

In the Aldan Industrial Park at 1 Merion Avenue, behind the Giant supermarket, there is a building housing a carpet store and dance school for sale for \$795,000. The 18,000-square foot building is classified as Warehouse Class C and includes four loading docks and 17 surface parking spaces.

Finally, for the majority of this study, the Sofa Source Warehouse (318 Boro Road) north of the station was on the market. It is a 39,000 SF Class B manufacturing building on 2.38 acres. This site was sold in July 2014 to a company that develops exhibits for museums.

Strategic Location

Primos has a strategic location for industrial tenants. With its proximity to a freight line, there is the potential to connect to other freight lines, such as CSX and Norfolk Southern, which have a freight network that spans much of the United States. Primos is also close to several major roadways, including I-95, I-476, I-76, and I-295. There are hundreds

GROWTH OF MAKERSPACES & LIGHT INDUSTRY

Nationwide, there is increasing interest in a new movement called the Maker Movement. There are many different definitions of what a “maker” is. To some, makers are people who would prefer to make products on their own, rather than purchasing pre-packaged goods or services for their own personal use. To others, making is about entrepreneurship and people creating self-made products to sell to others. Still others take the term “maker” a step further to mean someone who uses open-source methods and the latest technology to manufacture products with items such as a desktop 3D printer.

Makerspaces are places where makers can learn, grow, build, and explore. They can be stand-alone facilities, or housed in another space, such as a library, college, or business park. Local makerspaces in the Philadelphia region include Nextfab (see *Figure 3.12*), Philadelphia Woodworks, Philadelphia Sculpture Gym, the Department of Making and Doing, and Hive 76 in Philadelphia; the Artisan Exchange in West Chester; and the Factory in Collingswood (see *Figure 3.13*). MakerSpace Easton and Bridgeworks in Allentown are two examples of makerspaces outside of Greater Philadelphia.

Most makerspaces are zoned Industrial, Commercial, or Mixed Use. They can range in size from less than 10,000 square feet to over 50,000 square feet. Many makerspaces are affiliated with maker groups that get together on a regular basis, such as a Meetup.com group. Most successful makerspaces also have income-producing tenants, such as tenants in a co-working space, in order to make the space financially sustainable.



FIGURE 3.12 | NextFab Image. NextFab, located in South Philadelphia, is a space for a wide range of professionals, manufacturers, and students to create and learn. Uses include electronics, 3D printing, office space, engineering, consulting, woodworking, and large format photo printing.

Photo courtesy of GeneroCity



FIGURE 3.13 | The Factory Image. The Factory is a makerspace in Collingswood, NJ.

Photo courtesy of Philly.com

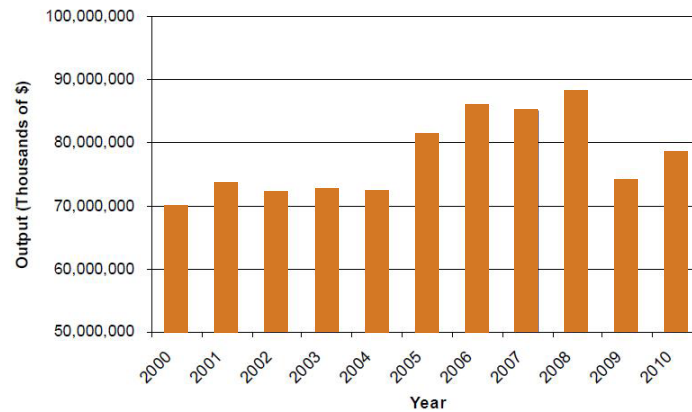


FIGURE 3.14 | Manufacturing Economic Output Economic output in the manufacturing sector in Greater Philadelphia, 2000-2010.
IHS Global Insight, 2010.

of distribution centers in the Greater Philadelphia Region as well.¹⁸ It is just a few miles from Philadelphia International Airport, which offers cargo facilities, as well as the UPS Air Hub at Philadelphia International Airport. Port facilities along the Delaware River and the Schuylkill River are a short distance away. From Primos, it would be possible to get products to consumers by land, air, or sea.

Access to Labor Pool

Primos' location within the Greater Philadelphia metropolitan area is central to an excellent labor pool. There are numerous college and universities within the region—nearly 90 campuses within 25 miles of Primos.

Buying Local

Figure 3.14 shows the economic output the manufacturing sector contributed to the Delaware Valley's economy over the last 11 years. From 2000 through 2008 the sector grew 25 percent, before sustaining an extreme loss in 2009 due to a worldwide economic recession. In 2010, the region began to rebound to pre-recession levels as manufacturing output rose six percent over 2009 levels. Despite the 2009 recession, total economic output from manufacturing grew by 11 percent from 2000 to 2010.¹⁸ With the construction of new infrastructure to transport natural gas and its liquid by-products from the Marcellus Shale and the Bakken Shale to the region, experts predict that the Greater Philadelphia region will become a shipping hub and destination for manufacturers in need of reliable low-cost power.¹⁹

SUMMARY OF FINDINGS

The people living near the Primos Station are generally thrifty families in mid-life. The area has a stable population, which is served by a variety of service and retail businesses. There are also a significant number of light industrial properties. While there has not been a great deal of construction activity in the retail, industrial, office, or residential markets, there could be

¹⁸ The Delaware Valley Freight Center Inventory: Taking Stock of a Vital Regional Asset. DVRPC Publication No. 11011.

¹⁹ "Business Climate in Greater Philadelphia." www.businessclimate.com/philadelphia-pa-economic-

a small opportunity for transit-supportive, walkable retail, and light-industrial uses near the station in the near future.

- Retail and food and beverage opportunities exist within a quarter-mile of the Primos Station that draw on the amount of pedestrian activity generated by the Regional Rail station and employees and customers of adjacent businesses. New retail and food and beverages should focus on contributing to walk-up customers, and be active during the day and night in order to be transit-supportive.
- The availability of large, single-owner properties coupled with a rising demand for manufacturing in the region make light industrial uses a potential market niche for the Primos area. Light industrial property owners and employees can capitalize on the accessibility via transit for their employees, as well as on the proximity of services and retail uses in a walkable area that employees can make use of before or after work, as well as on their lunch hour. Redevelopment opportunities could exist for light-industrial buildings as makerspaces, or other local manufacturing businesses.

4

RECOMMENDATIONS

OVERVIEW

The following chapter comprises a comprehensive set of recommendations that synthesize community input, field work, existing conditions, and market data.

The area recommendations create a three-phase framework for the Primos Station Area to prioritize work that is more imperative—typically safety improvements—compared to projects that are more on a “wish list,” such as new retail in proposed buildings. A phased approach also allows for greater flexibility for those implementing the recommendations to respond to property turnover and development demand. The phases range from short-term (Phase 1), mid-term (Phase 2), and long-term (Long-Term Vision), and outline land use, transportation, parking, and visual character recommendations.

The market recommendations address issues identified during the market analysis, outlining both site-specific and wider area programming necessary for a more dynamic Primos Station Area.

AREA RECOMMENDATIONS: PHASE 1

Phase 1 consists of a series of targeted interventions to improve safety, access, and parking around Primos Station (*see Figure 4.1*). These recommendations encourage decision makers to use what already exists at Primos—a mix of transit-supportive uses, access to public transportation, and nearby, stable residential neighborhoods—as a foundation for future growth. Phase 1 seeks to create a welcoming, well-defined environment whether users arrive by train, bus, car, bike, or foot.

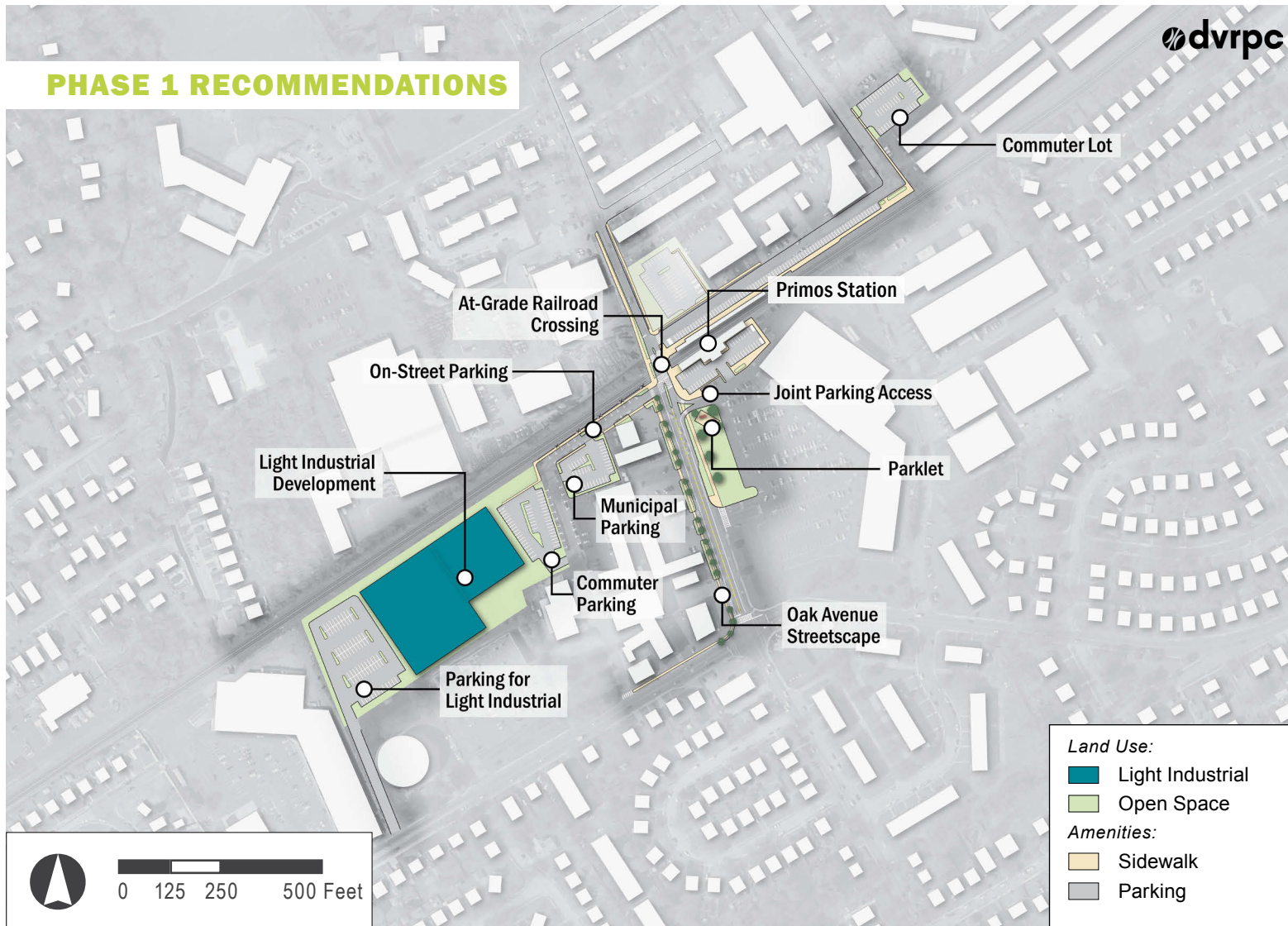
Land Use

Land use modifications include both physical improvements, and changes in programming.

500 MILDRED AVENUE

In Phase 1, 500 Mildred Avenue, the industrial building that currently houses the Delaware County Daily Times, is recommended for restoration as a modern light industrial facility. Industrial reuse is compatible with nearby land uses as well as existing zoning, and it minimizes the likelihood for costly building and site renovations, and on-site environmental

PHASE 1 RECOMMENDATIONS



DVRPC, 2014

FIGURE 4.1 | Phase 1 Recommendations



Photo courtesy of Middlebury College



Photo courtesy of DVRPC, 2014

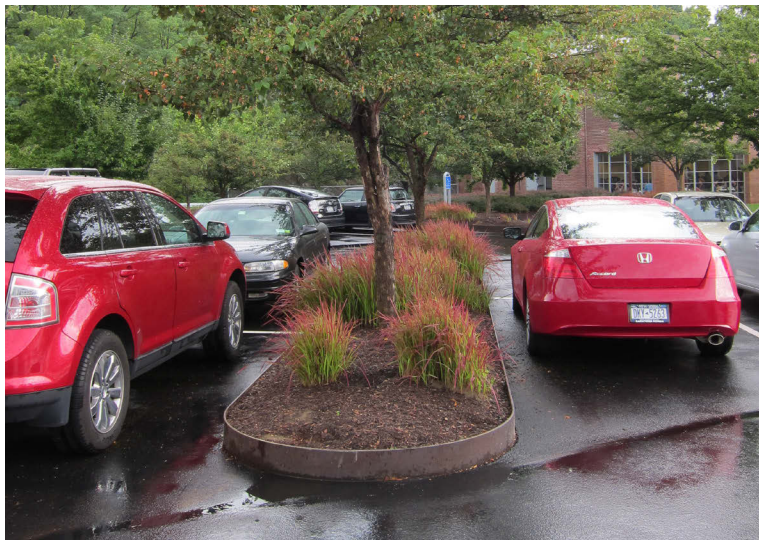


Photo courtesy of Dia: Beacon



Photo courtesy of Fisher Parking & Security

FIGURE 4.2 | (Top left) Maker Space Image

FIGURE 4.3 | (Bottom left) Parking Lot Landscaping Image

FIGURE 4.4 | (Top right) Community Open Space and Playground Image

FIGURE 4.5 | (Bottom right) Metered On-street Parking Image

remediation. Preparing 500 Mildred Avenue for contemporary light industrial use also allows the Primos area to capitalize on emerging trends in manufacturing such as makerspaces, 3-D printing, and small business incubators—uses that require flexible space and accessibility to a creative workforce (*see Figure 4.2*).

OPEN SPACE

Phase 1 also calls for the addition of amenities to existing open space to encourage activated, vibrant public space near Primos Station. The open space along the east side of Oak Avenue is currently an unused buffer to the parking lot for the Giant supermarket. Phase 1 of this plan proposes adding park furniture, artwork, or additional landscaping to create a space that could be used by patrons of the area to sit, rest, chat, or play. This space could also be programmed for small farmers markets, concerts, or pop-up shops (*see Figure 4.4*).

Transportation

Phase 1's transportation recommendations focus on making Primos safe and accessible for all users regardless of mode. The proposed improvements clarify space to better delineate shared and singular mode spaces through the Primos Station Area.

SIDEWALKS AND CROSSWALKS

New sidewalks are proposed for Oak Avenue, Cottonwood Road, and Boro Road to complete the area's existing sidewalk infrastructure. New, 10-foot wide, "continental-style" crosswalk striping is also proposed across Oak Avenue near the at-grade rail crossing, and across Cottonwood Avenue at Oak Avenue. These sidewalks and crosswalks will help pedestrians travel between Primos Station, nearby neighborhoods, parking areas,

and commercial destinations by defining pedestrian space for motorists to recognize potential conflict areas, and for pedestrians to concentrate activity in discrete areas.

VEHICULAR ACCESS

Phase 1 also consolidates driveway entrances to create safer, more visible entryways to parking lots along Oak Avenue. The Oak Avenue entrance to SEPTA's south permit lot is eliminated and relocated to the Oak Avenue entrance to the Giant parking lot. Likewise, private property parking lots adjacent to more parking lots, or parking lots with multiple driveways are consolidated into a single entryway.

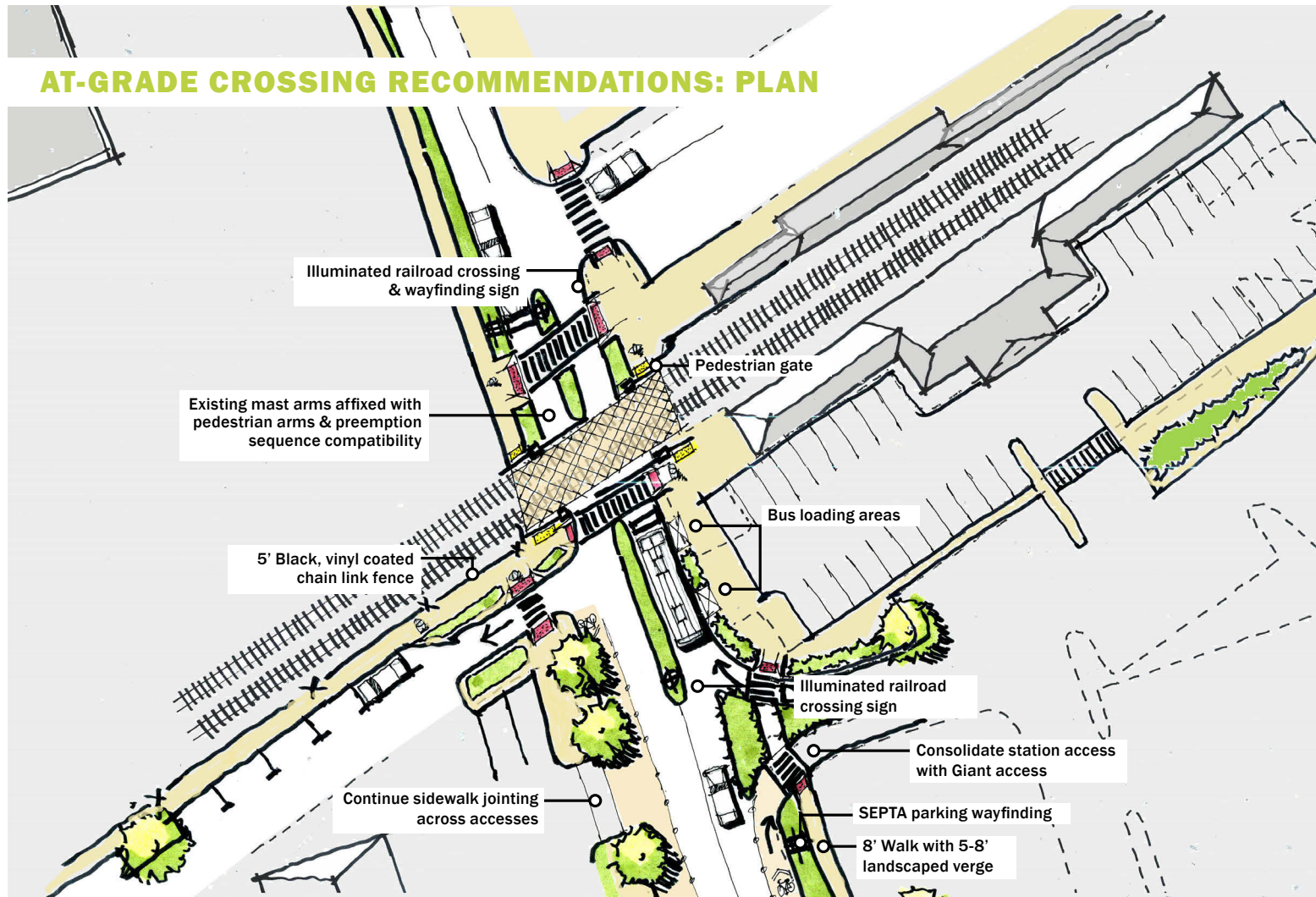
AT-GRADE RAILROAD CROSSING

Phase 1 recommendations are strongly oriented towards making the Primos Station at-grade railroad crossing safe for all users. The proposed crossing includes striping and signage to make the crossing more visible, mountable curb medians and relocated stop bars to calm traffic, and sidewalk crossing gates to discourage pedestrians from crossing the tracks when the gates are down (*see Figures 4.6-4.7*).

OAK AVENUE

Oak Avenue is reconfigured in Phase 1 to function less as a high-speed cut-through roadway, and more as an active commercial corridor (*see Figure 4.8-4.10*). One 11-foot center lane in each direction serves auto throughput traffic, while an eight-foot outside lane in each direction functions as a multi-use lane for turning vehicles and cyclists. The outer lanes are painted and separated from the center lanes by textured paving, stamping, or striping, helping to reinforce each lane's purpose — to safeguard cyclists and turning traffic.

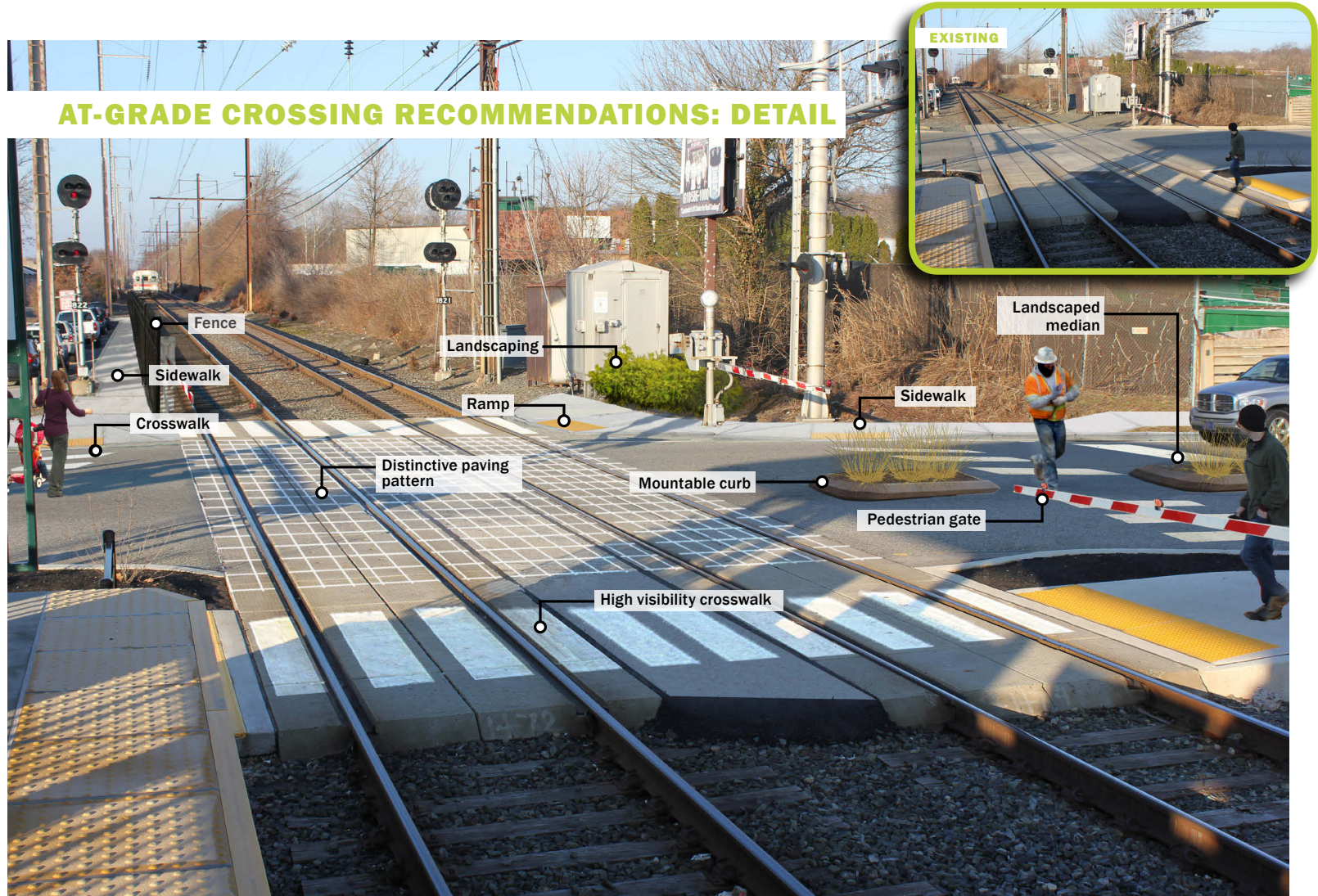
AT-GRADE CROSSING RECOMMENDATIONS: PLAN



DVRPC, 2014

FIGURE 4.6 | At-grade Crossing Recommendations: Plan

AT-GRADE CROSSING RECOMMENDATIONS: DETAIL



DVRPC, 2014

FIGURE 4.7 | At-grade Crossing Recommendations: Detail

OAK AVENUE STREETScape RECOMMENDATIONS: CROSS-SECTION

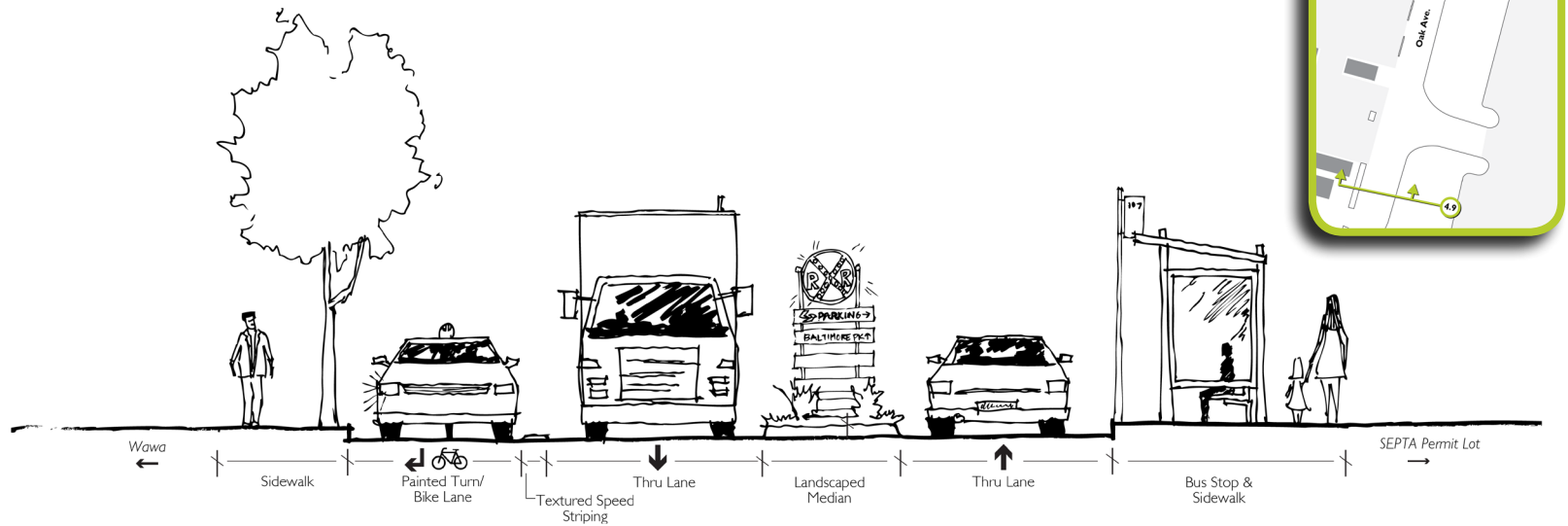


FIGURE 4.8 | Oak Avenue Streetscape Recommendations, Part 1

DVRPC, 2014

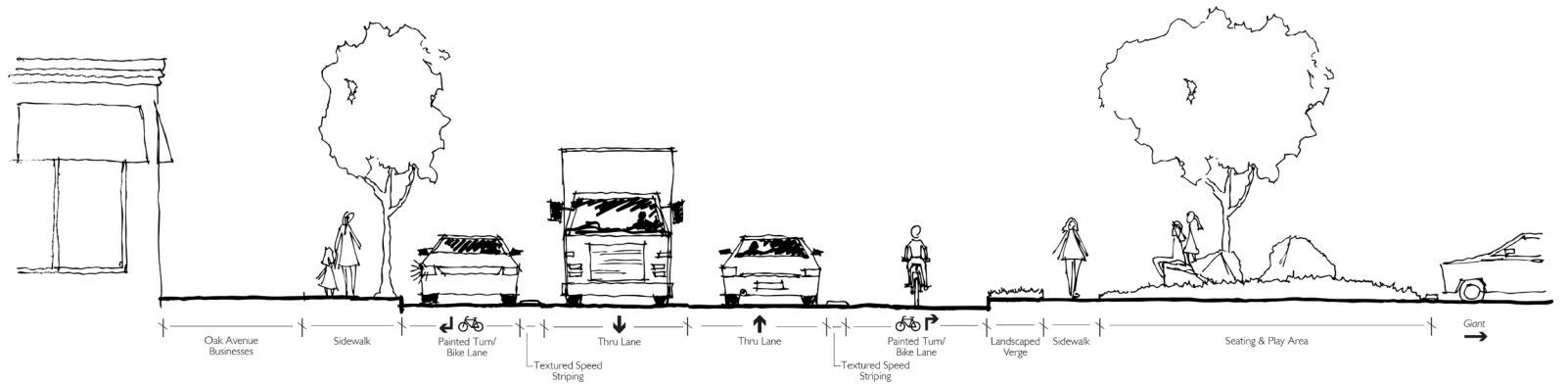


FIGURE 4.9 | Oak Avenue Streetscape Recommendations, Part 2

DVRPC, 2014

OAK AVENUE STREETScape RECOMMENDATIONS: DETAIL



DVRPC, 2014

FIGURE 4.10 | Oak Avenue Streetscape Recommendations: Detail

STREETSCAPE

Phase 1 improvements along Oak Avenue are intended to draw more patrons to Primos to shop, eat, and ride transit. Street trees and lighting are paired with new sidewalks to encourage pedestrian activity, to build an identity for the Primos Station area, and to alert motorists that they are in a walkable retail area.

Parking

Primos Station and surrounding commercial establishments are destinations for local drivers, each of whom needs a place to park. Parking near Primos Station should support Regional Rail ridership and patronage of the area's commercial businesses, while still allowing Primos to become a walkable and accessible area. Reorganization, and in some cases adding new parking, is recommended to ensure parking exists for periodic and monthly commuters, commercial patrons, area-wide patrons, and short- and long-term parkers.

ON-STREET PARKING

On-street parking on streets other than Oak Avenue already exists near Primos Station, but it is largely unmetered and unregulated. In Phase 1, parking along the north side of Cottonwood Avenue is striped, separated from the railway by a fence, and two-hour meters are installed. Meters with relatively short time limits will ensure that spaces turn over frequently enough to serve local shoppers (*see Figure 4.5*). Striping is also added to Mildred Avenue on-street parking in Phase 1. Mildred Avenue spaces are signed for 12-hour parking to serve local employees and patrons.

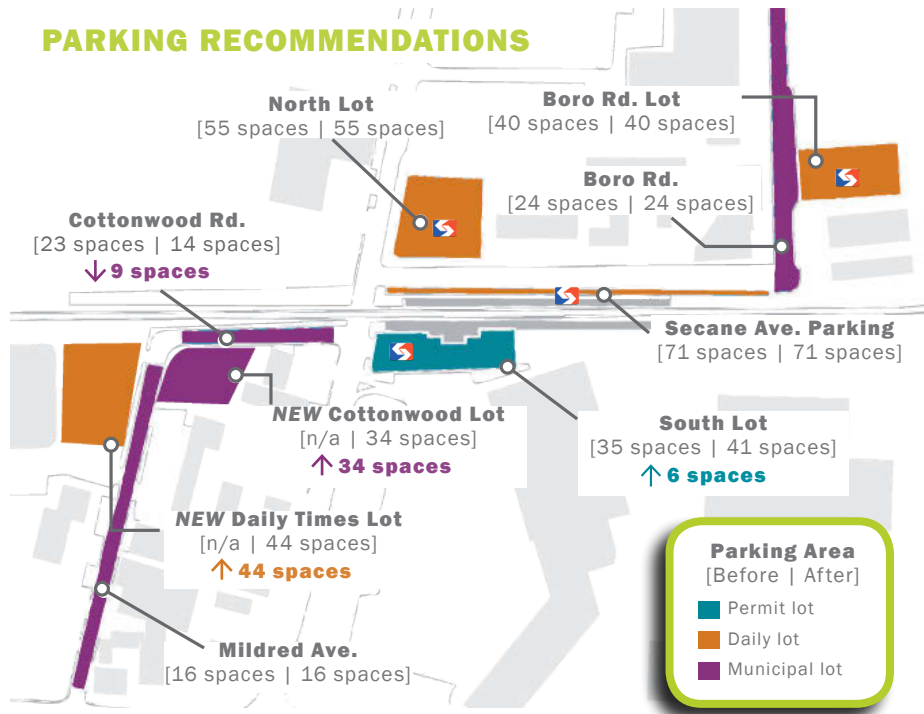
COMMUTER PARKING

SEPTA's existing parking has capacity for over 205 cars each day, but only 80–90 percent of that parking is used on an average day—with permit lots in least demand by commuters. In Phase 1, key regulatory changes and targeted new parking areas help increase ridership from Primos Station while minimizing capital costs (*see Figure 4.11*).

SEPTA currently leases a 40-space, poorly signed and paved lot on Boro Road near Secane Avenue for permit users. In Phase 1, this lot is repaved, striped, and new signage is added (*see Figure 4.3*). The Boro Road lot is also changed from a monthly permit lot to a daily lot. Phase 1 also calls for SEPTA to add additional commuter parking inventory, if necessary, by leasing a portion of the existing parking at 500 Mildred Avenue. The parking lot at the eastern end of the 500 Mildred Avenue parcel offers 44 parking spaces that could be used for daily parking. Employee access to the building is preserved by improving the driveway from Providence Road to the parking lot at the western end of the parcel.

MUNICIPAL PARKING

Adding a designated area for multi-purpose parking, managed by Upper Darby Township, offers flexibility of use and responsiveness to changing demand. Phase 1 proposes a municipal parking lot on the vacant land at the corner of Cottonwood and Mildred Avenues. This land would require a lease or purchase agreement with the owner of the parcel, along with paving, striping, and other site improvements. The new lot would be metered up to 24 hours to



Parking Area	Before	After
North Lot	55	55
Cottonwood Avenue	23	14
NEW Cottonwood Lot	n/a	34
NEW Daily Times Lot	n/a	44
Mildred Avenue	16	16
Boro Road Lot	40	40
Boro Road	24	24
Secane Avenue Lot	71	71
South Lot	35	41
TOTAL	264	339

Lot Type	Before	After	Change
Permit	75	41	↓ 34
Daily	126	210	↑ 84
Municipal	63	88	↑ 25

FIGURE 4.11 | Parking Recommendations. Changes in permit and daily parking, as well as the addition of one new SEPTA lot and one new municipal lot, could result in a net gain of 75 parking spots (permit parking is reduced by 34 spots, with 84 daily and 25 municipal spots added).
DVRPC, 2014

allow for commuter, shopper, employee, or overnight parking.

Visual Character

Neighborhoods and commercial corridors thrive when they appear welcoming and cohesive. One of the crucial reasons that Primos lacks an identity is poor visual cohesion throughout the area. Qualities such as ad-hoc sidewalks, few street trees, and deep

building setbacks—to name a few examples found around Primos—reinforce negative visual appeal. Phase 1 recommendations introduce streetscape elements and public space improvements that will help make the area recognizable as a place to patronize.

Public space improvements consisting of street trees, consistent sidewalks, and street lighting, are highly recommended along Oak

Avenue. Sidewalk paving should carry over driveway entrances to communicate to drivers that pedestrians have the right of way on sidewalks. Street furniture, including waste receptacles, seating, and bicycle parking, is also recommended.

New plantings and pedestrian amenities are recommended for the seating area on the east side of Oak Avenue just south of Primos Station. These improvements are intended to further develop an identity for the Primos Station area.

AREA RECOMMENDATIONS: PHASE 2

The recommendations in Phase 2 build upon Phase 1’s public space improvements, setting the stage for future growth. Targeted recommendations introduce land use and urban design patterns that can be replicated throughout the Primos Station area in the future (see *Figure 4.12*).

Land Use

Land use recommendations in Phase 2 focus on setting the stage for new development in the Primos Station area.

PROVIDENCE ROAD COMMERCIAL

New two- to three-story commercial space is proposed for the parcels along the north side of Providence Road, west of Mildred Avenue (see *Figure 4.13*). These small commercial spaces are intended to serve a customer base that will grow out of new demand stemming from the light industrial businesses at 500 Mildred Avenue. These small-to-medium commercial spaces replace an existing shopping center with newer, more attractive buildings.

“CAMPUS” OPEN SPACE

Phase 2 also calls for new open space, primarily intended to serve local employees (see *Figure 4.15*). This space, just south of 500 Mildred Avenue, functions as multi-use park space, offering an amenity to new and existing residents, employees, and visitors.

Transportation

Phase 2 includes minor changes to the Primos Station area’s transportation network. New two-lane streets add connectivity between Mildred Avenue and new businesses along Providence Road. Sidewalks are also extended along Providence Road to facilitate pedestrian connectivity.

Parking

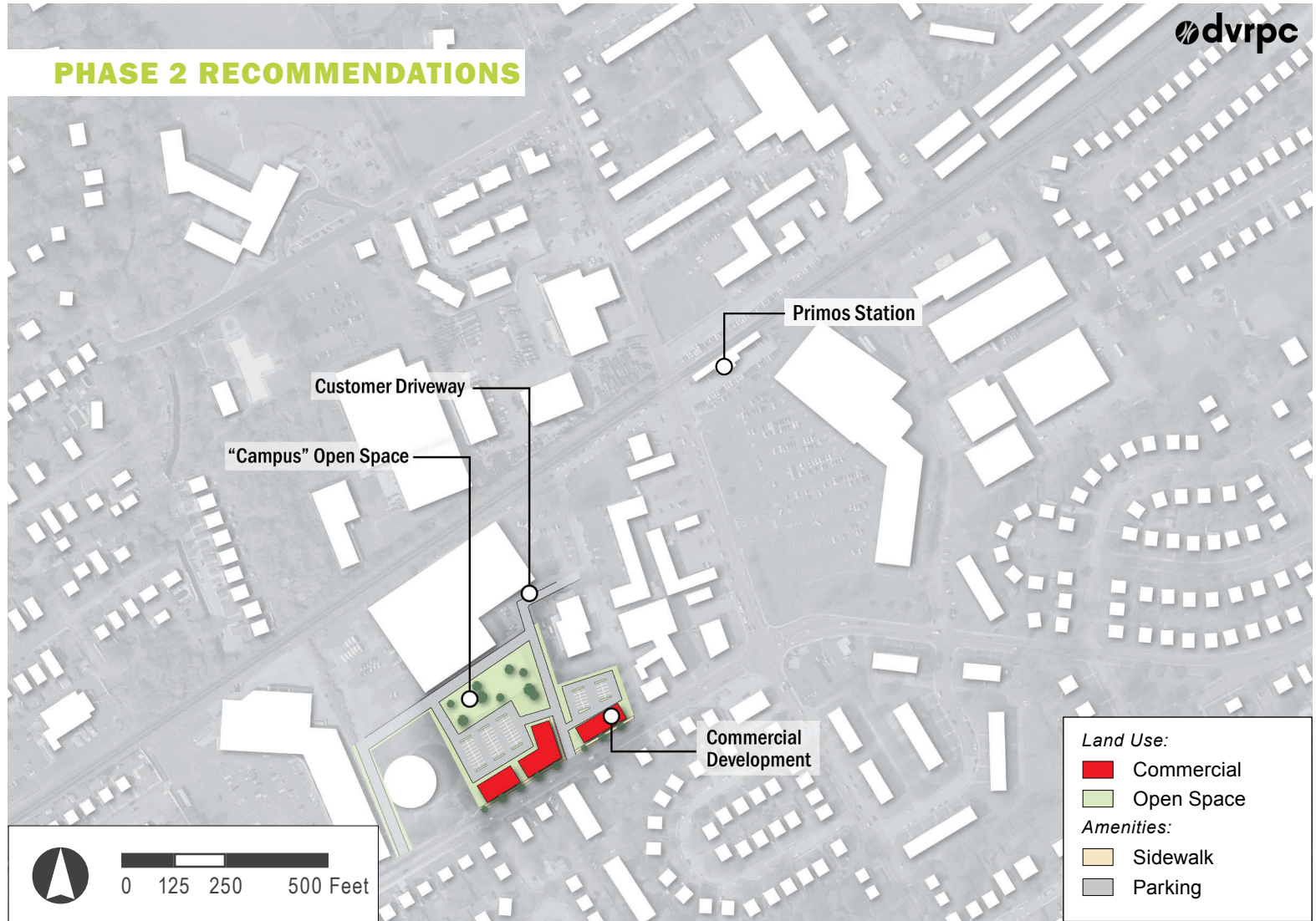
New parking is proposed to serve new commercial developments along Providence Road.

Visual Character

A new urban design form for the Primos Station Area helps set the tone for long-term development in Phase 2 (see *Figure 4.16*). New two- to three-story buildings are sited up to the street with parking in the rear (see *Figure 4.12-4.13*). Billboards along Oak Avenue are taken down, and new sign ordinances limit the visual clutter of excessive signage.

New retail development on Providence Road is recommended with minimal setbacks and easy pedestrian access. Street trees and lighting along sidewalks are also recommended.

PHASE 2 RECOMMENDATIONS



DVRPC, 2014

FIGURE 4.12 | Phase 2 Recommendations



Photo courtesy of Google Maps



Photo courtesy of Switchboard, NRDC.



Photo courtesy of Google Streetview



Photo courtesy of DVRPC

FIGURE 4.13 | (Top left) **Commercial Development Image**

FIGURE 4.14 | (Bottom left) **Customer Driveway Image**

FIGURE 4.15 | (Top right) **Campus Open Space Image**

FIGURE 4.16 | (Bottom right) **Ground-floor Retail Image**

AREA RECOMMENDATIONS: LONG-TERM VISION

The Long-Term Vision presents guidance to public officials and private investors on how Primos can grow into a vibrant, transit-centered community (see *Figure 4.17*). The Long-Term Vision's recommendations are not intended as planned developments; rather, they are meant to be used as a guide for reference when new development is under consideration. The recommendations focus on mobility improvements, economic development strategies, and land uses that encourage sustainable growth near Primos Station.

Land Use

Land uses should reinforce and augment Primos' place as a transit-oriented commercial center within a dense suburban community. Mixed, transit-supportive uses already predominate near Primos Station, but with some reconfiguration and intensification, Primos can develop into a walkable neighborhood destination.

COMMERCIAL DEVELOPMENT

Future development at Primos should focus on leveraging Primos Station as an attractor for commuters, workers, and customers. New pedestrian-friendly, commercial development accomplishes that goal, both by offering space that is attractive to retailers and other commercial tenants, and by creating a welcoming environment for customers.

The recommended commercial core along Oak Avenue, immediately south of Primos Station, gives visitors and residents places to shop and work. A rebuilt Giant store, or other large "anchor" retail tenant, is recommended adjacent to Primos Station as a local and regional draw (see *Figure 4.18*).

TRANSIT-SUPPORTIVE MIXED-USE DEVELOPMENT

Mixed-use development can both build ridership for nearby transit lines, and develop a customer base for nearby retail (see *Figure 4.20*). New development with first-floor commercial space and upstairs residential space is proposed for the parcels on Secane Avenue near Boro Road, and for parcels north of Providence Road and west of Oak Avenue. These developments are intended to ease the transition from Primos' commercial core along Oak Avenue, and to attract residents that will help expand the hours when people live, work, and shop around Primos.

RESIDENTIAL DEVELOPMENT

Further increasing the amount of residential development around Primos can help increase SEPTA ridership and can develop a larger customer base for local businesses. Residential development is proposed for the far northern edge of the site on the west side of Boro Road. This housing is recommended at a similar scale and intensity to complement nearby rowhouse development on Primos Avenue (see *Figure 4.19*).

LIGHT INDUSTRIAL INFILL

As light industrial uses such as those recommended at 500 Mildred Avenue grow, they often spawn new, synergistic businesses nearby—incubators, co-working spaces, and offices are a few examples. The parcel just north of the Phase 2 commercial development on Providence Road is recommended for this purpose because its location near diverse land uses makes it suitable for a public-facing component of modern light industrial development.

OPEN SPACE

Open space can be used by communities for recreational use, gathering, preservation, or programming. Several plots of open space are proposed within the Primos area, including west of Oak Avenue just south of the railroad tracks, and near the northeast corner of Oak Avenue and Providence Road. A civic and passageway plaza is proposed to extend southward from Primos Station to nearby commercial uses. Finally, the undeveloped area at the far western edge of the study area, north of the tracks, and east of the Primos-Secane Fire Company is recommended for community open space (see *Figure 4.20*).

Transportation

Primos Station’s strong transit connection to Philadelphia is the foundation for future development in the area. Roadway and sidewalk connections should be designed to invite residents and visitors to use Primos Station, and to minimize their need to drive.

STREET NETWORK

As Primos continues to develop, new street network connections should encourage enhanced mobility for all users—not just drivers. A compact street network with smaller blocks and more potential routes—especially for pedestrians and cyclists—can help accomplish that goal, reducing congestion and enhancing walkability in the process.

PEDESTRIAN CONNECTIONS

Designing pedestrian-friendly environments improves quality of life for residents and visitors by increasing mobility, improving visual character, and encouraging social interaction.

Sidewalks are recommended throughout the Primos Station area, and should be designed to accommodate and encourage walkers. A minimum “walk zone” (the portion of the sidewalk dedicated to pedestrian traffic) of eight feet is recommended throughout Primos, while a 10-foot walk zone is recommended adjacent to Primos Station and the recommended “anchor” retail location in anticipation of heavy pedestrian use.

Reinforcing pedestrian connections to nearby neighborhoods is also recommended in the Long-Term Vision. Sidewalks should extend into residential areas surrounding Primos, and a pedestrian path and footbridge crossing the train tracks are recommended to connect the Primos-Secane Fire Company and library to the Primos Station Area.

Parking

As a Regional Rail station in an auto-centric portion of the Philadelphia area, parking will continue to play an important role in the Primos Station area’s future. The Long-Term Vision seeks to balance the need for commuter parking with multimodal access to Primos Station and transit-supportive development.

COMMUTER PARKING

Parking for SEPTA Regional Rail commuters should be available, but should not overshadow other land uses in the Primos Station area. The long-term vision calls for preserving all SEPTA parking lots north of the train tracks. The vision also calls for using the area southeast of the station as parking to be shared by commuters and customers of nearby commercial establishments. This parking area is tucked in with the industrial properties in Aldan Borough

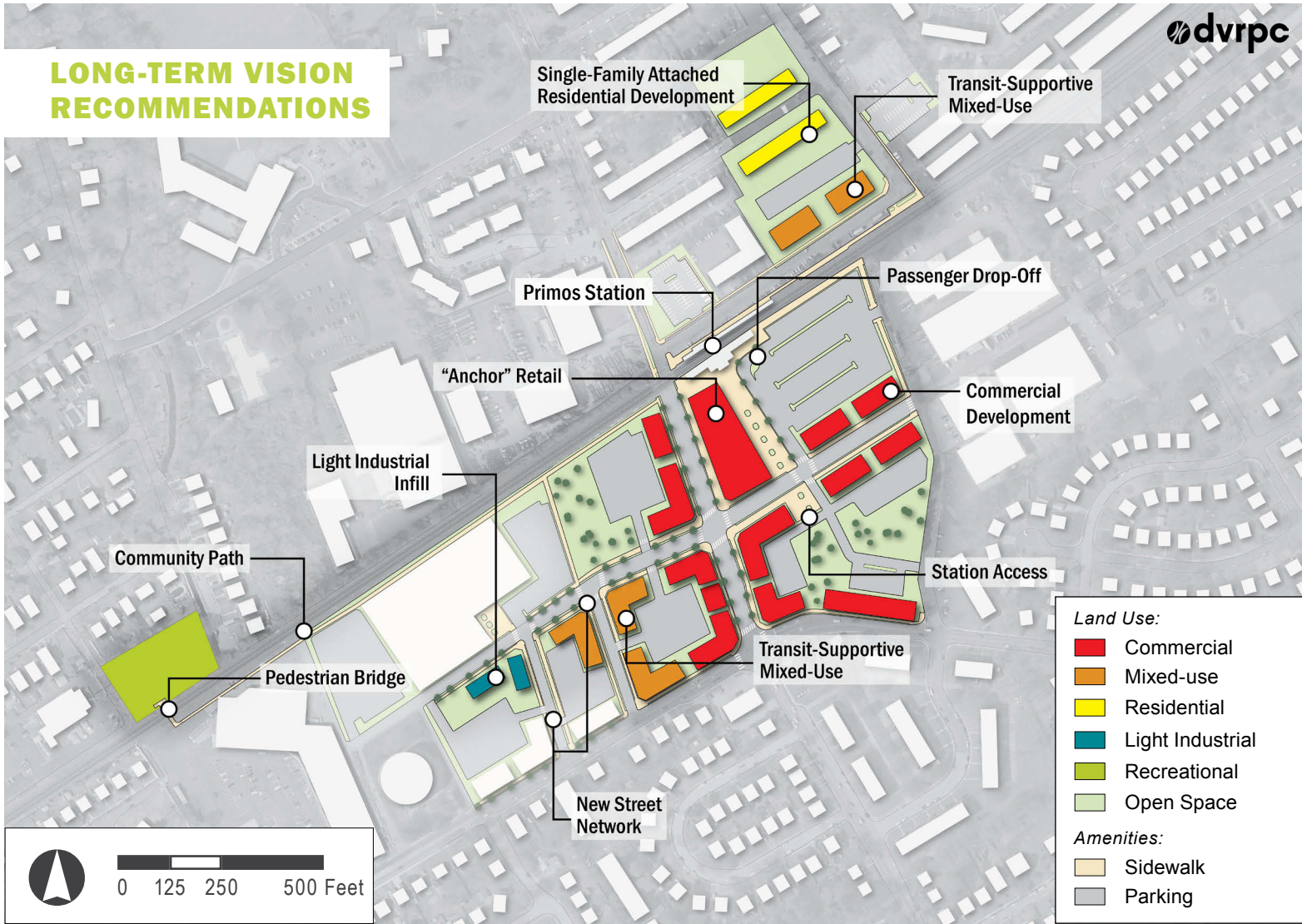


FIGURE 4.17 | Long-term Vision Recommendations



Photo courtesy of SkyscraperCity



Photo courtesy of Switchboard, NRDC



Photo courtesy of Denver Infill



Photo courtesy of KC Bike Info

FIGURE 4.18 | (Top left) **Anchor Retail Image**

FIGURE 4.19 | (Bottom left) **Residential Development Image**

FIGURE 4.20 | (Top right) **Mixed-use Development Image**

FIGURE 4.21 | (Bottom right) **Pedestrian Path Image**

at the eastern edge of the study area in order to minimize its impact on the pedestrian-friendly portions of the Primos area.

COMMERCIAL AND RESIDENTIAL PARKING

Off-street parking intended to serve new commercial and residential developments at Primos should be located behind buildings and out of view to prevent it from diminishing neighborhood character. Off-street parking areas should be designed to meet only the minimum needs of associated residences or businesses so as to preserve land for more productive uses. Off-street parking areas should be accessed via entrances located away from the major thoroughfares of Oak Avenue and Providence Road.

On-street parking is to be encouraged throughout the Primos area, both as a traffic-calming device, and as a way allow short-term parking proximate to commercial uses that serve in-and-out customers.

Visual Character

Visual appeal is strongly associated with mixed-use, transit-oriented communities. Attractive, pedestrian-friendly, inviting streetscapes help encourage economic activity, cultivate social interaction, and enhance public safety. Public officials and private investors should use the long-term vision as urban design guidance as new development happens at Primos.

BUILDINGS

New two- to three-story buildings at Primos should be designed to encourage a mix of uses and easy access by pedestrians. Setbacks should be minimized and commercial entrances located at sidewalks in order to provide maximum interaction between

sidewalk and building—especially in commercial spaces. Likewise, mixed-use buildings should locate commercial uses on the ground floor, with residential uses on above-ground-level floors. As new buildings are constructed, developers should consider materials and other urban design elements that establish a unified visual style for the Primos Station area.

STREETSCAPE

Cohesive urban design at street level can help Primos develop into a regional destination. Street trees, appropriate street furniture, and consistent sidewalks are recommended on all pedestrian routes.

5

IMPLEMENTATION STRATEGIES

OVERVIEW

As stated in the Recommendations chapter, the Primos Station area should take a phased approach to transform from its current character to a more unique, transit-supportive development pattern that encourages multi-modal access (see Figures 5.1–5.2). In addition, targeted measures are necessary to address key issues of redevelopment. Key early-action implementation strategies include: (1) the establishment of a permanent stakeholder committee, the Primos Station Area Committee, to advance the plans set forth in this report, set milestones, and oversee the creation and execution of a cohesive strategy for the Primos Station; (2) the integration of recommendations in this report to the various municipalities' comprehensive plans; and (3) the advancement of the reverse site selection process for the Daily Times property (500 Mildred Avenue) as a light-industrial redevelopment.

In addition to these early-action implementation strategies, the Phased Implementation Strategies tables (see pages 74 to 77) outline how the Chapter 4 Recommendations can be implemented in a simple format, highlighting the projects, actors, timelines, and financing necessary to transform the Primos Station Area.



FIGURE 5.1 | Urban Supermarket Image
Photo courtesy of the Food Network



FIGURE 5.2 | Residential Development Image
The Rowhouses at Jefferson Park, a new development in Denver, Colorado. Figures 5.1 and 5.2 are examples of potential future development in the Primos Station area.

Photo courtesy of Denver Infill

EARLY-ACTION IMPLEMENTATION STRATEGIES

Stakeholder Formalization & Creation of Station Area Committee

As outlined in the Revitalizing Suburban Downtown Retail Districts case study on page 41, Chapter 3, successful districts tend to have management, whether that is a committee or an individual. The SAC formed during this study is an ideal set of committed stakeholders.

The SAC could expand to encompass other local stakeholders, particularly local retailers, to create the Primos Station Area Committee. The Committee could begin meeting on a regular basis to discuss common goals and issues. Ideally, this would be done before the street improvements along Oak Avenue are started so that retailers can have a conduit for information about the project as well as a venue for providing feedback. Once the Committee is established and meeting regularly, it could tackle other projects, such as making the area more pedestrian-friendly, adding signage about parking, exploring uniform operating hours, purchasing branded banners, or organizing events.

Integration of Recommendations Into Local Plans

The location of Primos Station—on the border of both Aldan Borough and Upper Darby Township in Delaware County—is a challenge to area-wide programming. Integrating the report's recommendations into the various local plans (comprehensive, as well as short- and long-term) of these three governing bodies is key to the area's success, ensuring that the area is developed in a planned, united fashion.

Upper Darby Township is about to embark on an update to their Comprehensive Plan. That plan should develop in a way that is consistent with the *Primos Station: Access & Development*

Opportunities Study, as well as be adopted by the Upper Darby Township Council as a policy for the municipality.

Daily Times Reverse Site Selection for Industrial Use

Nationwide, newspapers are moving away from business models that require space-intensive printing plants.²⁰ The Delaware County Daily Times is following this national trend (*see Figure 5.4*). The Daily Times property at 500 Mildred Avenue has been on the market for three years, pointing to a need to change the

²⁰ "The Death of Print (Buildings!)." www.thedailybeast.com/articles/2013/02/05/the-death-of-print-buildings.html

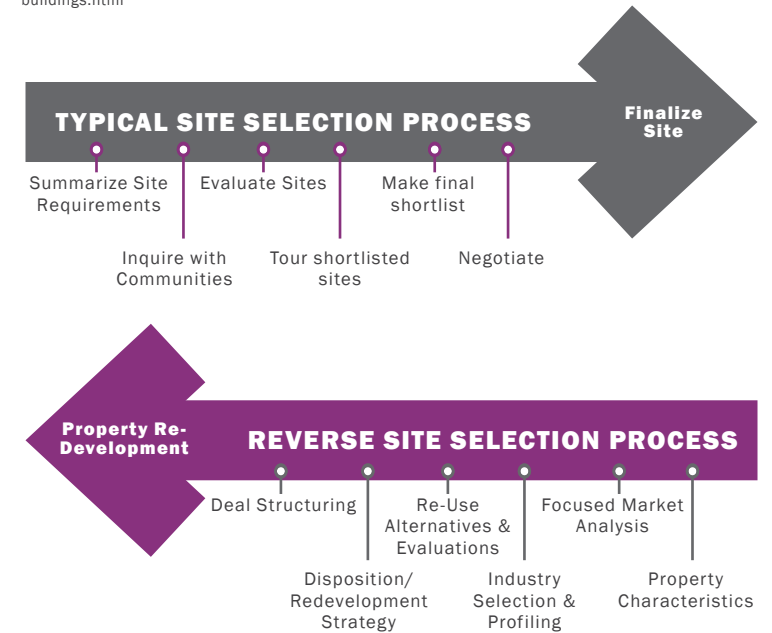


FIGURE 5.3 | Site Selection Graphic

Typical and Reverse Site Selection Processes. Due to the challenges the Delaware County Times building faces, it is recommended a reverse site selection be carried out for light industrial use.

DVRPC, 2014



FIGURE 5.4 | 500 Mildred Avenue Image. The Delaware County Daily Times building, at 500 Mildred Avenue, has been on the market since 2011.
DVRPC, 2014

current strategy from a typical site selection process, to a reverse site selection process (see *Figure 5.3*).

Due to its location set back from a major road, behind two shopping centers, and across the SEPTA tracks from other industrial uses, it is not a desirable location for a commercial property. Its previous use as a manufacturing facility means that developers may be unlikely to redevelop it as a residential property for fear of potential contamination. Finding an industrial tenant to reuse this property would yield tax revenues to Upper Darby Township and the Commonwealth of Pennsylvania, provide future employees with a living wage, and strengthen the area's economy,

as employees at the business would patronize local retailers and service providers.²¹

Unfortunately, the current approach that is being used to market 500 Mildred Avenue is not working. A new approach called reverse site selection offers a potential alternative. Reverse site selection involves a community undertaking an objective assessment of itself and its available properties and actively pursuing industries that might be interested in those characteristics.²²

²¹ The State of Manufacturing: Challenges & Opportunities. www.pamade.org/wp-content/uploads/2013/01/Pennsylvania-State-of-Manufacturing-Challenges-and-Opportunities-Executive-Summary.pdf.

²² "A Reverse Site Selection, End-User-Focused Strategy for Brownfield Redevelopment." www.brown-fieldsconference.org/en/Session/1797.

PHASED IMPLEMENTATION STRATEGIES

Phase 1	Project	Objective	Description	Primary Coordinator	Actors	Timeline	Priority	Cost
Land Use	Light Industrial Development (500 Mildred Avenue)	Economic development	Redevelop Daily Times Building (500 Mildred Avenue); create a "Reverse Site Selection" Plan (pp. 66–67); uses could include a MakerSpace or other light-industrial.	Delaware County Commerce Center	Delaware Valley Chamber of Commerce, Select Greater Philadelphia, Upper Darby Township	1 year	High	\$\$
	Oak Avenue Parklet	Open space	Add park furniture, artwork, additional landscaping. Space could also be programmed for small farmers markets, concerts, or pop-up shops.	Primos Station Area Committee	Upper Darby Township, Aldan Borough	1 year	Medium	\$
Transportation	Consolidated SEPTA & Giant Driveways	Multi-modal access, safety	Consolidate driveway entrances; SEPTA's south permit lot's driveway is relocated to the Oak Avenue entrance to the Giant parking lot.	SEPTA Upper Darby Township	Primos Station Area Committee	1–3 years	Medium	\$\$
	At-Grade Railroad Crossing	Safety	Install crosswalks, signs, and pedestrian railroad crossing gates.	SEPTA	PennDOT, Upper Darby Township, 163rd Legislative District office	3–5 years	High	\$\$\$
	Oak Avenue Streetscape	Multi-modal access	Reconfigure Oak Avenue; two 11-foot center lanes, two 8-foot bike and turning lanes with 6' sidewalks, street trees, lighting, and crosswalks.	PennDOT	PennDOT, Delaware County Planning Department, Primos Station Area Committee, 163rd Legislative District office	3–5 years	Medium	\$\$\$
Parking	Cottonwood & Mildred Avenues	Short-term parking	Install meters, and add parking spot striping	Upper Darby Township	Primos Station Area Committee	1 year	Medium	\$
	Boro Road Permit Lot Renovated	Commuter parking	Repave, stripe, and add new signs to Boro Road Permit Lot. Change lot from monthly permit to daily parking.	SEPTA	Upper Darby Township	1 year	High	\$\$
	New Municipal Lot on Cottonwood & Mildred Avenues	Station area patron parking	Rent or purchase vacant land on Cottonwood and Mildred Avenues; improve lot for municipal parking.	Upper Darby Township	Primos Station Area Committee	1–3 years	Medium	\$\$
Visual Character	Create Primos Station Area Identity	Economic development	Add public space improvements: street trees, consistent sidewalks, lighting, street furniture, waste receptacles, plantings, seating, and bicycle parking.	Primos Station Area Committee	Upper Darby Township, PennDOT, Aldan Borough	1–3 years	High	\$\$

TABLE 1 | Phase 1 Implementation Strategies

Phase 2	Project	Objective	Description	Primary Coordinator	Actors	Timeline	Priority	Cost
Land Use	Providence Road Commercial	Economic development	New 2- to 3-story commercial space for the parcels along the north side of Providence Road, west of Mildred Avenue.	Upper Darby Township	Delaware Valley Chamber of Commerce, Select Greater Philadelphia	5–10 years	High	\$\$\$
	“Campus” Space	Open space	Create a multi-use park for employees, residents, and visitors in space south of redeveloped 500 Mildred Avenue.	Upper Darby Township	Primos Station Area Committee	5–10 years	Medium	\$\$
Transportation	Providence Road Sidewalks	Pedestrian access	New sidewalks on Providence Road between Oak Avenue and just east of Prospect Avenue.	Upper Darby Township	PennDOT	5–10 years	Medium	\$\$
	New Lanes on Mildred Avenue	Vehicular access, safety	New two-lane streets to connect Mildred Avenue and new businesses.	Primos Station Area Committee	Upper Darby Township	5–10 years	Medium	\$\$
Parking	New Lot on Providence Road	Parking regulation	New parking to serve new commercial developments along Providence Road.	Private property owners	PennDOT, Upper Darby Township	5–10 years	Medium	\$\$\$
Visual Character	Sign Ordinances	Economic development	Billboards along Oak Avenue taken down; new sign ordinances limit the visual clutter of excessive signage.	Primos Station Area Committee	Upper Darby Township, Aldan Borough	1–3 years	Medium	\$

TABLE 2 | Phase 2 Implementation Strategies

COST KEY

- \$** Policy or programming projects with little to no design, and less than \$5,000 in capital costs.
- \$\$** Projects with design and construction on less than one acre.
- \$\$\$** Projects with design and construction on greater than one acre.

Long-Term Vision	Project	Objective	Description	Primary Coordinator	Actors	Timeline	Priority	Cost
Land Use	Zoning ordinance review	Economic development	Update current zoning regulations to encourage future mixed-use and transit-supportive development	Upper Darby Township, Aldan Borough	Primos Station Area Committee	1–3 years	High	\$
	Create Developer Incentives	Economic development	Review current municipal policies, and evaluate best mechanism to solicit developer interest and create developer incentives.	Primos Station Area Committee	Upper Darby Township, Aldan Borough	1–5 years	High	\$
	Commercial Development on Oak Avenue	Economic development	Construct new commercial developments along Oak Avenue, including a redesigned, street-facing “anchor” retail tenant.	Private property owners	Upper Darby Township, Primos Station Area Committee	5–15 years	High	\$\$\$
	Transit-Supportive Mixed-use on Secane Avenue	Economic development	New development with first-floor commercial space and upstairs residential space for the parcels on Secane Avenue near Boro Road, and for parcels north of Providence Road and west of Oak Avenue.	Private property owners	Upper Darby Township, Primos Station Area Committee	5–15 years	Medium	\$\$\$
	Residential Development West of Boro Road	Economic development	Residential development on the west side of Boro Road at a similar scale and intensity to complement nearby rowhouse development on Primos Avenue.	Private property owners	Upper Darby Township, Primos Station Area Committee	5–15 years	Medium	\$\$\$
	Light Industrial Infill near 500 Mildred Avenue	Economic development	Develop compatible businesses near 500 Mildred Avenue—incubators, co-working spaces, and offices.	Private property owners	Upper Darby Township, Primos Station Area Committee	5–15 years	Medium	\$\$\$
	Pedestrian Path and Bridge, and Open Space North of Tracks	Open space	Community open space is recommended on the undeveloped area at the far western edge of the study area, north of the tracks, with a pedestrian bridge and trail connection adjacent to the rail line to Primos Station.	Upper Darby Township	SEPTA	5–15 years	Medium	\$\$\$
Transportation	New Street Network	Multi-modal access	Create compact street network with access for cyclists, pedestrians, and vehicles near light-industrial infill.	Upper Darby Township	Private property owners	5–15 years	Medium	\$
	Create Complete Sidewalk Network	Pedestrian access, safety	Reinforce sidewalk connections within Primos Station Area, and to nearby residential neighborhoods.	PennDOT	Primos Station Area Committee, Upper Darby Township	10–30 years	Medium	\$\$

TABLE 3 | Long-term Vision Implementation Strategies

Long-Term Vision	Project	Objective	Description	Primary Coordinator	Actors	Timeline	Priority	Cost
Parking	Commuter Parking Southeast of Station	Parking regulation	Integrate commuter and commercial parking lots; preserve all current SEPTA parking lots.	SEPTA	Aldan Borough, Delaware County Planning Department	5-15 years	Medium	\$\$\$
	Redesigned Commercial and Residential Parking	Parking regulation	Locate new commercial and residential parking behind buildings. Off-street parking areas accessed via entrances located away from the major thoroughfares of Oak Avenue and Providence Road.	Private property owners	Upper Darby Township, Aldan Borough	10-30 years	Medium	\$

COST KEY

- \$** Policy or programming projects with little to no design, and less than \$5,000 in capital costs.
- \$\$** Projects with design and construction on less than one acre.
- \$\$\$** Projects with design and construction on greater than one acre.

Appendix A

APPENDIX A: ZONING AROUND PRIMOS STATION

Zoning maps from Aldan Borough, Clifton Heights Borough, and Upper Darby Township were merged to create the Primos Station Area Zoning Map (*page 10*). Below are the zoning codes for each municipality, and a link to the corresponding zoning map:

ALDAN BOROUGH

R-1: 10,000 sf (lot area)

R-2: 6,000 sf (lot area)

R-3: 4,000 sf (lot area)

R-4: 30' frontage

BUS

IND

Zoning map: www.aldan-boro.org/pdf/Aldan_Zoning_Map.pdf

CLIFTON HEIGHTS BOROUGH

R-1: 5-10,000 sf (lot area)

R-2: 3-5,000 sf (lot area)

R-3: 1,500–3,000 sf (lot area); min 20' frontage

RCD: 6,000 sf (min lot area)

Zoning map: www.cliftonheightsboro.com/images/CHBZoningMap2012.png

UPPER DARBY TOWNSHIP

RC-1: 10,000 sf (min lot area)

R-1: 6,500 sf (lot area)

R-2: 5,000 sf (lot area), single-family detached dwellings on smaller lots

R-3: 5,000 sf (lot area)

R-4: 3,000 sf (lot area)

C-1: Traditional Neighborhood Commercial District; min 20' frontage

C-2: Traditional General Commercial District; min 50' frontage

C-3: Traditional Downtown Commercial District; min 20' frontage

C-4: Commercial Industrial District; min 35' frontage

Zoning map: www.upperdarby.org/Gov/Maps/Upper_Darby_Zoning_Map.html

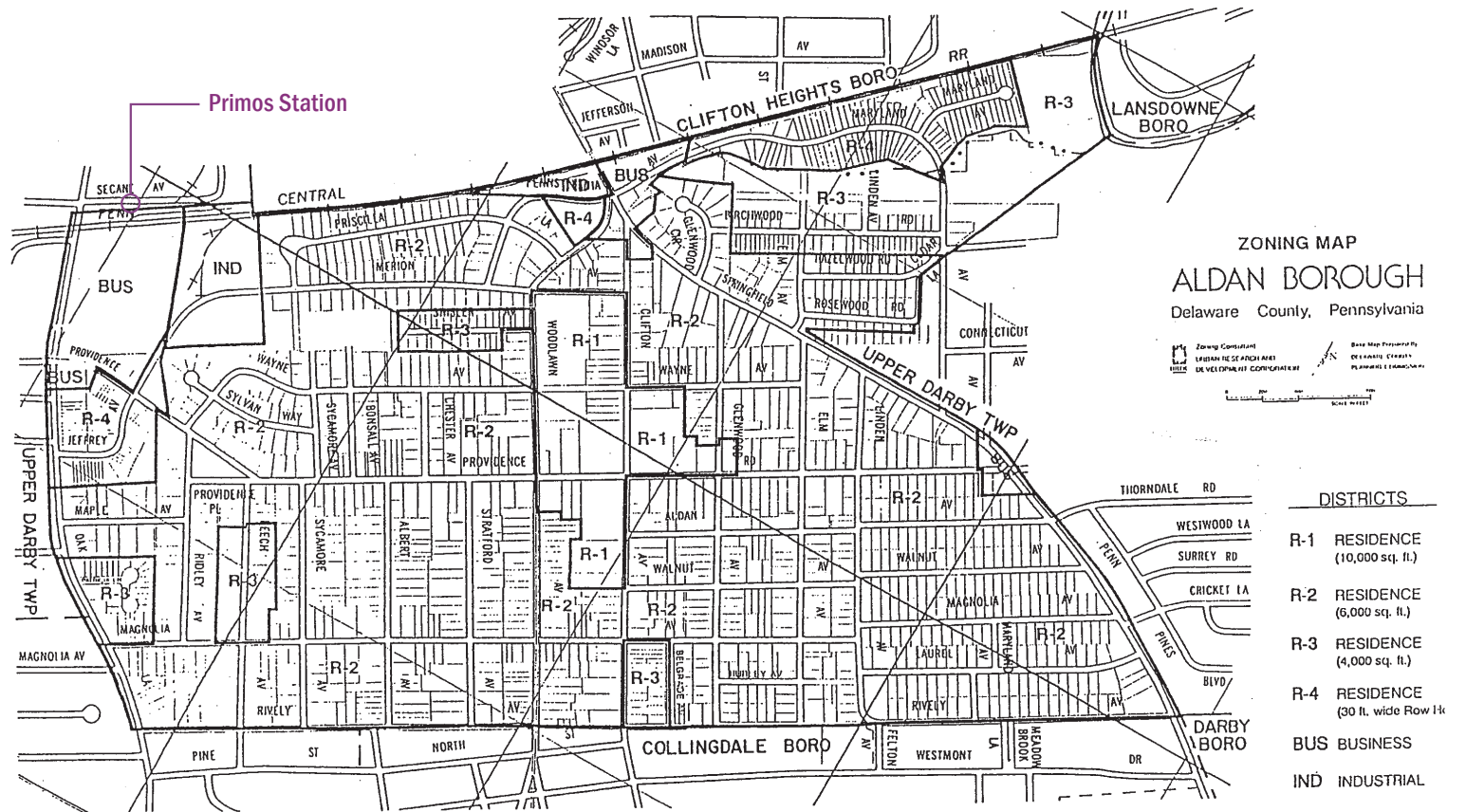
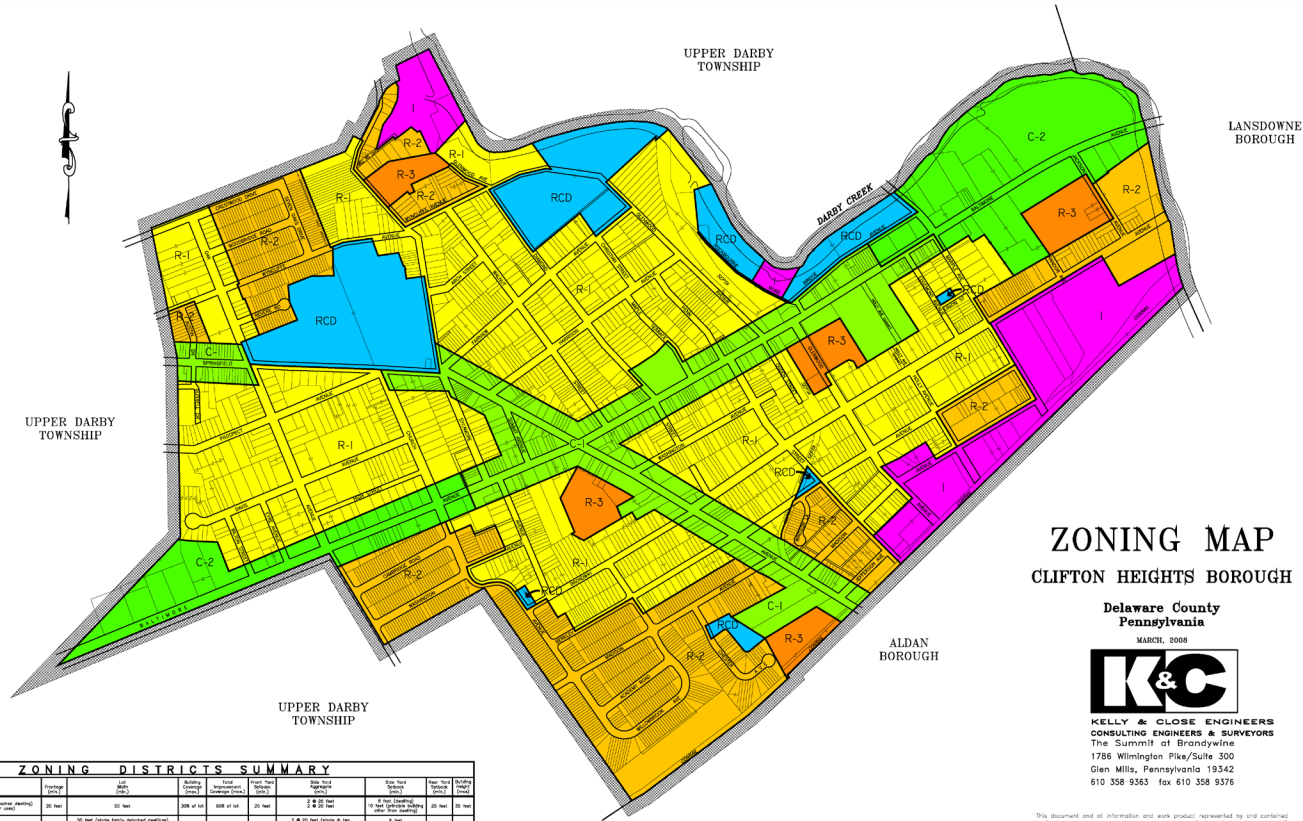


FIGURE A.1 | Aldan Borough Zoning Map



ZONING MAP

CLIFTON HEIGHTS BOROUGH

Delaware County
Pennsylvania

MARCH, 2008

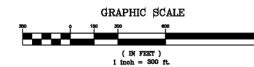


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NOTE:
THE PURPOSE OF THIS MAP IS FOR GENERAL REFERENCE ONLY. ALL INFORMATION PROVIDED SHALL BE CONSIDERED APPROXIMATE IN NATURE. IT IS THE USER'S RESPONSIBILITY TO VERIFY ALL INFORMATION. ANY ERRORS, OMISSIONS OR DISCREPANCIES ARE TO BE REPORTED TO KELLY & CLOSE ENGINEERS.



ZONING DISTRICTS SUMMARY									
Map Key	Area (Acres)	Lot Area (Sq. Ft.)	Fronting (Feet)	Depth (Feet)	Building Area (Sq. Ft.)	Height (Feet)	Setback (Feet)	Side Yard (Feet)	Height (Feet)
R-1	6,000 ±	10,000 ±	20	50	200	20	10	10	20
R-2	3,000 ±	5,000 ±	20	40	100	15	10	10	15
R-3	1,500 ±	2,500 ±	20	30	50	10	10	10	10
RCD	4,500 ±	7,500 ±	20	40	100	15	10	10	15
C-1	1,500 ±	2,500 ±	20	30	50	10	10	10	10
C-2	3,000 ±	5,000 ±	20	40	100	15	10	10	15
C-3	1,500 ±	2,500 ±	20	30	50	10	10	10	10

NOTE:
1. FOR DESCRIPTION OF THE ONE HUNDRED TWENTY-FIVE FOOT (125') C-1 COMMERCIAL DISTRICT ALONG BALTIMORE AVENUE AND SPRINGFIELD AVENUE, CONSULT APPENDIX 'K' OF THE CLIFTON HEIGHTS BOROUGH ZONING ORDINANCE.
2. RCD CLUSTER DISTRICTS (OVERLAY) R-1, R-2, R-3, AND RCD DISTRICTS.
IT IS THE PURPOSE OF THIS DISTRICT TO CREATE AND PROMOTE AN ALTERNATIVE METHOD OF RESIDENTIAL DEVELOPMENT THROUGH THE CLUSTER ZONING CONCEPT WHICH IS PERMITTED BY SPECIAL EXEMPTION AS AN OPTION IN THE R-1 AND R-2 RESIDENTIAL DISTRICTS AND THE RCD CONSERVATION DISTRICT.

FIGURE A.2 | Clifton Heights Borough Zoning Map

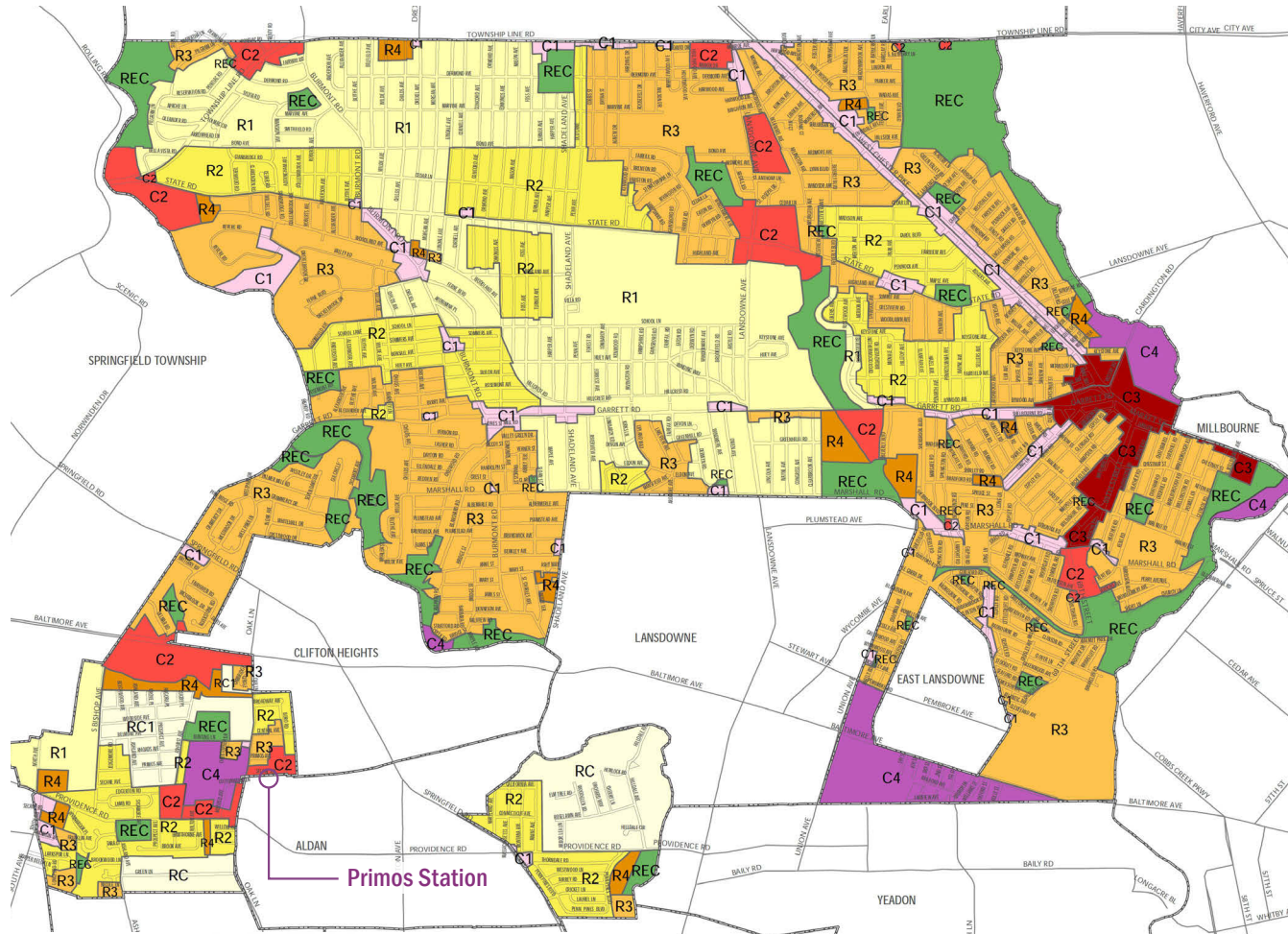


FIGURE A.3 | Upper Darby Township Zoning Map

Appendix B

APPENDIX B: PLANNING ALTERNATIVES

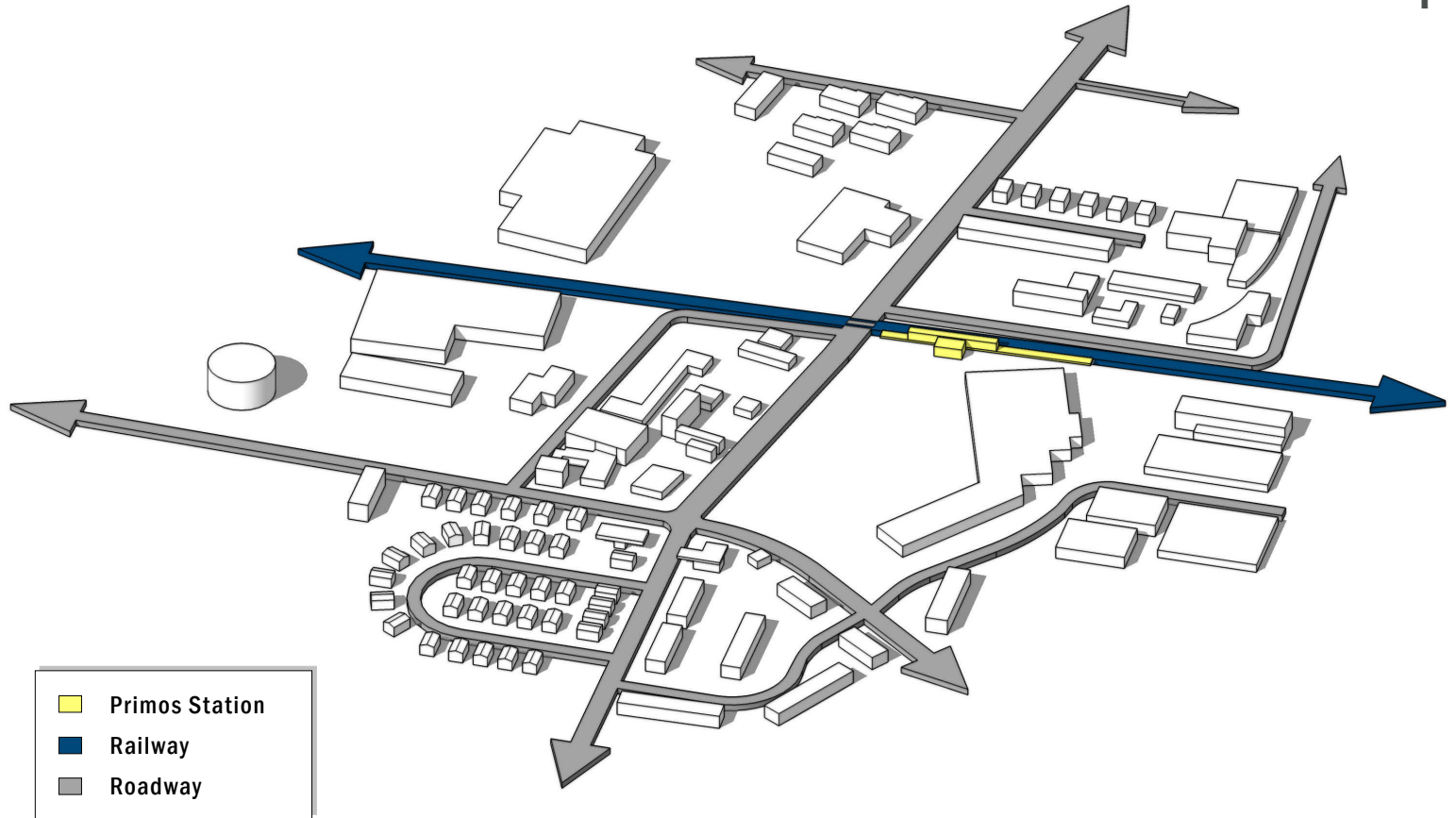


FIGURE B.1 | Primos Station Area Existing Conditions

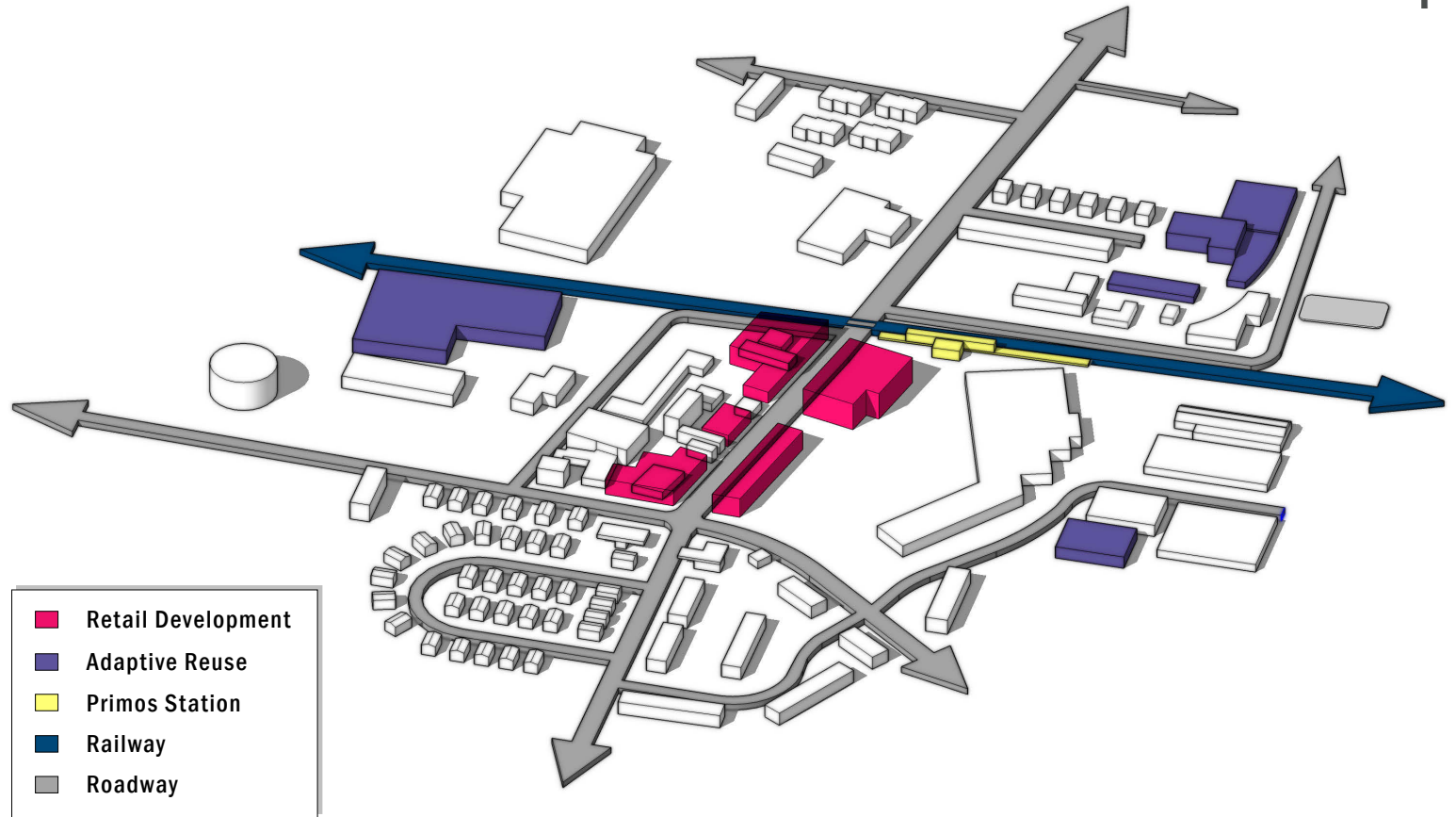


FIGURE B.2 | Primos Station Area Retail Rescale Scenario

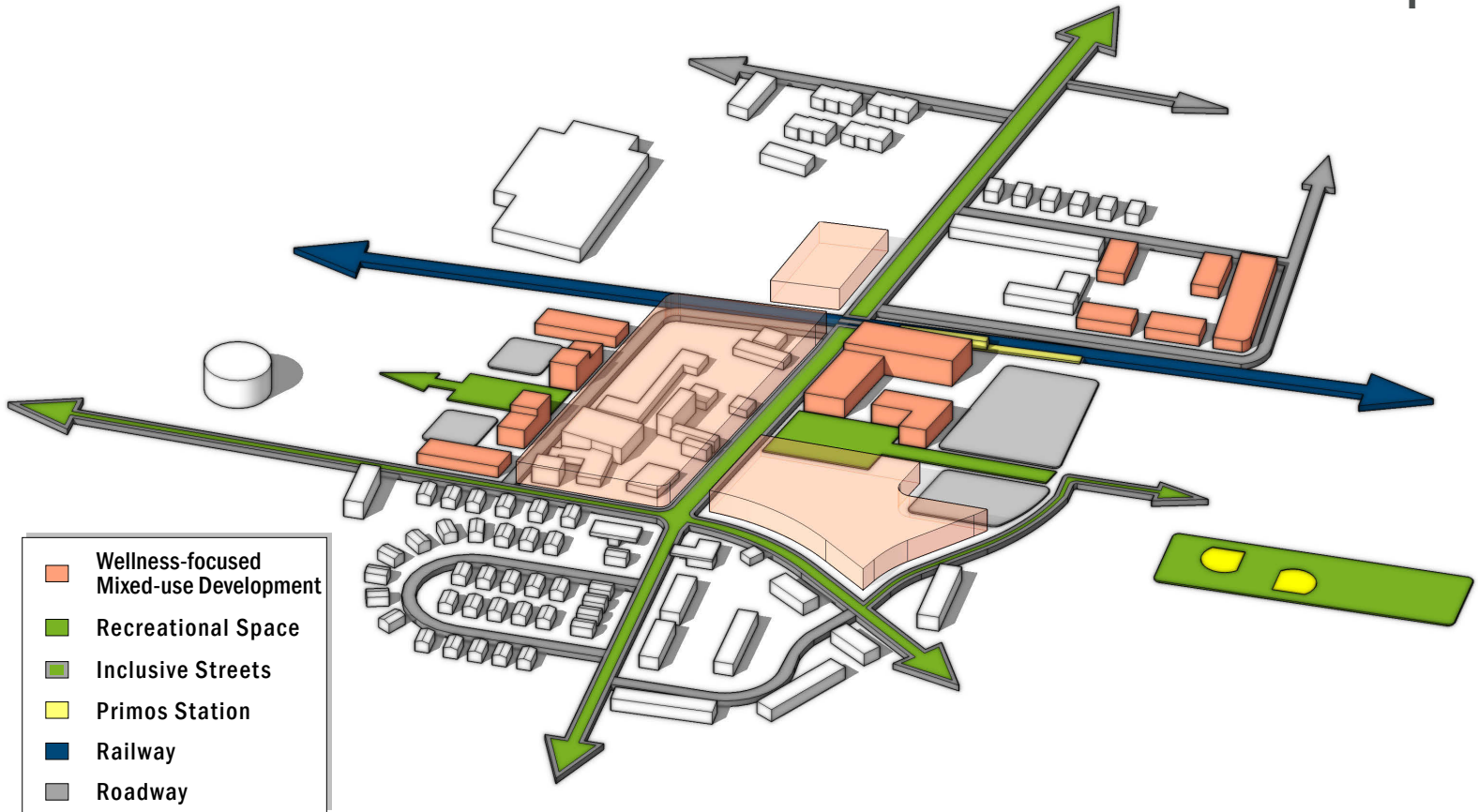


FIGURE B.3 | Primos Station Area Transit-oriented Wellness Scenario

Appendix C

APPENDIX C: ESRI RETAIL MARKETPLACE PROFILE



Retail MarketPlace Profile

429 S Oak Ave, Clifton Heights, PA, 19021
 429 S Oak Ave, Clifton Heights, PA, 19018
 Ring: 0.25 mile radius

Latitude: 39.92234
 Longitude: -75.2992

Summary Demographics

2013 Population	597
2013 Households	266
2013 Median Disposable Income	\$52,740
2013 Per Capita Income	\$35,882

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of
Total Retail Trade and Food & Drink	44-	\$6,460,904	\$20,431,468	-\$13,970,564	-51.9	9
Total Retail Trade	44-45	\$5,838,952	\$19,902,003	-\$14,063,051	-54.6	8
Total Food & Drink	722	\$621,952	\$529,465	\$92,487	8.0	2

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of
Motor Vehicle & Parts Dealers	441	\$1,118,812	\$1,586,467	-\$467,654	-17.3	0
Automobile Dealers	4411	\$979,597	\$1,586,467	-\$606,870	-23.6	0
Other Motor Vehicle Dealers	4412	\$55,318	\$0	\$55,318	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$83,898	\$0	\$83,898	100.0	0
Furniture & Home Furnishings Stores	442	\$129,049	\$868,049	-\$739,000	-74.1	2
Furniture Stores	4421	\$74,429	\$825,723	-\$751,294	-83.5	2
Home Furnishings Stores	4422	\$54,620	\$42,326	\$12,294	12.7	1
Electronics & Appliance Stores	4431	\$163,849	\$0	\$163,849	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$189,211	\$8,164	\$181,048	91.7	0
Bldg Material & Supplies Dealers	4441	\$160,900	\$8,164	\$152,736	90.3	0
Lawn & Garden Equip & Supply Stores	4442	\$28,312	\$0	\$28,312	100.0	0
Food & Beverage Stores	445	\$1,080,762	\$13,021,794	-\$11,941,033	-84.7	1
Grocery Stores	4451	\$938,388	\$13,021,794	-\$12,083,406	-86.6	1
Specialty Food Stores	4452	\$28,104	\$0	\$28,104	100.0	0
Beer, Wine & Liquor Stores	4453	\$114,269	\$0	\$114,269	100.0	0
Health & Personal Care Stores	446,4461	\$370,691	\$2,977,470	-\$2,606,779	-77.9	2
Gasoline Stations	447,4471	\$622,923	\$0	\$622,923	100.0	0
Clothing & Clothing Accessories Stores	448	\$359,681	\$829,712	-\$470,031	-39.5	1
Clothing Stores	4481	\$267,226	\$829,712	-\$562,486	-51.3	1
Shoe Stores	4482	\$55,602	\$0	\$55,602	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$36,853	\$0	\$36,853	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$175,253	\$0	\$175,253	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$137,148	\$0	\$137,148	100.0	0
Book, Periodical & Music Stores	4512	\$38,105	\$0	\$38,105	100.0	0
General Merchandise Stores	452	\$880,480	\$229,591	\$650,889	58.6	0
Department Stores Excluding Leased Depts.	4521	\$405,082	\$229,591	\$175,490	27.7	0
Other General Merchandise Stores	4529	\$475,398	\$0	\$475,398	100.0	0
Miscellaneous Store Retailers	453	\$177,574	\$0	\$177,574	100.0	0
Florists	4531	\$10,632	\$0	\$10,632	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$51,976	\$0	\$51,976	100.0	0
Used Merchandise Stores	4533	\$17,327	\$0	\$17,327	100.0	0
Other Miscellaneous Store Retailers	4539	\$97,639	\$0	\$97,639	100.0	0
Nonstore Retailers	454	\$570,666	\$380,756	\$189,910	20.0	1
Electronic Shopping & Mail-Order Houses	4541	\$461,247	\$0	\$461,247	100.0	0
Vending Machine Operators	4542	\$20,604	\$0	\$20,604	100.0	0
Direct Selling Establishments	4543	\$88,814	\$380,756	-\$291,941	-62.2	1
Food Services & Drinking Places	722	\$621,952	\$529,465	\$92,487	8.0	2
Full-Service Restaurants	7221	\$275,835	\$83,997	\$191,838	53.3	1
Limited-Service Eating Places	7222	\$277,996	\$445,467	-\$167,471	-23.1	1
Special Food Services	7223	\$29,593	\$0	\$29,593	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$38,528	\$0	\$38,528	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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FIGURE C.1 | ESRI Retail Marketplace Profile

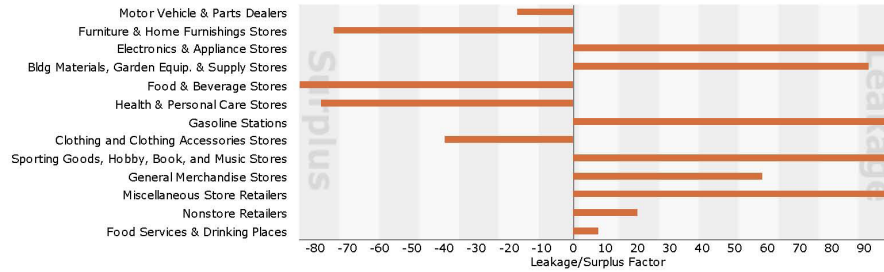


Retail MarketPlace Profile

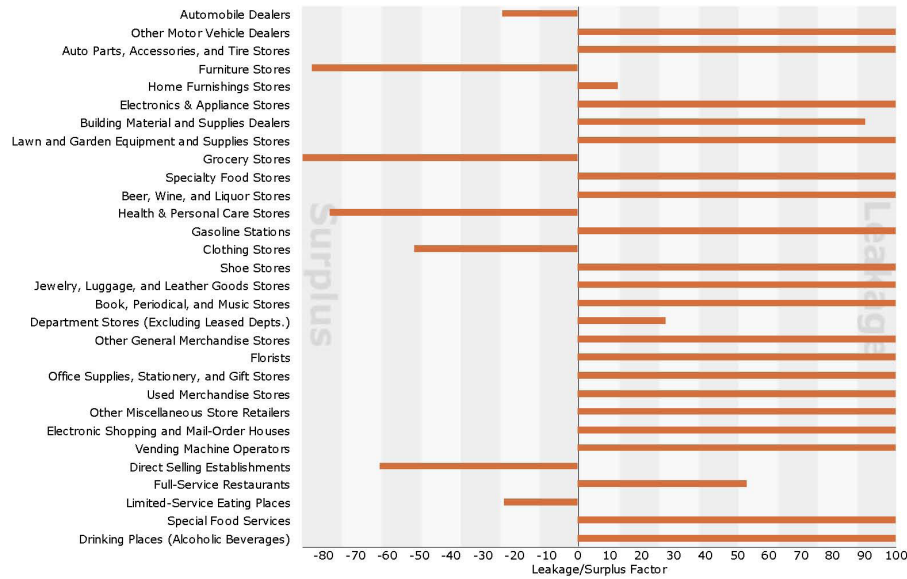
429 S Oak Ave, Clifton Heights, PA, 19021
 429 S Oak Ave, Clifton Heights, PA, 19018
 Ring: 0.25 mile radius

Latitude: 39.92234
 Longitude: -75.2992

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

429 S Oak Ave, Clifton Heights, PA, 19021
 429 S Oak Ave, Clifton Heights, PA, 19018
 Ring: 0.5 mile radius

Latitude: 39.92234
 Longitude: -75.2992

Summary Demographics

2013 Population	6,072
2013 Households	2,511
2013 Median Disposable Income	\$46,639
2013 Per Capita Income	\$30,564

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Total Retail Trade and Food & Drink	44-	\$62,168,236	\$62,910,955	-\$742,719	-0.6	45
Total Retail Trade	44-45	\$56,152,683	\$58,571,664	-\$2,418,981	-2.1	36
Total Food & Drink	722	\$6,015,553	\$4,339,292	\$1,676,262	16.2	10
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of
Motor Vehicle & Parts Dealers	441	\$10,574,466	\$12,882,935	-\$2,308,469	-9.8	5
Automobile Dealers	4411	\$9,217,336	\$7,723,468	\$1,493,868	8.8	3
Other Motor Vehicle Dealers	4412	\$546,395	\$0	\$546,395	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$810,735	\$5,159,467	-\$4,348,732	-72.8	3
Furniture & Home Furnishings Stores	442	\$1,229,264	\$1,701,375	-\$472,111	-16.1	5
Furniture Stores	4421	\$700,309	\$1,559,700	-\$859,391	-38.0	3
Home Furnishings Stores	4422	\$528,955	\$141,675	\$387,280	57.7	2
Electronics & Appliance Stores	4431	\$1,571,513	\$84,019	\$1,487,493	89.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,878,423	\$28,258	\$1,850,165	97.0	1
Bldg Material & Supplies Dealers	4441	\$1,601,959	\$28,258	\$1,573,700	96.5	1
Lawn & Garden Equip & Supply Stores	4442	\$276,465	\$0	\$276,465	100.0	0
Food & Beverage Stores	445	\$10,478,471	\$31,765,460	-\$21,286,989	-50.4	5
Grocery Stores	4451	\$9,104,246	\$31,765,460	-\$22,661,214	-55.4	5
Specialty Food Stores	4452	\$273,275	\$0	\$273,275	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,100,950	\$0	\$1,100,950	100.0	0
Health & Personal Care Stores	446,4461	\$3,566,179	\$6,847,348	-\$3,281,169	-31.5	4
Gasoline Stations	447,4471	\$5,938,924	\$50,752	\$5,388,172	83.0	1
Clothing & Clothing Accessories Stores	448	\$3,464,985	\$2,638,761	\$826,224	13.5	5
Clothing Stores	4481	\$2,574,618	\$2,163,797	\$410,821	8.7	4
Shoe Stores	4482	\$540,014	\$435,320	\$104,694	10.7	1
Jewelry, Luggage & Leather Goods Stores	4483	\$350,353	\$39,644	\$310,708	79.7	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,692,123	\$117,959	\$1,574,164	87.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,326,529	\$0	\$1,326,529	100.0	0
Book, Periodical & Music Stores	4512	\$365,593	\$117,959	\$247,634	51.2	1
General Merchandise Stores	452	\$8,467,821	\$883,756	\$7,584,065	81.1	2
Department Stores Excluding Leased Depts.	4521	\$3,870,866	\$883,756	\$2,987,110	62.8	2
Other General Merchandise Stores	4529	\$4,596,955	\$0	\$4,596,955	100.0	0
Miscellaneous Store Retailers	453	\$1,714,118	\$194,042	\$1,520,075	79.7	2
Florists	4531	\$104,282	\$0	\$104,282	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$503,516	\$29,053	\$474,463	89.1	1
Used Merchandise Stores	4533	\$166,718	\$0	\$166,718	100.0	0
Other Miscellaneous Store Retailers	4539	\$939,601	\$164,989	\$774,612	70.1	1
Nonstore Retailers	454	\$5,576,398	\$876,997	\$4,699,400	72.8	4
Electronic Shopping & Mail-Order Houses	4541	\$4,449,140	\$0	\$4,449,140	100.0	0
Vending Machine Operators	4542	\$200,158	\$0	\$200,158	100.0	0
Direct Selling Establishments	4543	\$927,100	\$876,997	\$50,102	2.8	4
Food Services & Drinking Places	722	\$6,015,553	\$4,339,292	\$1,676,262	16.2	10
Full-Service Restaurants	7221	\$2,668,478	\$1,633,908	\$1,034,570	24.0	4
Limited-Service Eating Places	7222	\$2,685,265	\$2,410,118	\$275,147	5.4	5
Special Food Services	7223	\$288,538	\$0	\$288,538	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$373,273	\$295,266	\$78,007	11.7	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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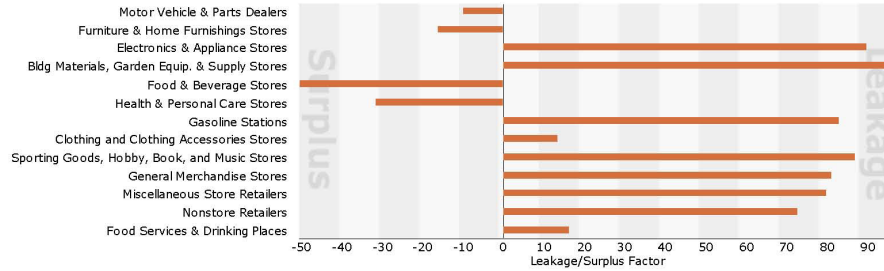


Retail MarketPlace Profile

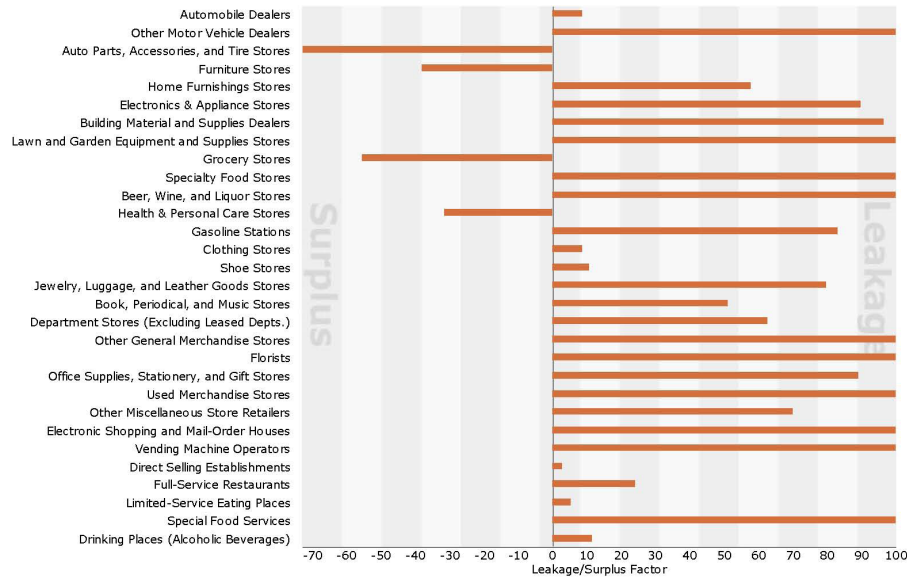
429 S Oak Ave, Clifton Heights, PA, 19021
 429 S Oak Ave, Clifton Heights, PA, 19018
 Ring: 0.5 mile radius

Latitude: 39.92234
 Longitude: -75.2992

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

429 S Oak Ave, Clifton Heights, PA, 19021
 429 S Oak Ave, Clifton Heights, PA, 19018
 Ring: 2.6 mile radius

Latitude: 39.92234
 Longitude: -75.2992

Summary Demographics

2013 Population	161,753
2013 Households	62,710
2013 Median Disposable Income	\$45,219
2013 Per Capita Income	\$28,038

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of
Total Retail Trade and Food & Drink	44-	\$1,682,795,417	\$1,430,142,236	\$252,653,181	8.1	1,029
Total Retail Trade	44-45	\$1,517,631,926	\$1,274,611,242	\$243,020,684	8.7	816
Total Food & Drink	722	\$165,163,491	\$155,530,994	\$9,632,498	3.0	213

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of
Motor Vehicle & Parts Dealers	441	\$284,272,241	\$303,296,912	-\$19,024,671	-3.2	61
Automobile Dealers	4411	\$247,122,964	\$285,671,637	-\$38,548,673	-7.2	34
Other Motor Vehicle Dealers	4412	\$14,962,337	\$1,698,416	\$13,263,920	79.6	9
Auto Parts, Accessories & Tire Stores	4413	\$22,186,940	\$15,926,859	\$6,260,081	16.4	18
Furniture & Home Furnishings Stores	442	\$33,793,404	\$36,890,444	-\$3,097,040	-4.4	62
Furniture Stores	4421	\$19,090,588	\$17,509,464	\$1,581,124	4.3	22
Home Furnishings Stores	4422	\$14,702,816	\$19,380,980	-\$4,678,164	-13.7	40
Electronics & Appliance Stores	4431	\$42,582,494	\$35,444,115	\$7,138,379	9.1	42
Bldg Materials, Garden Equip. & Supply Stores	444	\$50,852,673	\$14,708,757	\$36,143,916	55.1	33
Bldg Material & Supplies Dealers	4441	\$43,549,045	\$14,233,310	\$29,315,735	50.7	31
Lawn & Garden Equip & Supply Stores	4442	\$7,303,628	\$475,447	\$6,828,181	87.8	2
Food & Beverage Stores	445	\$283,589,921	\$259,697,056	\$23,892,864	4.4	127
Grocery Stores	4451	\$246,024,117	\$240,906,539	\$5,117,578	1.1	77
Specialty Food Stores	4452	\$7,404,732	\$5,471,921	\$1,932,811	15.0	35
Beer, Wine & Liquor Stores	4453	\$30,161,071	\$13,318,596	\$16,842,475	38.7	15
Health & Personal Care Stores	446,4461	\$95,870,193	\$187,574,809	-\$91,704,616	-32.4	72
Gasoline Stations	447,4471	\$158,443,044	\$124,984,739	\$33,458,305	11.8	27
Clothing & Clothing Accessories Stores	448	\$95,406,210	\$44,923,684	\$50,482,526	36.0	86
Clothing Stores	4481	\$70,994,874	\$36,414,775	\$34,580,099	32.2	60
Shoe Stores	4482	\$14,840,814	\$3,797,527	\$11,043,287	59.3	9
Jewelry, Luggage & Leather Goods Stores	4483	\$9,570,522	\$4,711,382	\$4,859,140	34.0	18
Sporting Goods, Hobby, Book & Music Stores	451	\$45,528,975	\$28,218,604	\$17,310,371	23.5	62
Sporting Goods/Hobby/Musical Instr Stores	4511	\$35,737,159	\$25,108,985	\$10,628,174	17.5	44
Book, Periodical & Music Stores	4512	\$9,791,815	\$3,109,619	\$6,682,196	51.8	18
General Merchandise Stores	452	\$229,340,102	\$187,280,059	\$42,060,043	10.1	29
Department Stores Excluding Leased Depts.	4521	\$105,176,862	\$122,876,526	-\$17,699,664	-7.8	15
Other General Merchandise Stores	4529	\$124,163,240	\$64,403,534	\$59,759,706	31.7	13
Miscellaneous Store Retailers	453	\$45,912,085	\$27,343,611	\$18,568,474	25.3	178
Florists	4531	\$2,827,839	\$2,065,761	\$762,078	15.6	21
Office Supplies, Stationery & Gift Stores	4532	\$13,649,346	\$6,096,175	\$7,553,170	38.3	41
Used Merchandise Stores	4533	\$4,504,423	\$4,418,165	\$86,258	1.0	25
Other Miscellaneous Store Retailers	4539	\$24,930,478	\$14,763,510	\$10,166,968	25.6	92
Nonstore Retailers	454	\$152,040,584	\$24,248,452	\$127,792,132	72.5	35
Electronic Shopping & Mail-Order Houses	4541	\$120,508,479	\$14,679,988	\$105,828,491	78.3	9
Vending Machine Operators	4542	\$5,426,407	\$698,472	\$4,727,935	77.2	5
Direct Selling Establishments	4543	\$26,105,698	\$8,869,992	\$17,235,706	49.3	21
Food Services & Drinking Places	722	\$165,163,491	\$155,530,994	\$9,632,498	3.0	213
Full-Service Restaurants	7221	\$73,269,462	\$57,663,738	\$15,605,725	11.9	61
Limited-Service Eating Places	7222	\$73,524,572	\$79,372,293	-\$5,847,721	-3.8	101
Special Food Services	7223	\$7,991,981	\$11,016,861	-\$3,024,880	-15.9	18
Drinking Places - Alcoholic Beverages	7224	\$10,377,476	\$7,478,102	\$2,899,374	16.2	34

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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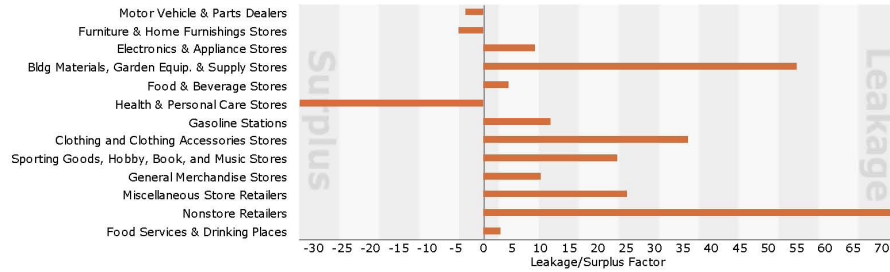


Retail MarketPlace Profile

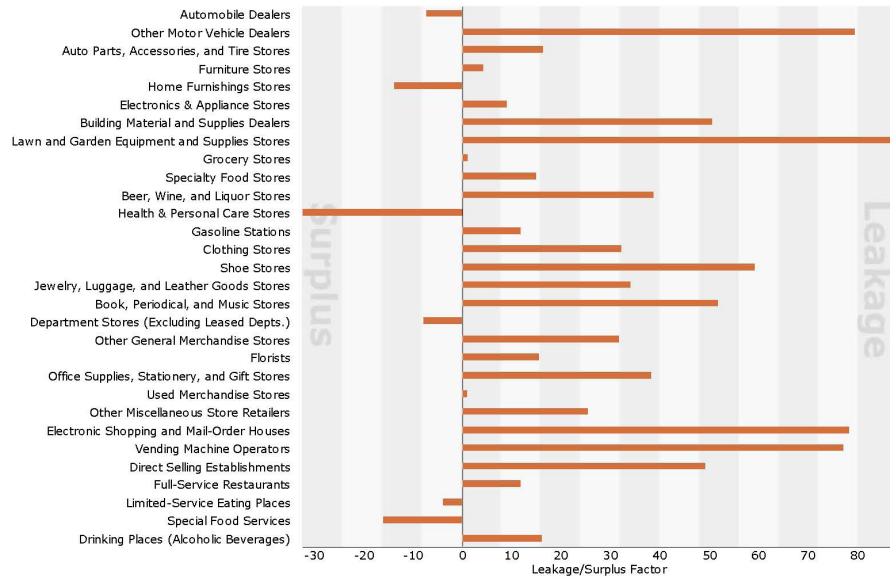
429 S Oak Ave, Clifton Heights, PA, 19021
 429 S Oak Ave, Clifton Heights, PA, 19018
 Ring: 2.6 mile radius

Latitude: 39.92234
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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February 05, 2014

Primos Station Access & Development Opportunities Study

Publication Number 14024

Date Published December 2014

Geographic Area Covered Upper Darby Township, Aldan Borough, Delaware County, Pennsylvania

Key Words Upper Darby Township, Aldan Borough, SEPTA, Media-Elwyn Line, transit-supportive development

Abstract

The *Primos Station Access & Development Opportunities Study* was conducted by DVRPC staff in collaboration with SEPTA, Delaware County, Aldan Borough, and Upper Darby Township. The study included a comprehensive analysis of the recently renovated SEPTA station, focusing on three key facets: station parking, intermodal access, and land use potential. The stated objectives of the study were to identify opportunities to improve parking, encourage transit-supportive development, ease intermodal access, and increase station ridership. The report includes an overview of existing conditions, a market analysis, early-action implementation strategies, as well as phased recommendations addressing land use, transportation, parking, and visual character in the study area.

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