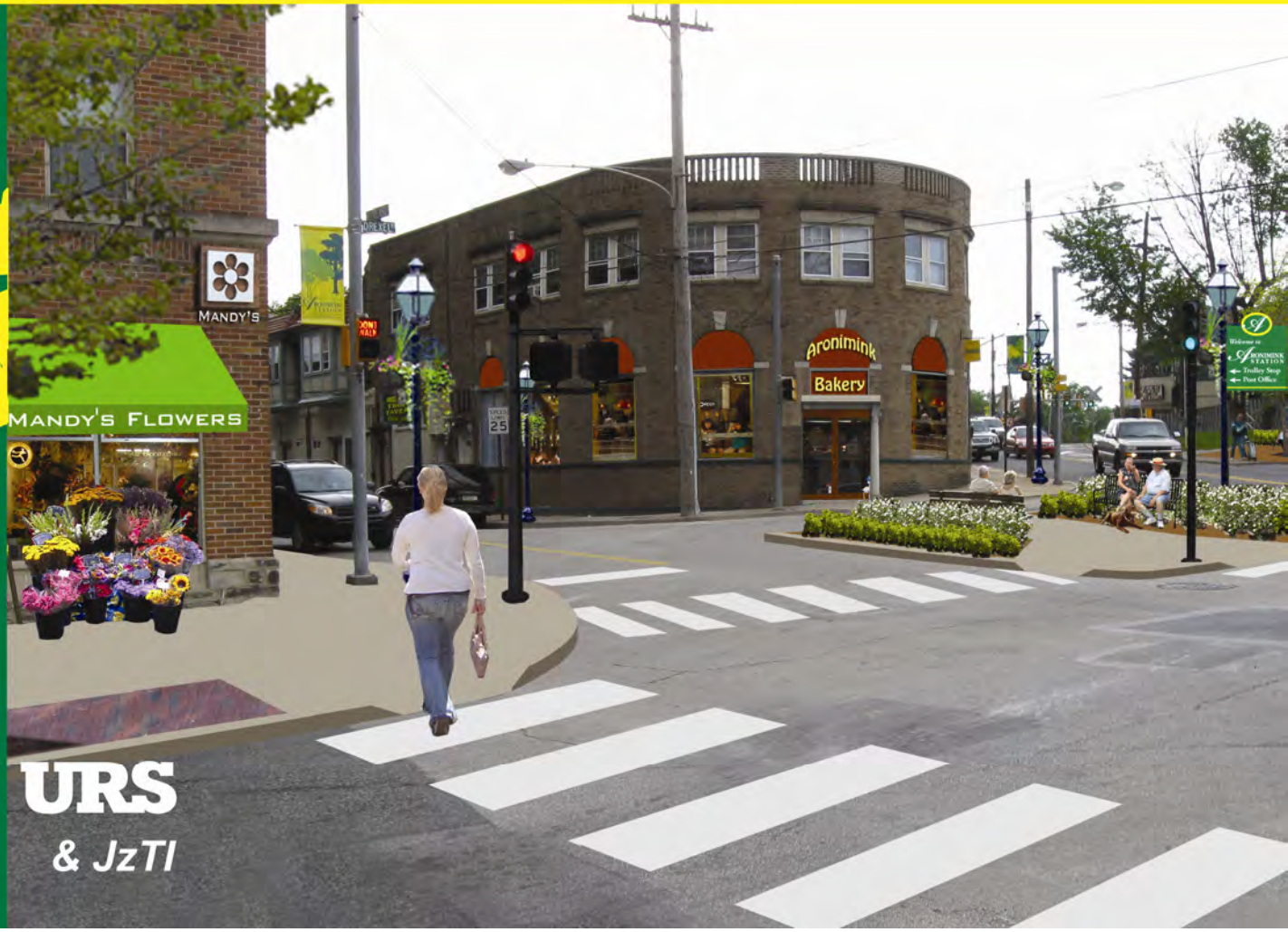
A Plan for

ARONIMINK STATION



A project by

Upper Darby Township

in partnership with

Aronimink Station Business Association

August 7, 2009

With funding provided in part from the Delaware Valley Regional Planning Commission

URS

& JzTI

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Special thanks to Drexelbrook for providing an excellent location with catering for the public meetings!

Thanks to the community and elected officials who participated in the community meetings!

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INTRODUCTION

The Aronimink Station Area encompasses a "main street" style retail district, surrounded by a high-quality, relatively dense residential neighborhood. Route 101 provides frequent trolley service.

The Upper Darby Township 2004 Comprehensive Plan identified the Aronimink Station Area as an important retail node in need of further study and investment. This Plan builds on the 2004 Comprehensive Plan and identifies specific needs in the Business District, such as streetscape improvements, traffic calming strategies, resident and retail parking and façade improvements. Such improvements, combined with the benefits of transit access and strong residential neighborhoods would encourage the development of additional businesses.

Upper Darby Township, in partnership with the Aronimink Station Business Association, secured a TCDI grant from DVRPC to plan needed improvements for the Aronimink Station Area. The Township and Businesses Association jointly managed a planning and design process that resulted in this plan that makes recommendations and provides preliminary designs to improve the streetscape and built environment.

The Aronimink Station Area Plan was overseen by an active Steering Committee made up of Township staff and elected officials and Business Association representatives. The Steering Committee selected URS Corporation and JzTI as the consulting team to perform technical analysis, make design recommendations and facilitate a public involvement process that would include the Township elected officials and staff, local businesses and residents.

The URS team used a multi-disciplinary approach to tackle the complex nature of Aronimink's business district revitalization. The professional team included the expertise of traffic engineers, a landscape architect, a traffic calming expert and revitalization planners. The team's goal was to provide the Aronimink Station Area with the most innovative, implementable plan possible to achieve the community's vision.

Steering Committee

STUDY AREA

The study area extends from Ferne Boulevard to State Road along Burmont Road and includes a portion of Ferne Boulevard from Burmont Road to Valley Road. The property within the study area is a mix of retail and professional office space, along with residential uses in three apartment buildings, townhomes along Burmont Road between Childs Avenue and State Road and apartments above commercial space.

PLANNING PROCESS

The Plan began in January 2009 and was completed in July 2009. The Steering Committee was actively involved throughout the process in shaping Plan recommendations. The Committee met six times during the planning process to review information, develop goals and objectives and, ultimately, set the policies and strategies presented in this document. In addition to the Steering Committee meetings, community input was sought through stakeholder interviews and community workshops.

A stakeholder focus group was held near the beginning of the project on February 11, 2009. A mix of neighborhood businesses and residents attended the meeting. Participants shared their concerns about the business district and their vision for its future. Two community meetings engaged the broader Aronimink community in planning for the business district's future.

A community visioning workshop introduced the project to the general public, summarizing the existing conditions analysis and providing a pictorial summary of major issues and potential alternative vision concepts. Participants reviewed proposed concepts and indicated their preferred alternatives through an interactive exercise. Near the end of the planning process a community open house provided an opportunity for community members to review and comment on the draft Aronimink Station Area Plan. Display boards illustrated Plan recommendations and requested comments. Feedback from both meetings indicated strong support for Plan recommendations and an eagerness to move to implementation.

Community Visioning Workshop

EXISTING CONDITIONS

Overview

The Aronimink Station Area is a traditional transit oriented business district bordered by attractive residential neighborhoods and characterized by historic architectural styles. Over the years, like many other inner-ring suburban business districts, it has suffered from neglect and disinvestment. The sidewalks are narrow and in poor condition. Unattractive façade and building alterations have compromised the architectural history of the area. Gas stations and strip retail developments have changed the character of some of the business district and degraded the pedestrian environment. Furthermore, as traffic volumes and speeds have increased, the streets have been widened and the sidewalks narrowed further worsening pedestrian safety and comfort.

To some extent, the mix of businesses in Aronimink is changing to accommodate modern market demands. While there is a significant amount of storefront vacancy in important locations, there are also successful specialty retail, convenience retail, professional office, restaurant and entertainment niches being filled. These types of commercial uses are typically keys to success in a neighborhood business district. However, customers of these types of businesses expect shopping or dining to be a leisurely experience. Providing public amenities such as new sidewalks, plaza areas, street trees, lighting and enhanced crosswalks can enhance the customer's experience, and eventually pedestrians will enjoy strolling along the streets after dining or while running errands.

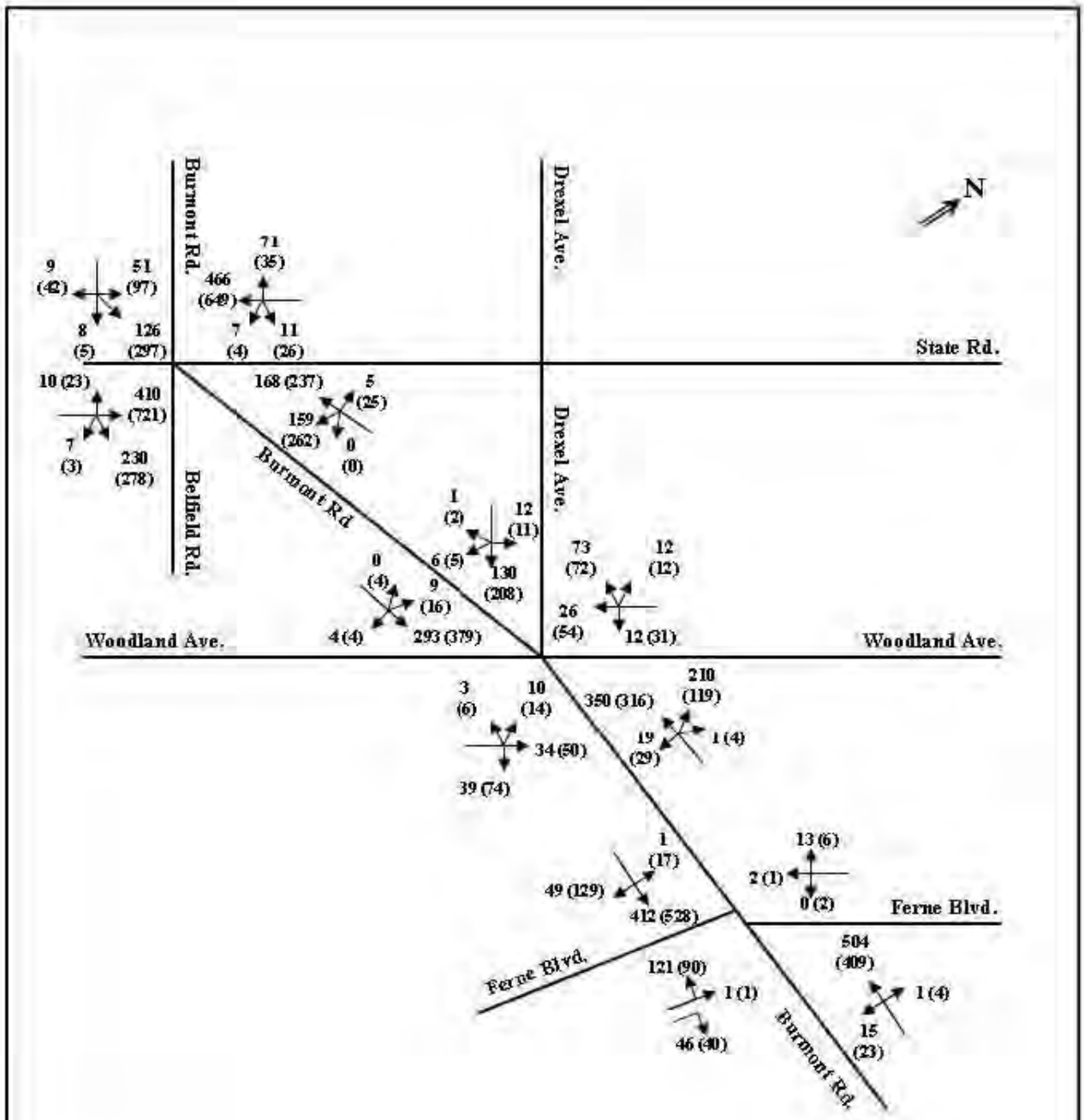
Intersections and Gateways

There are three main intersections in the Aronimink Station Area, where Burmont Road intersects:

- State Road
- Drexel Avenue/Woodland Avenue
- Ferne Boulevard.

In addition to these intersections, the trolley tracks cross Burmont Road between Woodland Avenue and Ferne Boulevard. Each of these locations is also a gateway to the Aronimink Station Area. They are the places where people enter the business district and places that shape people's opinions about what the Aronimink Station Area is and what they consider its purpose.

Traffic counts were collected for each of these intersections and are summarized in the diagram on the following page.



Intersection Count Dates
Burmont/Belfield/State – Counted 02/13/01 by DVRPC
Burmont/Woodland/Drexel – Counted 04/16/09 by URS
Burmont/Ferne – Counted 04/16/09 by URS

Legend
AM Traffic Volume
(PM Traffic Volume)
→ - Travel Lane

Upper Darby Aronomink Station Area Plan	Existing Peak Hour Traffic Volumes	URS

Burmont Road and Ferne Boulevard

This intersection is too wide, with excess pavement and no signage or landscaping. The Ferne Boulevard and Burmont Road intersection offers the potential to reclaim roadway space for public improvements such as benches, lighting, signage and/or other streetscape elements. The turning radius of at the intersection is far too generous, encouraging speeding and elongating pedestrian crossing distances. In addition, Ferne Boulevard is not aligned across Burmont Road, and one leg of the intersection prohibits pedestrians from crossing because of this off-set. If these challenges are addressed, this intersection has the potential to serve as an attractive gateway to both the Aronimink business district and the Drexelbrook Conference Center and future hotel.

SEPTA Trolley Track and Burmont Road

The traffic signal controlling this crossing is only activated when the trolley proceeds through the intersection; it is not enabled by pedestrians, which does not permit pedestrians to cross safely at this location. The station is a significant distance from the intersections of Burmont Road and Woodland Avenue and Burmont Road and Ferne Boulevard, which makes it inconvenient for a pedestrian to walk to these locations before crossing the street. Often, pedestrians simply wait for a break in traffic and cross outside of a crosswalk. To improve access to the station, this Plan includes recommendations to improve pedestrian access from the station to the Aronimink business district.

Burmont Road, Woodland Avenue and Drexel Avenue

The five point intersection of Burmont Road and Woodland, and Drexel Avenues is intimidating to both pedestrians and drivers. Many people access the Aronimink Station Area from Drexel and Woodland Avenues. It is important to consider this location as the heart of Aronimink and a significant gateway. This intersection would benefit from improvements to traffic flow, pedestrian crossings and appearance to create a more welcoming core for the business district. As it is configured today, the crossing distances for pedestrians are excessively long and the wait times to cross are too long for all but the most patient pedestrian.

On-street parking is needed in this area, but the extent of the intersection limits the amount of parking available. Post office customers park in the middle of the intersection along Burmont Road in front of the building. While this does not pose a significant safety hazard, it is important to note. As the area revitalizes and the retail spaces at the Drexel Court apartment building and in the rounded triangular building at the intersection are rented, there will be even more demand for parking in this area.

Burmont and State Roads

With volumes along Burmont and State Roads of approximately 30,000 vehicles per day, this location has significant traffic volumes and presents a good opportunity to announce Aronimink Station Area to a broad, regional audience. A gateway with signage, landscaping and improved pedestrian access would dramatically improve this entrance to the Aronimink Station Area.

Assets and Challenges

An important goal of this planning initiative is to capitalize on the Aronimink Station Area's substantial assets, including the investments already made by successful local businesses, the surrounding residential market base and the newly renovated trolley stop. Plan recommendations leverage these assets, focusing on streetscape improvements and traffic calming measures to increase pedestrian access from surrounding neighborhoods and aesthetic improvements to create a more attractive business environment.

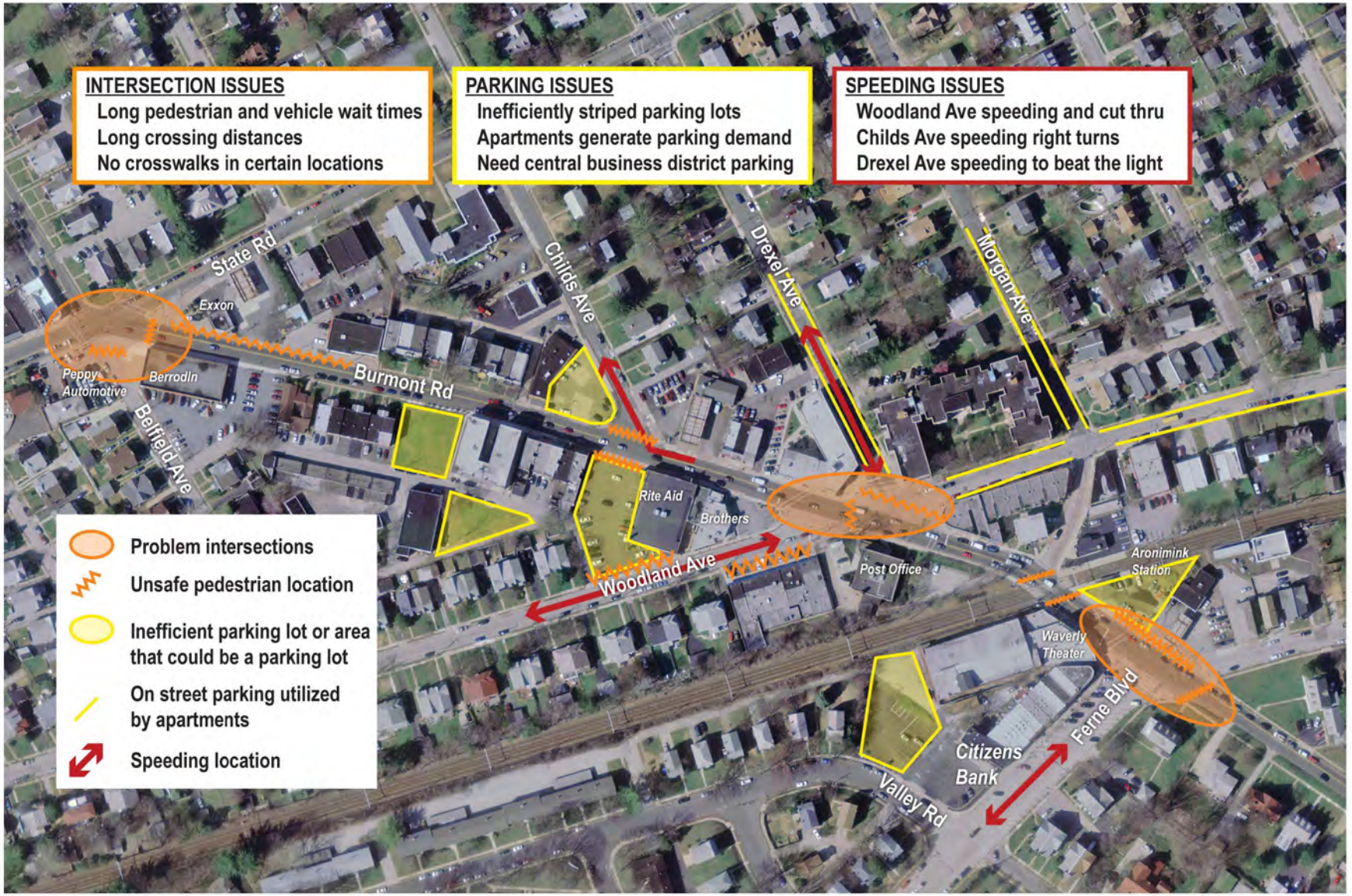
Stakeholder and Steering Committee feedback, along with field visits by the consulting team, generated the following list of the study area assets and challenges:

Assets

- The trolley! – providing convenient access to/from Center City and 69th Street Station
- Beautiful and dense adjacent neighborhoods with a variety of market segments including families, professionals, singles and empty nesters
- Historic architecture with interesting retail spaces
- A good mix of businesses, including neighborhood restaurants and bars
- Post office
- The Aronimink Business Association and its partnership with the Township

Challenges

- Unattractive streetscape
- Unattractive pathways from neighborhoods to downtown
- Long crossing distances at intersections for pedestrians make it difficult and unpleasant to walk to local businesses and the trolley stop
- Speeding traffic along wide turns
- Raw 'edges' on parking lots, gas stations and blank facades
- Lack of centralized parking
- Lacks of an identifiable 'sense of place'


INTERSECTION ISSUES
Long pedestrian and vehicle wait times
Long crossing distances
No crosswalks in certain locations
PARKING ISSUES
Inefficiently striped parking lots
Apartments generate parking demand
Need central business district parking
SPEEDING ISSUES
Woodland Ave speeding and cut thru
Childs Ave speeding right turns
Drexel Ave speeding to beat the light
State Rd
Exxon
Childs Ave
Drexel Ave
Morgan Ave
Peppy Automotive
Berrodin
Burmont Rd
Belfield Ave
Rite Aid
Brothers
Woodland Ave
Post Office
Aronimink Station
Waverly Theater
Ferne Blvd
Citizens Bank
Valley Rd
Problem intersections
Unsafe pedestrian location
Inefficient parking lot or area that could be a parking lot
On street parking utilized by apartments
Speeding location

Aronimink Station Area Goals - Tackle Challenges and Leverage Assets

The Aronimink Station Area Plan Steering Committee, with input from the community workshop, identified goals for the Aronimink Station Area Plan that encapsulate community aspirations and needs. The goals, listed below have been used to guide the development of the Plan's recommendations.

Aronimink Station Area Goals

- Create a consistent streetscape
- Establish and improve community gateways
- Create informal gathering spaces to create "life on the street"
- Slow traffic to improve the pedestrian environment and showcase the community
- Take back excess pavement
- Improve sidewalks and pedestrian crossings
- Enhance building facades
- Improve parking

PLAN RECOMMENDATIONS

Aronimink Station has the potential to be a great place to shop, dine and relax; however, there is tremendous competition in the retail market, and it is increasingly important for retail districts to provide attractive, well maintained and unique environments for people to shop and visit. Aronimink will need to set itself apart from other areas to attract local residents and lure shoppers from outside the area to convince them to spend their dollars in Aronimink.

Implementation of the streetscape plan described in the following pages will improve the visibility and community identity of the business district by emphasizing the gateway areas with public art, wayfinding signage, landscaping and comfortable gathering spaces. The streetscape recommendations emphasize consistent design elements that will improve the overall appearance of the area and contribute to the community's identity as a clean, attractive and unique place to be.

Aronimink Station Area Vision

Aronimink Business District is a walkable, neighborhood-serving, commercial district with places to gather and meet with neighbors. The streets and buildings are well-maintained and reflect the small town, historic charm of Aronimink. Landscaping, street lights, and colorful architectural details on buildings and sidewalks create a lively appearance during days and evenings.

Streetscape Plan Goals

- Improve visibility at community gateways
- Create a consistent identity
- Provide plazas and public gathering places
- Improve the general overall appearance of the area

Consistent Streetscape Elements

- New sidewalks
- Decorative paving strip between sidewalk and curb
- Street trees
- Pedestrian street lights with hanging baskets and locations for banners
- Wayfinding signage
- Gateway signage

Aronimink Business District Streetscape Elements

Decorative paving

Paver area will vary in width depending on the sidewalk width.

Benches

Color should match trash receptacles and bicycle racks.

Street trees with tree grates

Tree species will be chosen for their hardiness and less full canopy, such as London Plane (Sycamore) or Honey Locust trees.

Trash and Recycling Receptacles

Bicycle racks

Inverted U-shaped racks are the preferred bicycle rack and will be located throughout the business district.

Street lights with capacity for hanging baskets, banners, and/or wayfinding signage

Light fixtures will be chosen for their cost and replacement availability. Style of fixture shown here, is based on the feedback from the first public meeting.

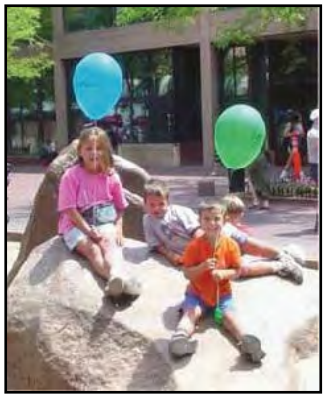
Banners and Wayfinding Signage

Preliminary design for wayfinding signage is shown to the left. It should be positioned at all intersections throughout the business district.

Creating Places is in the Details

Aronimink Station Area needs to attract people with something unique that makes Aronimink a place that people enjoy coming to. It needs novelty, and novelty is in the details. Public art, play places, fountains, carousels and gazebos are examples of unique items that can define and create memorable experiences for the shopper. These elements go beyond consistent, attractive streetscaping; these elements create a place where it is fun to linger and fun to shop. These elements extend the shopper's trip, by giving them a place to relax before continuing onto the next item on their list.

Different shoppers find different novelties enticing. A play place can be intriguing to parents, kids and grandparents, while an interpretive sign about the history of Aronimink might be more captivating for adults or history buffs. It is ideal to provide more than one unique streetscape element to reach a wider variety of shoppers.



Examples of activating public spaces: (from top left) farmer's market, public art, splash fountain, interpretive signage, and rock play place.

ARONIMINK STATION AREA PLAN

URS

Aronimink Business Association

SCALE: 1"=30'

MAY 29, 2009

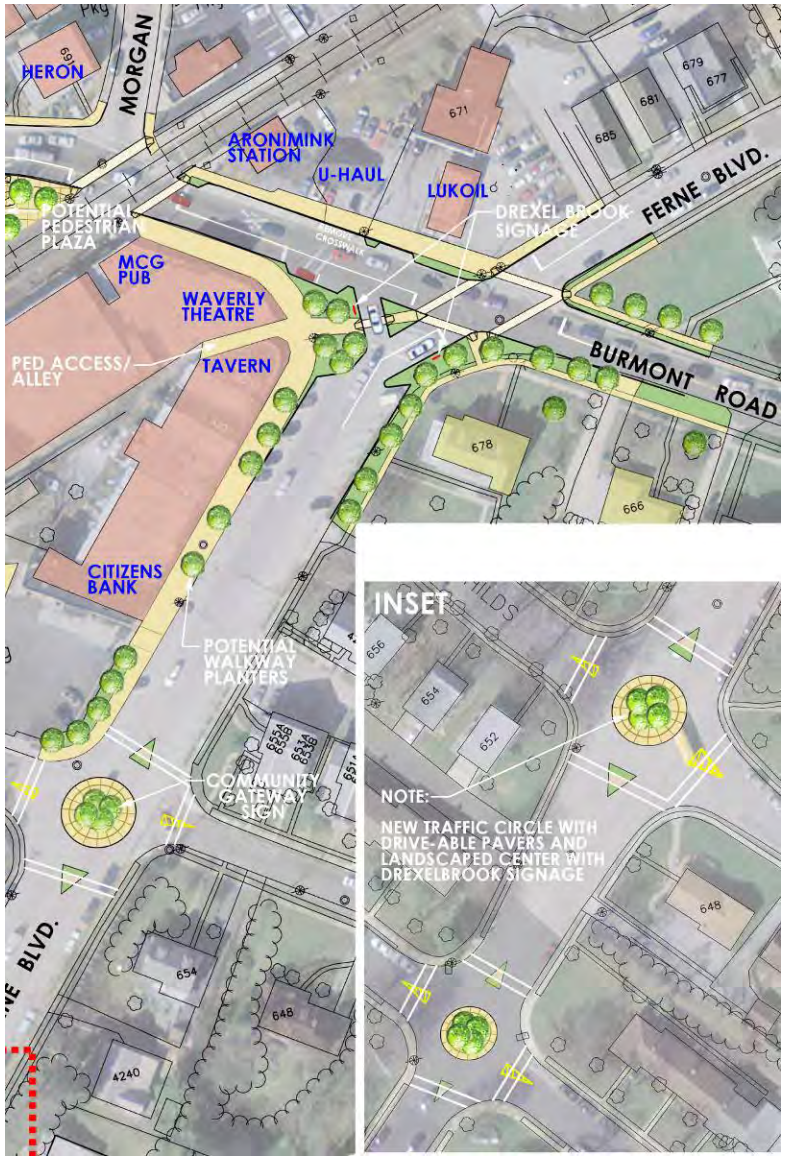
Burmont Road and Ferne Boulevard Intersection Improvements

The streetscape plan for the Burmont Road and Ferne Boulevard intersection (shown at right) recommends realignment to improve pedestrian conditions and enhance the operational efficiency of the intersection. The plan removes the offset of the Ferne Boulevard "legs" of the intersection to align them into a more typical intersection design. All Ferne Boulevard traffic movements would be shifted along a diagonal orientation. In addition to allowing a more standard, rational orientation of pedestrian crossings, this option also allows simplification of signal operations from a three-phase to two-phase cycle. It also moves the intersection far enough from the trolley crossing to allow for a crosswalk and pedestrian phase at the signalized trolley crossing.

Specific elements of the improvements illustrated below include:

- A slip lane to allow vehicles to turn right from Burmont Road to Ferne Boulevard
- Pedestrian crossings reoriented along the new alignment of Ferne Boulevard
- Narrowing the southern entrance of Ferne Boulevard to the width of two standard lanes
- A triangular traffic island at the southwest corner that accommodates a pedestrian refuge and provides area for signage and streetscape features

The photo-simulation on the following page shows these improvements and it also shows improvements to the pedestrian path next to the Waverly building. These improvements could include a decorative gate, screening to hide the dumpsters. Or, the pedestrian path could be landscaped and open to the public with the dumpsters relocated to the rear of the buildings.




Wayfinding signage, banners, and/or hanging planters can be affixed to new pedestrian lighting
Consistent signage and awnings along Ferne Blvd businesses improve streetscape, along with new sidewalks, lighting, and decorative paving
Landscaped alley provides attractive pedestrian access and moves dumpsters to the rear of the property
Pedestrian refuge island with landscaping and signage
THE WAVE
DREXELBROOK
ARONIMINK STATION
Waverly Way
After
Before
Bump-outs provide more space for street trees and decorative pavers, while improving pedestrian safety
Pedestrian crossing distances are reduced due to the bump-out and island
Drexelbrook signage
Aronimink Station gateway signage

Ferne Boulevard Improvements

Ferne Boulevard is a wide street that encourages frequent speeding and creates uncomfortable pedestrian crossings. To address these challenges, the streetscape plan recommends a series of roundabouts to serve as a traffic-calming feature that will also enhance the appearance of the corridor, which is an important gateway to the Drexelbrook Conference Center.

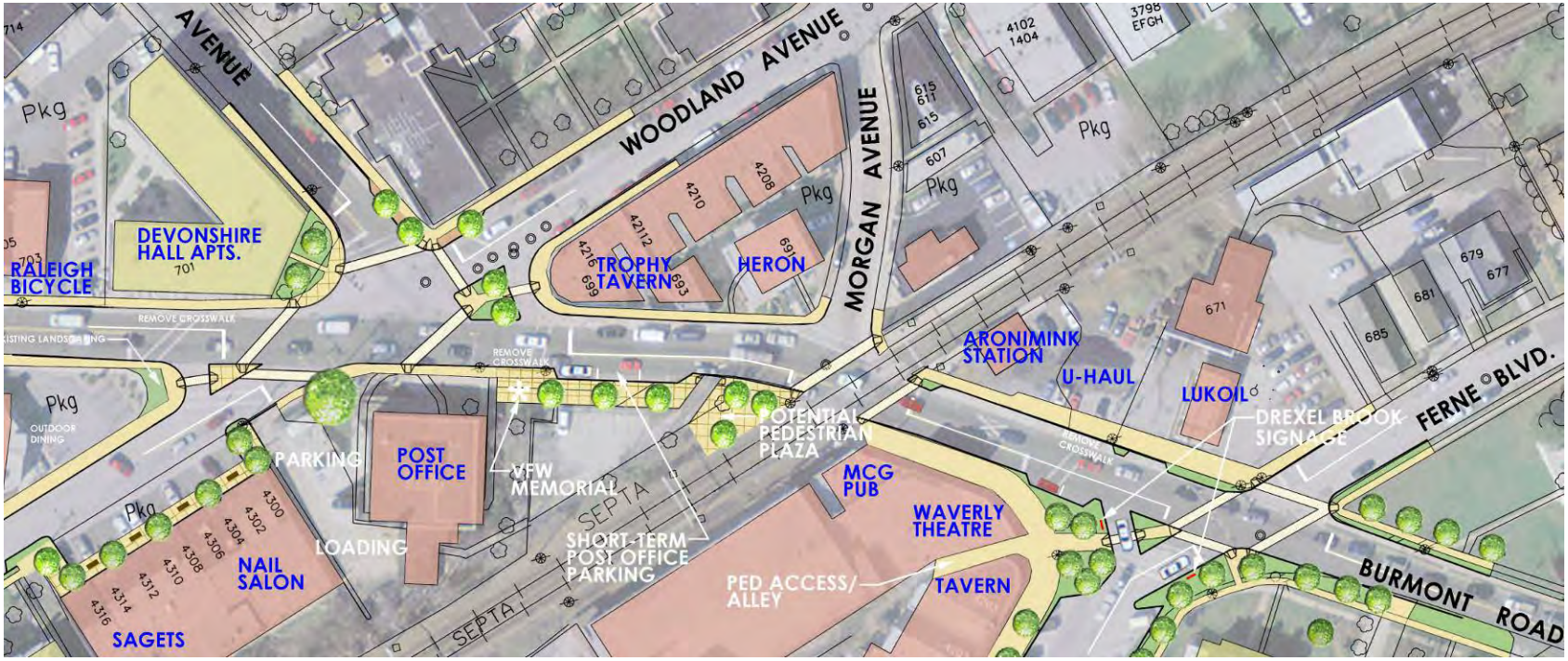
The intention is to slow traffic by breaking up the street's wide straight sightlines and to require cars to slow at each intersection to negotiate the roundabout. Each roundabout would consist of a "core" area – in which raised landscaping and hardscaping could be placed – surrounded by a low "mountable" hardscaped edge over which large vehicles and emergency vehicles, if necessary, could traverse to negotiate the intersection. The hardscaped edge would consist of a textured paving treatment not more than three inches in height.

Examples of roundabouts in residential neighborhoods

Burmont Road Corridor from Ferne Boulevard to Woodland Avenue Improvements

The streetscape plan includes a set of changes to Burmont Road between Ferne Boulevard and Woodland Avenue to improve the appearance of the area, enhance pedestrian access and increase parking supply. Specific improvements as illustrated below include:

- An expanded pedestrian plaza east of the United States Post Office
- Parallel parking for up to three cars in front of the post office
- Signalized crosswalks on either side of the SEPTA right-of-way to support pedestrian crossing movements to and from the station – the signals would be coordinated with those at Woodland Avenue and Ferne Boulevard as well as those controlling movement of SEPTA trolleys
- A loading lane cut into the new plaza space just west of the southwest corner of Ferne Boulevard and Burmont Road – this area could also be used for short-term parking during non-loading times
- A parallel parking lane along westbound Burmont Rd, between Ferne Boulevard and the SEPTA right-of-way, framed by bumpouts on either end, leaving an accessway to/from the existing U-Haul/Lukoil facility.

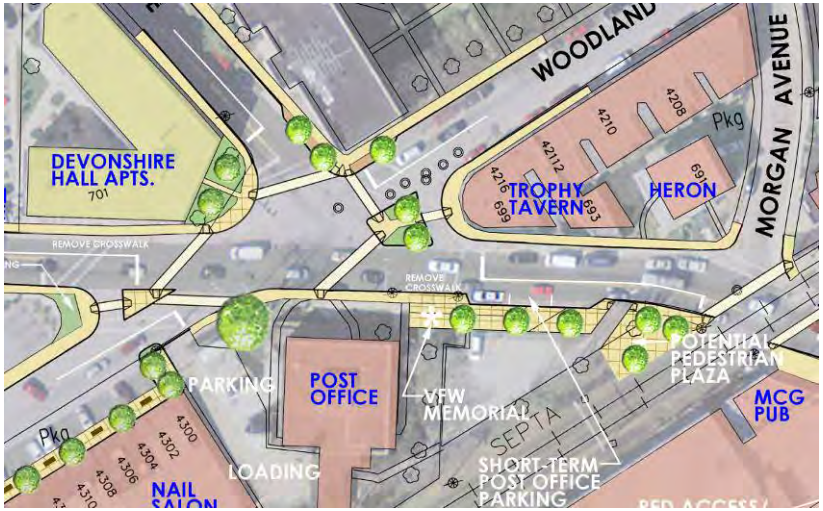


Burmont Road, Woodland Avenue and Drexel Avenue Intersection Improvements

This is a complex five-point intersection. The goals of the improvements at this location are to increase pedestrian access at the "heart" of the business district and to rationalize traffic turning movements. Key features of the streetscape improvements in this area include:

- Pedestrian refuges on three new islands, allowing for straighter, tighter pedestrian crossings
- "Slip lanes" to handle the right-turn movements around corners
- Landscaping, hardscaping and signage on the larger islands.
- Bump-outs at appropriate corners to shorten crossing distances

In this concept, the corners have been tightened as much as possible to maximize the size of the proposed public spaces. As such, it may be necessary to design some of the curbs/islands with a mountable curbing treatment and hardscaped "clear zone" to allow occasional large vehicles to travel the new intersection alignment. This feature will require careful attention in the detailed design phase.
The photo-simulation on the following page illustrates these improvements.

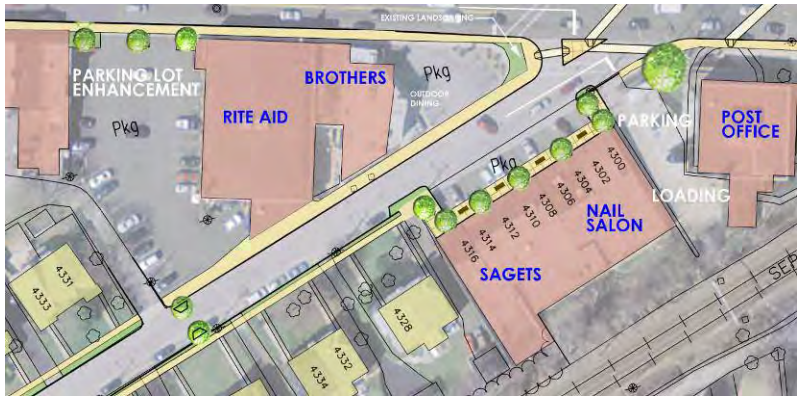



Sidewalk sales, unique business signage, and awnings
Pedestrian refuge island with landscaping, signage, and seating
New plaza area with public art and short-term parking in front of Post Office property
MANDY'S FLOWERS
MANDY'S
Aronimink
Bakery
After
Before
Bump-outs provide more space for street trees and decorative pavers, while improving pedestrian safety
Pedestrian crossing distances are reduced due to the bump-out and island
Wayfinding signage, banners, and/or hanging planters can be affixed to new pedestrian lighting

Woodland Avenue

The proposed enhancements along Woodland Avenue southwest of Burmont Road are intended to serve as a gateway to the commercial district and to help control traffic speeds at the residential/commercial transition. These improvements include:

- Bump outs aligned at the corner of the Rite Aid parking lot to mark the entrance to the commercial zone. These bump outs also serve to frame the existing parallel parking lanes and establish a permanent traffic calming feature
- Extended bump outs on either side of the 4300-4316 shopping center – to help provide a deeper protected space for parked cars and possibly a widening of the "sidewalk" in front of the store entrances (see below)
- Formalization of the curbside space in front of the 4300-4316 shopping center into a seamless extension of the Woodland Avenue sidewalk – it may be possible to widen this area if the current 90-degree parking were to be converted to diagonal parking, but this would preclude direct access from the northeast and is therefore not shown as part of the streetscape plan recommendations

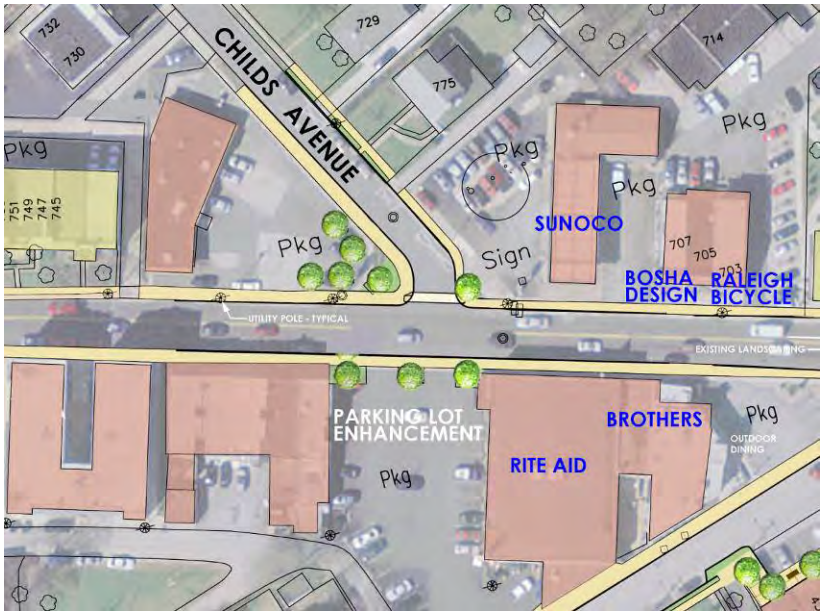


Burmont Road and Childs Avenue Intersection Improvements and Rite Aid Parking Lot Improvements

The streetscape plan shows the Childs Avenue intersection with Burmont Road with a standard "T" treatment, which is significantly tighter than the existing configuration. The purpose of this is to:

- Slow the turning movements into and out of Childs Avenue
- Narrow the pedestrian crossing at this location

Today, the Rite Aid parking lot is accessed by one continuous driveway curb cut. The plan recommends landscaped planting beds with street trees to beautify the edge of the parking area without impeding access to the lot or the number of parking spaces in it.



Burmont Road and State Road Intersection Improvements

The recommended improvements to the intersection of Burmont Road and State Road entail reclamation of paved area that is not needed to support the existing traffic movements. This new-found area could be an interesting gateway opportunity, as shown in the before and after image on the following page. In particular, the improvements would include:

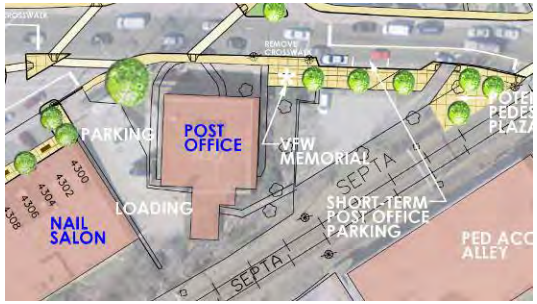
- Elimination of the broad paved area separating Burmont Road from Belfield Avenue, replacing it with a new public space that would be an extension of the protected curbed area to the edge of the State Road right-of-way – this action is possible because Belfield Avenue is one-way at this location (meaning there are no right turns from Belfield Avenue to Burmont Road)
- Installation of a bump out at the southeast corner marking the entrance to the mostly residential Belfield Avenue
- Realignment of crosswalks to take advantage of the proposed geometric changes, which will enable the crosswalk network at this intersection to be "completed" by connecting corners that are currently not linked


Wayfinding signage, banners, and/or hanging planters can be affixed to new pedestrian lighting
Landscaping adjacent to Berrodin and improved facade appearance
New plaza area with landscaping, street trees and decorative paving
Low wall with planter provides a buffer between the sidewalk and auto repair lot
Before
State Rd
Aronimink Station Business District
Trolley Stop
Post Office
Aronimink Station
After
Pedestrian crossing distances are reduced due to the extended plaza area and bump-out
Aronimink Station gateway signage and public art, which could possibly be a clock tower
Bump-out to improve pedestrian safety

Off-Street Parking

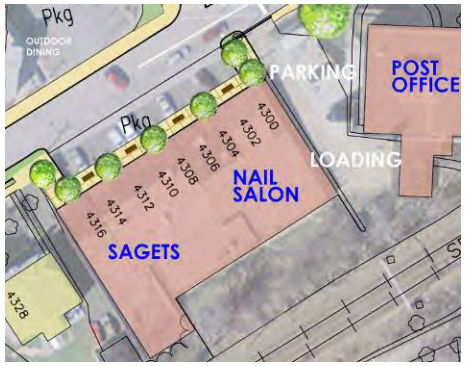
The need for parking is well established in this area, especially in the vicinity of the Burmont Road and Woodland/Drexel Avenues intersection. The lack of parking limits the ability of the business district to attract key retail and restaurant tenants to the area. It also limits the potential ridership on the trolley. The Aronimink Station Area Plan examined potential locations for new parking lots, noting both existing ownership and potential challenges of providing parking in these locations. The paragraphs below summarize existing parking and potential expansion opportunities and challenges. It should be noted that while parking is a central issue in this area, there are very few public funding sources that could be used to acquire land for public parking. Therefore, while this Plan acknowledges the shortfall in parking and identifies some potential long-term solutions, actions to pursue additional off-street parking are not included in the implementation strategy.

<u>Post Office</u>



The post office has two parking areas. The lot that is closest to the trolley stop is utilized by postal trucks. The other parking area, near Woodland Avenue, has customer parking and a loading dock with a small number of postal employee parking spaces. The post office does not have any plans to leave this area or reduce the amount of parking it needs. Therefore these parking areas are not likely to be available for the near future.

<u>Woodland Shops</u>



The vacant land behind the shops along Woodland Avenue was examined for potential employee parking. This area could yield up to 14 parking spaces. However, the only access to this area is through the post office driveway and loading dock area. The post office gates to the driveway close and open during the business hours of the post office. Discussions with the Postmaster indicated that it would be difficult, due to postal security requirements, to alter these hours or to allow access during open hours.

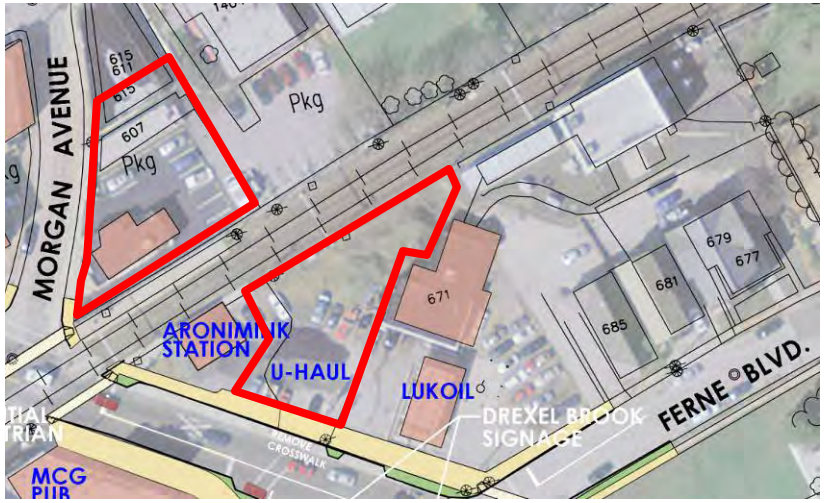
<u>Yorkshire Court Apartment Building triangular parking area and vacant lot</u>

There are two parcels owned by the Apartment building located on Burmont Road between Childs Avenue and State Road. The triangular parking area behind the Yorkshire Court Apartments is a dirt and grass area that is steeply sloped. The sloping and unimproved conditions of the lot limit the use of this parking area. It could be improved and yield approximately 15 parking

spaces. The other opportunity for parking or development is on the vacant lot next to the Apartment building. It could yield approximately 35 spaces.

Route 101 Trolley Station

A parking area in the vicinity of the trolley station could be a shared parking lot with commuters using the parking during the day and restaurant patrons and shoppers using it on the nights and weekends. As a shared parking lot, the Township and SEPTA could work together to amass funding to acquire the property or enable the Township to enter into a revenue sharing lease with SEPTA. There are two potential locations for such a lot. Combining the U-Haul lot and area between it and the SEPTA station could accommodate a parking area with approximately 10-15 parking spaces. Another opportunity is the bank property and adjacent properties on Morgan Avenue across from the station. If these properties were purchased and razed, the property could yield 15-20 parking spaces.

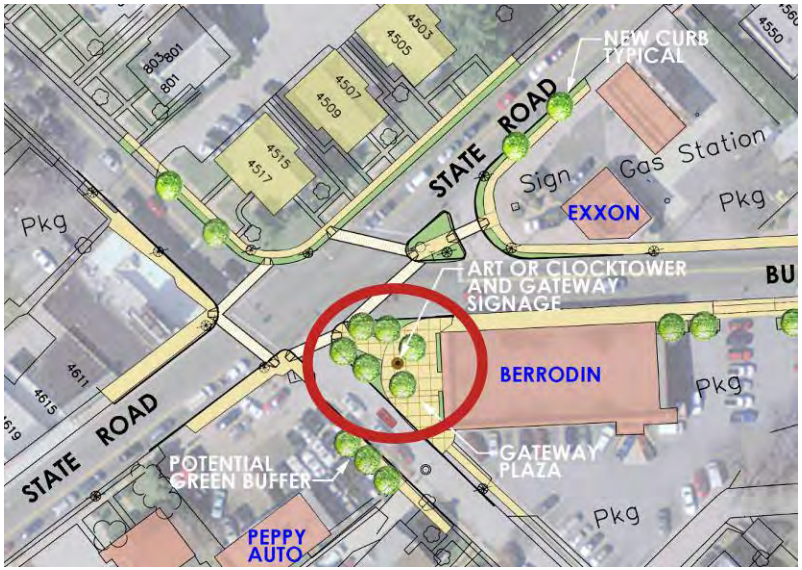


Public Plazas

New public plazas are proposed at three intersections along Burmont Road at State Road, Woodland Avenue and Ferne Boulevard. In addition, there is potential for an improved plaza area along the post office property between the trolley tracks and the intersection of Burmont Road, Drexel Avenue and Woodland Avenue.

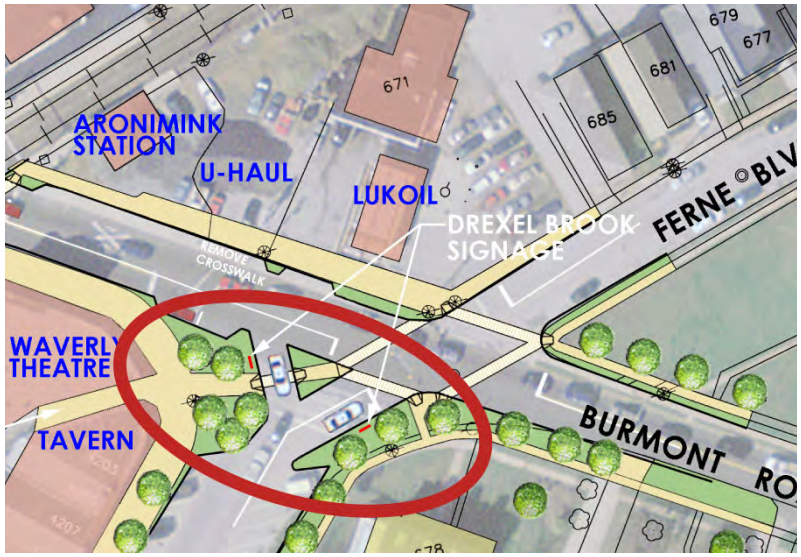
Gateway Plaza at Burmont and State Roads

Approximately 30,000 vehicles per day pass through this intersection, making it a prime location with high visibility and potential to capture the attention of a regional market. The concept plan proposes a clock tower or other monumental public art and Aronimink Station gateway signage along with decorative paving, street trees, banners and pedestrian lighting. It is not expected that many people will sit or linger in this area, so extensive seating is not proposed.



Gateway Plaza at Burmont Road and Ferne Boulevard

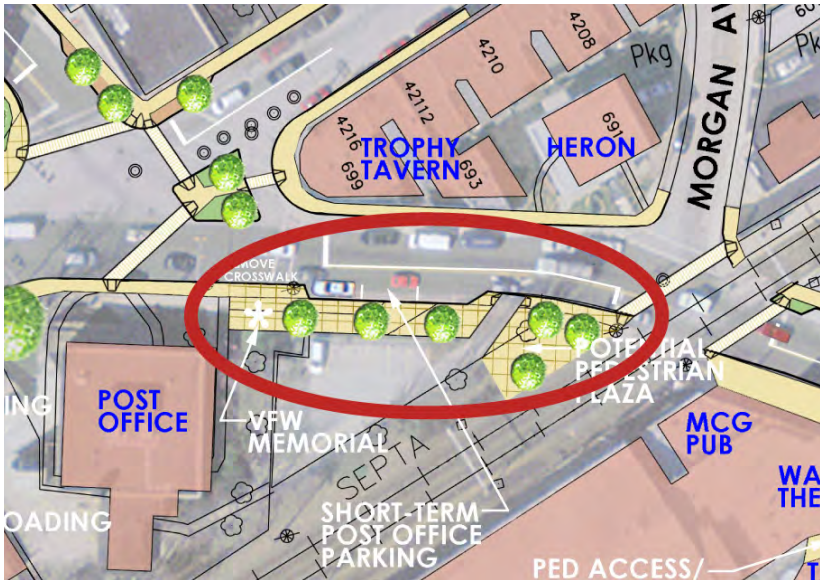
The concept plan recommends realignment of the Ferne Boulevard and Burmont Road intersection. The realignment allows for a new plaza area near to the businesses along Ferne Boulevard. The plaza area will include gateway signs for Aronimink Station and the Drexelbrook Conference Center. Benches, banners, wayfinding signage, pedestrian lighting and landscaping will beautify the area and allow a place for pedestrians to sit and relax. Small statues or other public art could also be placed in this location, perhaps designed so that children could climb or play on it.



Gateway Plaza at Burmont Road at Drexel and Woodland Avenues

There are two opportunities for plazas at this intersection. The reconfiguration of this five point intersection creates a new traffic island with an opportunity for landscaping, seating, wayfinding signage and gateway signage.

The other opportunity for a plaza is adjacent to and on the post office property along Burmont Road between the trolley tracks and the post office building. There is space for improvements that would allow for seating, public art and other pedestrian amenities. The triangular grassy area next to the trolley tracks could be improved with pedestrian amenities. New on street parking will be installed past the post office driveway, and there are opportunities for street trees and seating at this location.



Best Practices in Façade and Storefront Appearance

This section provides examples of best practices for property owners and tenants to refer to when they are making improvements to their property. These examples are not intended to be regulatory standards.

- Consistent signage placement – Aronimink Station area has many historic buildings that were designed for consistent signage design, size and placement. Over time, various owners and tenants have repaired and changed the facades and shop window treatments. The example on the right shows signage that is consistently located below the pent-eave along a short awning just above the shop window. The photographs of existing signage in Aronimink (below) show a variety of sign locations, awning sizes and shapes, and façade treatments. The businesses throughout the business district should work together to encourage new awnings and signs that are consistent with those of adjacent businesses.

- Coordinated, multi-colored facades that accentuate architectural details – The historic architecture in the Aronimink Station area is an important asset. Many of the buildings have architectural details that could be accentuated. Using more than one or two colors on a façade can highlight architectural details. For example the Waverly Theater and the adjacent buildings (shown below) have details on their facades that are not painted in a coordinated color palette. The example on the right below shows tile work and a multi-colored façade.

- Attractive, well - lit window displays – Shop windows should be clean from dust and have new displays every month or so. The window displays should be lit in the evening hours, even when the shops are closed. The displays provide interest for pedestrians and create a sense of activity even when the stores are closed.

- Animate blank facades with architectural elements, landscaping, art and/or signage – Blank facades and untended edges of property create a sense of community neglect and detract from the overall pedestrian experience. To create a more welcoming environment, edges of parking areas and property lines should be landscaped with decorative pavers, planting beds, planters, or ornamental trees and shrubs. Blank facades should be animated with architectural treatments art and/or signage. The top left example below shows a minimally treated façade and lack of landscaping along the property edge. The top right example shows an edge of a parking lot that could be landscaped. The bottom two examples show landscaping, pavers and façade treatments that can improve the look of property edges and blank facades.

- Iconic signage – Memorable and visible signage need not be overly large, wordy or internally illuminated. Iconic signs have a visual impact that can be more impressive than words alone. The examples on the left and middle below show iconic signs that are externally illuminated. The image on the right compares the relative impact of the wordy, graphic-less signs that exist in the business district today.

- Consistent sign lighting – Generally, an historic business area such as Aronimink would discourage or prohibit internally-illuminated box signs. Signs that are typically encouraged include wall signs with external lighting or backlit letters or icons. The examples below show signs with backlit letters (left image) and external illumination with 'gooseneck' lighting (right image).

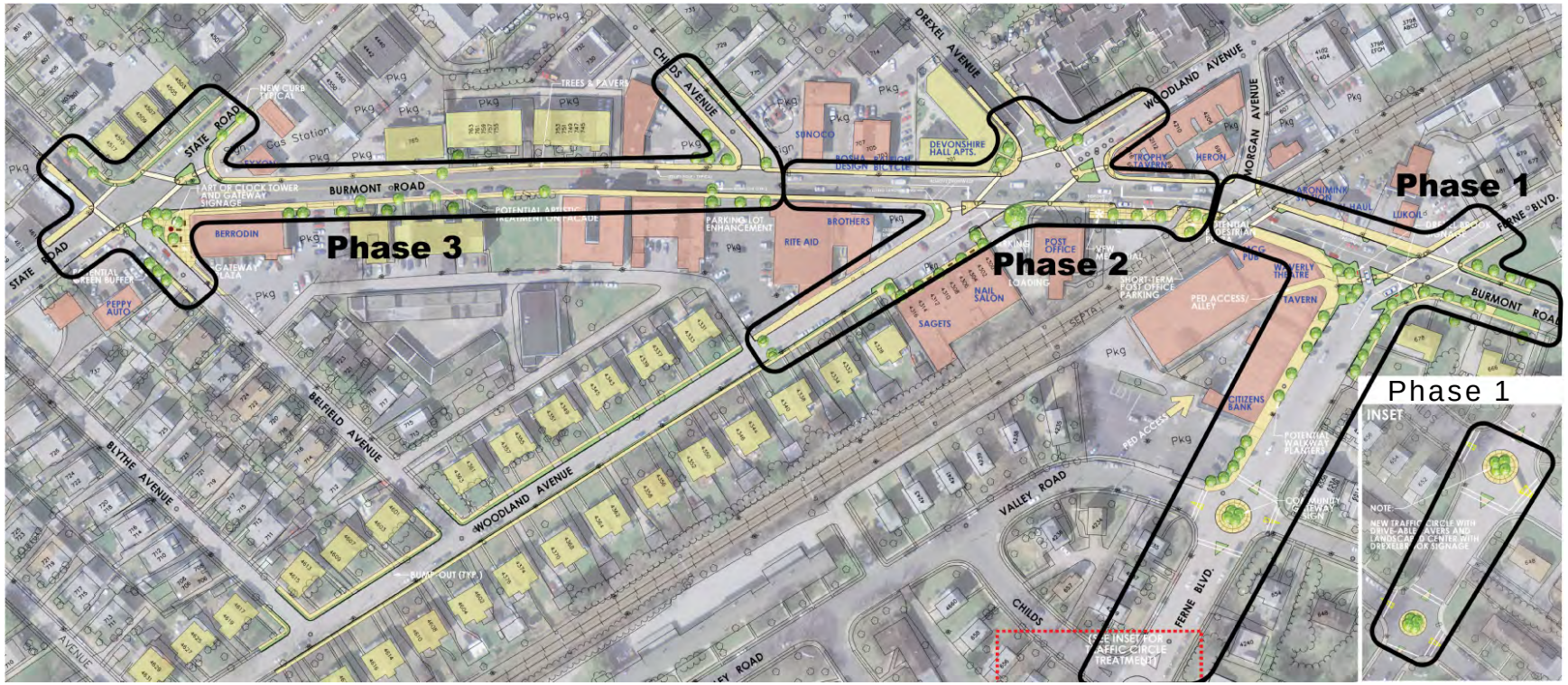
IMPLEMENTATION

The streetscape plan has been divided into three phases. It can be implemented in its entirety or it could be divided into the phases described below depending on the amount and timing of funding resources available. The Township should consider and discuss with potential funding sources the possibility of raising funds for the entire streetscape project at once, since it would be more cost-effective to proceed with the final design and construction for the entire project. However, if it is not possible to obtain funding for the entire project, the project phases are prioritized in order and listed below.

Project Phasing

Phase 1: Station Area and Ferne Boulevard Traffic Calming

Phase 1 includes the immediate station area and streetscape improvements along Ferne Boulevard. This phase is first because it improves pedestrian safety and access to the Aronimink Station; beautifies and emphasizes gateways to the business district; and improves the streetscape along key retail frontages along Ferne Boulevard and Burmont Road, where the historic Waverly Theater is located. This area is a gateway for drivers and transit riders alike and



serves as an important gateway for the Drexelbrook Conference Center and possible future hotel.
As described earlier in the document, the elements of this phase will include:

- Realignment of the intersection of Ferne Boulevard and Burmont Road to reduce pedestrian crossing distances and improve vehicular circulation
- Streetscaping and plaza area with gateway treatments and pedestrian amenities
- Traffic calming circles with landscaping and gateway signage along Ferne Boulevard to the Drexelbrook entrance
- New pedestrian crossing at the SEPTA tracks intersection with Burmont Road

Phase 2: Core Business District

Phase 2 encompasses a significant portion of the business district and the complicated five point intersection of Burmont, Woodland, and Drexel. Pedestrian safety and comfort is paramount in this phase. The crossing distances are shortened with landscaped traffic islands and bump-outs. A new plaza area is proposed next to the post office to provide places to sit and relax. The on-street parking for the post office has been moved to the vicinity of the plaza instead of being located in the middle of the intersection. There are highly visible opportunities for public art and wayfinding signage at this intersection.

As described earlier in the document, the elements of this phase will include:

- Pedestrian, gateway and streetscape improvements at the intersection of Burmont Road and Woodland Avenue and Drexel Avenue
- Bump-out at the intersection of Childs and Burmont Road

Phase 3: State Road Gateway

Phase 3 will focus on gateway improvements at this high-traffic intersection. A new plaza area and bump-outs at the intersection will greatly improve the pedestrian safety and amenities in the area, while providing a prominent location for gateway signage.

As described earlier in the document, the elements of this phase will include:

- Gateway plaza area
- Streetscaping and pedestrian improvements at the intersection of Burmont and State Roads

Preliminary Project Costs Estimate - Schematic Design Phase – JUNE 2009				
The following cost estimates are for conceptual budget planning purposes only.			**LS = Lump Sum*	
All dimensions are approximate and must be verified in the field.			**LF = Linear Feet*	
Final design may result in a revision of project quantities and costs.			**SF = Square Feet*	
			**EA = Each*	Total
Overall Project Design:				$150,000
	Quantity	Unit*	Unit Cost	Total
Construction:				
PHASE 1: Station Area Pedestrian Safety and Streetscape Improvements				
Aronimink Station Pedestrian Crossing, Burmont Rd, Ferne Blvd Intersection and Ferne Blvd				
Mobilization	1	LS	$10,000	$10,000
Demolition	1	LS	$10,000	$10,000
Maintenance of Traffic	1	LS	$8,000	$8,000
Curb & Gutter	2300	LF	$22	$50,600
Sidewalk	3,000	SF	$8	$24,000
Street Trees	43	EA	$500	$21,500
Pavers	4,522	SF	$20	$90,440
Crosswalks	1,565	LF	$5	$7,825
Storm Drain Adjustments	2	EA	$4,000	$8,000
Benches	6	EA	$750	$4,500
Trash Receptacles	3	EA	$450	$1,350
Bicycle racks	2	EA.	$375	$750
Pedestrian Lighting	1	LS	$25,000	$25,000
Sodding	2,000	SF	$5	$10,000
Signal Upgrades	1	LS	$125,000	$125,000
Utility adjustments	1	LS	$30,000	$30,000
Wayfinding signage	2	EA	$5,000	$10,000
Drexel Brook Signage	2	LS	$10,000	$20,000
PHASE 1 TOTAL				$456,965
PHASE 2: Core Business District Streetscape Revitalization				
Burmont Rd from Childs thru Morgan Aves including Drexel and Woodland Aves				
Mobilization	1	LS	$20,000	$20,000
Demolition	1	LS	$15,000	$15,000
Maintenance of Traffic	1	LS	$25,000	$25,000
Curb & Gutter	2,316	LF	$22	$50,952
Sidewalk	12,346	SF	$8	$98,768
Street Trees-Shade	28	EA	$500	$14,000
Pavers	5,159	SF	$20	$103,180
Crosswalks	710	LF	$5	$3,550
Storm Drain Adjustments	2	EA	$4,000	$8,000
Benches	14	EA	$750	$10,500
Trash Receptacles	8	EA	$450	$3,600
Bicycle racks	4	EA.	$375	$1,500

Pedestrian Lighting	1	LS	$70,000	$70,000
Sodding	3,449	SF	$5	$17,245
Signal Upgrades	1	LS	$150,000	$150,000
Wayfinding signage	2	EA.	$5,000	$10,000
Utility adjustments	1	LS	$30,000	$30,000
PHASE 2 TOTAL				$631,295
PHASE 3: State Road Gateway Area to Aronimink Business District				
Burmont Rd at State Road thru Childs Avenue				
Mobilization	1	LS	$7,000	$7,000
Demolition	1	LS	$10,000	$10,000
Maintenance of Traffic	1	LS	$25,000	$25,000
Curb & Gutter	2,465	LF	$22	$54,230
Sidewalk	17,292	SF	$8	$138,336
Tree Trenches for Street Trees (3x3x3)	530	LF	$30	$15,900
Street Trees-Shade	11	EA	$500	$5,500
Street Trees-Ornamental	12	EA	$250	$3,000
Pavers (includes gateway plaza)	2,114	SF	$16	$33,824
Crosswalks	400	LF	$5	$2,000
Storm Drain Adjustments	3	EA	$4,000	$12,000
Benches	6	EA	$750	$4,500
Trash Receptacles	3	EA	$450	$1,350
Bicycle racks	2	EA.	$375	$750
Pedestrian Lighting	1	LS	$75,000	$75,000
Sodding	5,182	SF	$5	$25,910
Signal Upgrade	1	LS	$125,000	$125,000
Utility adjustments	1	LS	$15,000	$15,000
Artistic Treatment	1	LS	$20,000	$20,000
Gateway Treatment with clock tower or artwork	1	LS	$25,000	$25,000
PHASE 3 TOTAL				$599,300
Construction Subtotal				$1,687,560
GRAND TOTAL - Design and Construction				$1,837,560

Other projects:

- Acquisition of property for public transit commuter and business parking – Parking is an important element of any successful business district. This Plan recommends potential for locations with potential for off-street parking. When the identified properties become available, the Township should pursue acquiring the land for parking and landscaping.
- Building rehabilitation – The Waverly Theater and other buildings in the study area would benefit from façade improvements. The Township and business district could work together to encourage property owners to improve their facades by initiating programs to assist property owners, such programs typically include low interest rehabilitation loans, façade grant programs and/or tax abatements for rehabilitation.
- Market/Retail recruitment study – There is a high rate of commercial vacancy in the Aronimink Station area. A market study could provide critical information to potential business owners, leasing agents and others to consider for leasing opportunities.
- Design guidelines – Specific design guidelines that are integrated into the zoning and subdivision land development codes could improve the appearance of new buildings, building rehabilitations and site design over time.

Funding Sources

The Township is eligible for a variety of grant or reimbursement funding sources to off-set the costs of Aronimink Station Area improvements. The Township will be expected to provide matching funds for the grants. In most cases, the Township's matching funds would be incurred for final design and construction documents. In addition to matching funds, the Township will be expected to follow the procedures outlined by the funding agency. Grant or reimbursement funding can have extensive administrative costs related to providing project documentation, specific bidding requirements, permitting or other costs.

- Delaware County Renaissance Program: This program funds projects outlined in the Delaware County Renaissance Action Plans. The Aronimink Station Area is listed in the Area 5 Action Plan for streetscape and station area improvements. Grants typically range from $15,000 to $150,000.
- DVRPC Transportation Enhancements (TE) Program: This program will fund a wide variety of projects including streetscaping, gateway plazas, wayfinding signage and landscaping. Grants typically range from $200,000 to $1,500,000. The funding application deadline for FY2009 has not been announced yet, but DVRPC will announce it soon.
- DVRPC Transportation and Community Development Initiative (TCDI) Program: This program can fund final design costs for the streetscape project and wayfinding signage program. Grants typically range from $30,000 to $200,000. The funding application deadline for FY2009 has not been announced yet, but DVRPC will announce it soon.
- Pennsylvania Department of Community and Economic Development: Single Application for a variety of programs. Funding categories might include the following programs: Community Revitalization Program, Communities of Opportunity Program, and/or Neighborhood Assistance Program.

- Federal Stimulus Funding: The first round of Federal Stimulus funding was allocated to 'shovel-ready' projects that have completed final design and need construction funding. It is expected that there will be more releases of stimulus funding, which might have funding for planning and design work.
- Main Street Anchor Building Program: The Waverly Building is an historic-in-nature theater and could be eligible for the Main Street Anchor Building Program to rehabilitate the building and improve the façade. This program gives preference to buildings that are within a designated Main Street area, but it is possible to apply with a property outside of the area.

APPENDIX A: INTERSECTION ALTERNATIVES ANALYSIS

Two intersections were evaluated using traffic modeling software to determine the most appropriate streetscape and traffic calming design solutions. Ultimately the design alternatives that had the fewest impediments to traffic flow and the most improvement to the pedestrian environment were chosen as the final alternatives. The information below describes the process and analysis to determine the final alternatives for the streetscape plan.

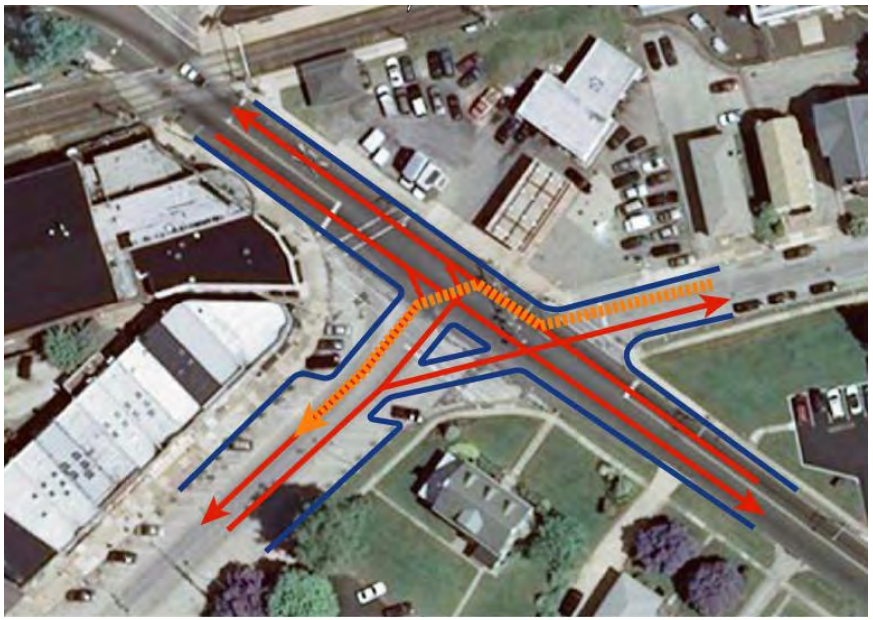
Burmont Road and Ferne Boulevard

Alternative A: Geometric Adjustment

This alternative represents a basic resizing of the geometrics of this intersection for current vehicle standards and enhanced pedestrian conditions. It included:

- Significant tightening of the southeast corner, for the purposes of slowing the right-turn movements from Burmont Road to Ferne Boulevard. This also accommodates narrowing of the pedestrian crossings.
- Triangular island serving as a refuge for east-west pedestrian movements. In essence, this island would segment south Ferne Boulevard into two sections: a perpendicular section (i.e. intercepting Burmont Road at a right-angle) and a diagonal “slip lane” aligning with the angled alignment of north Ferne Boulevard across Burmont Road.

Signal operations under this scenario would remain basically unchanged from the current condition.



Alternative B: Realignment

This option was intended to improve pedestrian conditions while also enhancing the operational efficiency of the intersection. The premise is that all Ferne Boulevard traffic movements would be realigned along a "diagonal" orientation. In addition to allowing a more standard, rational orientation of pedestrian crossings, this option also would allow for simplification of signal operations from a 3-phase to 2-phase cycle.

Features of this design include:

- Tightening of the southwest corner.
- A slip lane to allow large vehicles to turn right from Burmont Road to Ferne Boulevard.
- Pedestrian crossings reoriented along the new alignment of Ferne Boulevard.
- Narrowing of the Ferne Boulevard cross-section to the width of two standard lanes.
- A triangular traffic island at the southwest corner that accommodates a pedestrian refuge as well as providing area for signage and streetscape features.

All of the changes noted above could be accomplished within the existing street width, owing to the wide existing cross-section of Ferne Boulevard.

At the intersection of Burmont Road and Ferne Boulevard, the streetscape plan recommended that the “Realignment” alternative be implemented. This is due to this alternative’s potential to both enhance the pedestrian crossings as well as improve the efficiency of traffic movements at this location (by simplifying the signal cycle).

Traffic modeling has indicated that this alternative does not restrict flow of traffic, and could improve it. (See model images on the following page.)

Model Images of the Ferne Boulevard/Burmont Road Intersection Geometric Realignment Alternative

Burmont Road, Woodland Avenue, Drexel Avenue

Alternative A: Half-Circle

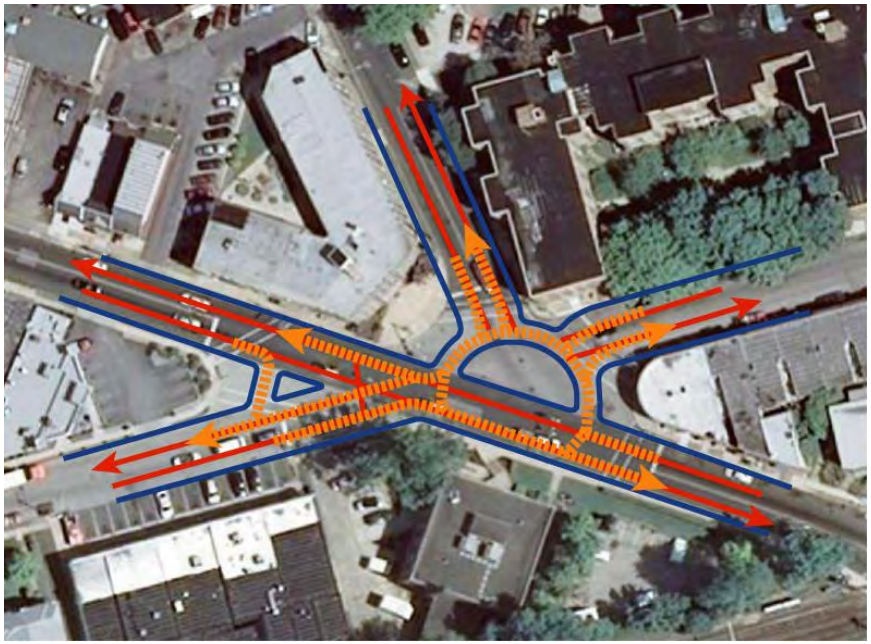
This alternative was designed to maximize the plaza space and "gateway" function of this critical intersection. It would have entailed significant reorientation of traffic patterns for all streets except Burmont Road.

Most movements would have been channelized into a counterclockwise rotation around a curbed half-circle, the interior of which was envisioned as a new public space. Pedestrian crossings would have been simplified with traffic signals on each end of the half-circle. Drexel Avenue and Woodland Avenue would have intersected the curved half of the circle at simplified unsignalized or signalized intersections.

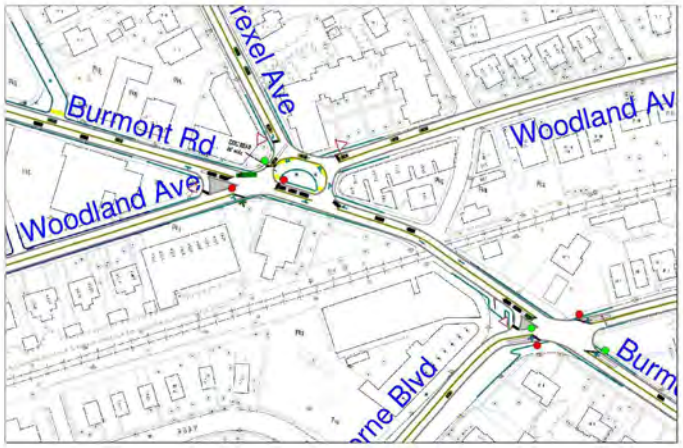
While this option exhibited numerous merits with respect to public-space maximization and pedestrian-movement simplification, it also faced the following significant challenges:

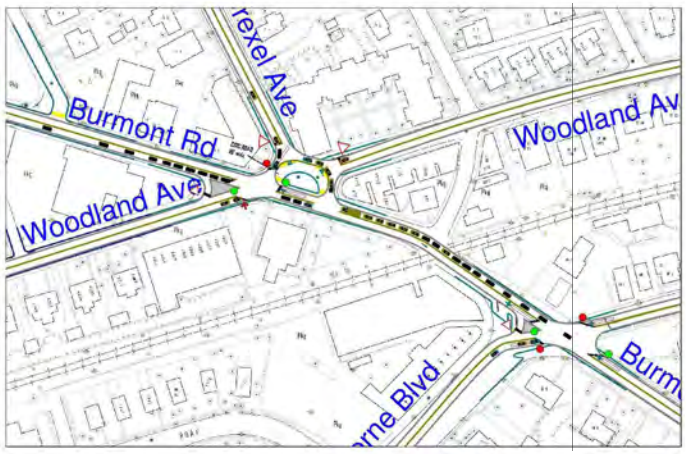
- The traffic counts and modeling conducted as part of this study identified heavy volumes entering the half-circle from Drexel Avenue, leading to significant queuing during the peak periods.
- The complexity of the road changes would have incurred significant disruption and expense.

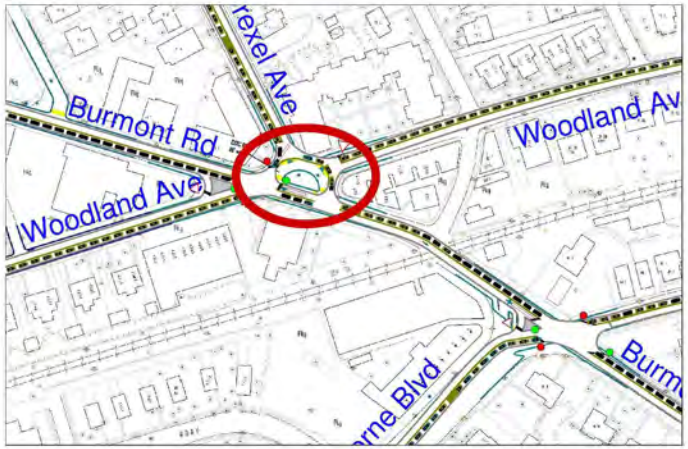
This option was eliminated because the benefits gained through its implementation would have been offset by traffic service disruption as well as complex regulatory hurdles that would have extended the project timeline. Traffic models of this concept indicated that there was not enough stacking space for vehicles around the half circle. (See model images on the following page.)

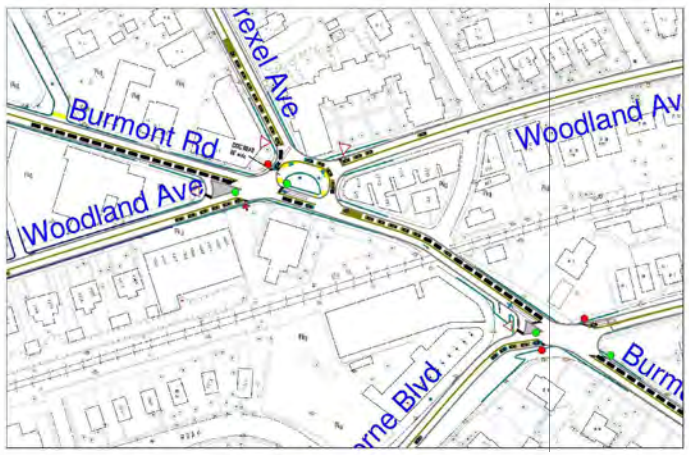


Model Images of the Burmont Road/Woodland Avenue/Drexel Avenue Intersection Half Circle Alternative









Alternative B: Addition of Islands

This scheme has been designed to maximize the recaptured "plaza" space while minimizing changes to traffic flow patterns. The key advantage of this alternative is that it is based on the concept of "reclaiming" what is essentially unused paved space, simplifying the approvals process and minimizing the costs.

In this scenario, islands are introduced in areas where no traffic movements presently occur (with an allowance for some minor tightening/channelization of turning movements). It includes the following features:

- Pedestrian refuges on the three added islands, allowing for straightened, tightened pedestrian crossings.
- "Slip lanes" to handle the right-turn movements around acute corners.
- Opportunities for landscaping, hardscaping, and signing on the larger islands.
- Bump-outs at corners where applicable.

In order to maximize the islands' size, it is recommended that mountable curbing be used in strategic locations to allow larger vehicles to make the tightened turn movements.

Due to the constraints encountered with the “Half Circle” concept, the streetscape plan recommended that this intersection be rebuilt to the “Addition of Islands” alternative described above. This would allow significantly improved crossings, public spaces, and gateways while representing relatively subtle traffic changes. This option is less likely (compared with the Half Circle) to encounter significant regulatory hurdles/delays.