

Transportation and Community and System Preservation Pilot Program (TCSP)

SUMMARY INFORMATION

Type of Project Request: Planning and Implementation Grant

Project Title and Location: Implementing Transit Oriented Development in the Philadelphia Metropolitan Area: Schuylkill Valley Metro (SVM) Corridor Station Area Planning and Implementation; Berks, Chester, Montgomery and Philadelphia counties, Pennsylvania (See attached Study Corridor Map).

Organization: Delaware Valley Regional Planning Commission (DVRPC)

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Grant Request: \$893,000 total program cost; \$665,600 federal grant request (74.5%)

ABSTRACT

The proposed project involves a coordinated, cooperative, region wide and focused transit oriented development (TOD) program, encompassing three concurrent components:

- A regional Location Efficient Mortgage (LEM) Product.
- A regional TOD advocacy and educational support campaign.
- A prototype corridor case study to prepare five (5) transit station area plans, TOD regulations, consistent with current and forecasted real estate market conditions, and a concurrent, multi-media and technology-driven public participation process.

The proposed project strives to implement TOD principles and induce private sector investment in TODs by: (1) creating an innovative LEM Product that provides mortgage financing for housing in transit dense areas, (2) undertaking a region wide advocacy project to sow the seeds of public support for TODs, (3) producing a transit corridor-specific real estate market demand feasibility study that provide a greater level of understanding of TODs within the real estate community (thereby reducing the perceived risk to developers) and (4) preparing zoning ordinance language, to implement focused station area plans, that provides a supportive regulatory environment for TOD. The creative and innovative aspects of the overall program include: (1) the proposed LEM Product; (2) the timing of the planning and development regulations work and garnering public support for TOD, well in advance of implementing a major transportation investment; and (3) basing the development controls on a corridor and station-focused real estate market study.

The regional aspects of the program are complemented by the case study activities along the Schuylkill Valley Metro (SVM) corridor, that extends for approximately 62 miles, from Center City Philadelphia to Wyomissing Borough and the City of Reading in Berks County, traversing portions of Montgomery and Chester counties. Implementation of the three program components will accomplish the following outcomes:

- The Philadelphia Metropolitan Area will have in place an on-going LEM Product for application in the SVM corridor and other existing and proposed transit service areas.
- At the same time, individuals, organizations and local officials from communities throughout the region will be better informed about the goals and principles of transit oriented development.
- Communities, local officials and residents will be better equipped to shape expected growth around proposed rail station areas, by replicating the development tools and knowledge base obtained from the corridor case study.

I. PARTNERS AND ROLES

The following governmental entities, agencies and organizations are involved in the partnership to implement the proposed work program.

a. Metropolitan Planning Organizations -- The **Delaware Valley Regional Planning Commission (DVRPC)**, the designated Metropolitan Planning Organization (MPO) for the nine-county, Philadelphia-Camden-Trenton region in Pennsylvania and New Jersey, will:

(1) coordinate the program management team for the overall program; (2) administer the overall contract, sub-contracts and the consultant selection process; (3) provide data and information, GIS mapping and analysis for the LEM Product task; (4) provide technical support for the transit oriented development (TOD) station area planning and implementation task; and (5) provide GIS mapping and other support, as required, for the region wide TOD public information and education program.

b. City and County Governments -- The **Berks County Planning Commission (which also serves as the MPO for the Reading Area); City of Philadelphia (Mayor's Office of Transportation, Office of Housing and Community Development and City Planning Commission); Chester County Planning Commission; and Montgomery County Planning Commission** will:

(1) lead coordination and implementation of station area planning, community task forces and public information and education activities within their respective jurisdictions and (2) provide technical support, including pertinent data and information, for the location efficient mortgage and regionwide TOD public information and education tasks.

c. Public Transit Agencies -- The **Southeastern Pennsylvania Transportation Authority (SEPTA) and Berks Area Reading Transportation Authority (BARTA)** will:

(1) support the station area planning, implementation and information activities; (2) support final station area conceptual design work in their respective service territories; and (3) support both the region wide and corridor TOD public information and education programs as required, with greater emphasis on the corridor effort.

d. Non-Profit Organizations -- Two non-traditional partners have central roles in the overall program, and bring added experience and depth to the overall program team. The **Delaware Valley Community Reinvestment Fund (DVCRF)** will take the lead to implement the LEM Product task. DVCRF is a regional community development financial intermediary that serves metropolitan Philadelphia. Its financial and technical assistance programs serve residents and communities in more than 20 counties throughout sections of eastern Pennsylvania, southern New Jersey and northern Delaware. Its mission to build wealth and create economic opportunity is directed at historically low-income communities and at low- and moderate-income individuals.

Founded in 1986, DVCRF today manages \$60 million in assets through its loan fund, bank collaborative and venture capital fund. These assets come from investments of more than 800 individual and institutions. During the next five years, DVCRF expects to more than double in size (to approximately \$130 million in assets) and provide approximately \$250 million in new credit and investments. The Fund is divided into three investment divisions – the Affordable Housing Group, the Commercial Lending Group and the Economic Opportunity Group – focusing, respectively, on affordable housing development, small business, commercial and community facility financing and investment.

The **Pennsylvania Environmental Council (PEC)** will lead implementation of the region wide TOD public information and education program. The PEC is a statewide, non-profit educational membership organization, headquartered in Philadelphia with offices in Harrisburg, Pittsburgh, Wilkes-Barre and Meadville. Founded in 1970, PEC has focused on land use and its

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environmental impacts during the last decade. Council staff manage an array of programs that promote “smart growth” -- a balance between environmental quality and development. The proposed TOD advocacy task complements PEC’s other smart growth programs in southeastern Pennsylvania which include:

- The Greenspace Alliance, a regional open space/growth management advocacy project;
- The Environmental Advisory Council (EAC) Network, a project to support municipal EAC’s and establish new ones;
- Extensive involvement with brownfield redevelopment in urban centers;
- Watershed conservation planning initiatives; and
- Citizen environmental education programs.

II. PROGRAM DESCRIPTION

The intent of the overall project is to encourage private investment in TOD and implementation of TOD principles, while expanding regional awareness of the benefits of TOD through a three-track program involving the establishment of:

- (1) a LEM Product in southeastern Pennsylvania;
- (2) educational and informational campaigns targeted to local officials, the development community and the general public;
- (3) focused case studies at five station sites along the proposed SVM corridor that demonstrate coordinated application of TOD planning and implementation activities; and
- (4) A real estate market study of the potential for TOD in the SVM corridor and around the selected station sites.

The project is designed to occur concurrently, at both the regional and transportation corridor scales. The outcome of corridor activities will serve as a prototype for replication region wide and possibly nationwide. The Philadelphia region is ideally suited for an investigation of TOD projects given its long history and extensive geographic coverage by rail service, its historic TOD developments (including streetcar neighborhoods, suburbs and commuter rail towns), and its relatively high proportion of transit users (in 1990, 13.6% of southeastern Pennsylvania’s work trips were made by public transit).

Southeastern Pennsylvania (Bucks, Chester, Delaware, Montgomery and Philadelphia counties), part of the nation’s fifth largest metropolitan area, had an estimated 1997 population exceeding 3.8 million. This sub-region is served by the nation’s fifth largest public transit system, SEPTA, with more than 800,000 daily riders and an extensive system of transit modes, including light and commuter rail lines. Within the five counties, the diverse character of the 239 municipalities that comprise southeastern Pennsylvania, provide an appropriate “laboratory” to evaluate the benefits, implementation issues and responses to TOD principles and practices.

The Schuylkill River corridor (see **Attachment 1 -- SVM Corridor map**) was chosen as a prototype due to: (1) strong and continuing growth pressures; (2) a 10-year history of planning and public meetings to consider alternative transportation modes; (3) the presence of older, distressed communities and neighborhoods; (4) a recently completed transit service feasibility study; (5) a current alternatives analysis and environmental impact statement; and (5) strong access to jobs/reverse commute potential (the corridor includes Center City Philadelphia as well as King of Prussia, the region’s largest suburban employment center).

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The corridor generally follows existing passenger and freight rail services from Philadelphia to Norristown, Montgomery County, and a former passenger rail corridor from Norristown to Wyomissing. Beyond Norristown, the corridor is currently used only for CONRAIL freight service, soon to be operated by Norfolk-Southern. The corridor is characterized by a mixed, urban, suburban and rural character, ranging from the metropolitan scale of the nation's fifth largest city to productive farmlands, including rural crossroads villages and urban former mill towns. In 1995 the estimated population of the corridor was about 600,000, nearly matching the estimated corridor employment of 601,000.

The SVM corridor connects major population concentrations and a variety of regional activity centers, major recreational areas and tourism attractions (such as: Center City Philadelphia, the Pennsylvania Convention Center, Fairmount Park, the Philadelphia Zoo; the King of Prussia shopping complex (largest retail center in the eastern United States); Valley Forge National Historical Park; and the Reading outlet stores). The corridor also connects older and smaller urban communities, along the Schuylkill River, like Conshohocken, Norristown, Phoenixville and Pottstown.

Desired Outcomes

By generating public support for TODs, creating TOD regulations in local communities in advance of the proposed public transit investment and encouraging private sector investment in TODs through the creation of favorable financial terms, the proposed project will accomplish the following:

- Establishes (actually reestablishes) a regional development pattern that supports revitalization of existing urban areas, enhanced access for inner-city residents to employment centers, reduced auto usage and congestion, promotes intermodalism and modal choice, preserves farmland, reduces sewer and water infrastructure investment and minimizes the need for additional highway construction.
- Yields some initial steps to accomplish the ultimate goal of a revitalized Schuylkill River corridor, with a greater sense of community, significant employment opportunities, increased housing opportunities for all income groups, improved access to open space and enhanced tourism.
- Creates broader benefits for the entire Philadelphia Metropolitan Area by promoting and facilitating community reinvestment along existing public transit lines.
- Establishes an innovative mortgage concept in southeastern Pennsylvania for future benefit both within the SVM corridor and throughout the region.

The proposed work program includes innovative activities related to the LEM Product and more traditional planning, zoning and public information/education activities. These more traditional components, which may not be perceived as "innovative" from a national, state-of-the-art perspective, clearly respond to the TCSP's prototype goals. In addition, the focus on Community Task Forces, in the station planning and implementation process, will demonstrate a participatory "grass roots" approach to achieve TOD that will yield valuable lessons and benefits for the state-of-the-practice.

Schuylkill Valley Metro Corridor Background and Overview

The Southeastern Pennsylvania Transportation Authority's *Schuylkill Valley Metro Feasibility Study Final Report* (June 1998, page 2), describes the historical changes in transportation technology, infrastructure and development in the SVM corridor as follows:

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The Schuylkill Valley has historically been an important transportation artery. Water transportation came first with the river enhanced by parallel canals. This was followed by rail transportation. Both served to bring natural resources (especially anthracite coal) to the City and Port of Philadelphia and served to return manufactured goods to the upstate regions. The availability of water power, transportation and raw materials also made the Schuylkill Valley corridor an important location for manufacturing with numerous iron and steel mills and other industries locating in the many towns between Philadelphia and Reading.

In recognition of the Schuylkill River corridor's historical significance in transportation and industry, the entire corridor between Philadelphia and Schuylkill County has been designated a State Heritage Park. The Schuylkill River is also an important recreational resource. It has been designated a National Scenic River, and the Schuylkill River Trail is designated a National Recreational Trail.

Since World War II the character of the Schuylkill Valley has changed markedly. While a steep decline in manufacturing and the movement of anthracite coal has led to the economic stagnation of the traditional towns in the corridor, decentralization of the economies of Philadelphia and Reading has resulted in rapid suburban growth. Most of this growth ... has taken place outside of the traditional towns in the corridor, and is characterized by low density... (R)ural areas in the western half of the corridor are threatened by further suburban development.

Corridor Transportation Characteristics

In the completed Feasibility Study and the on-going Draft Environmental Impact Statement (DEIS), the study corridor's western half, in Berks, Chester and Montgomery counties, is generally defined as four miles wide (two miles along each side of the river). The corridor narrows to a half mile or less in more urbanized areas in eastern Montgomery County and Philadelphia. The corridor's boundaries are intended to reflect those areas from which most of the ridership for any potential new service would be generated. In addition to the four counties, the SVM corridor includes portions of 31 townships and boroughs.

Current planning activities and the identified station areas build upon earlier studies and plans, including: *Route 422 Corridor Development Potential and Growth Management Strategies* (DVRPC, 1992); *US Route 422 -- Transit Activity Centers Design Study* (Montgomery County Planning Commission (MCPC), 1993); *Land Use Policies for Passenger Rail Restoration from Norristown to Pottstown* (MCPC, 1994); *Creating Transportation Choices in Montgomery County* (MCPC, 1995); *Landscapes -- Managing Change in Chester County* (Chester County Planning Commission (CCPC), 1996); *Landscapes -- Community Planning Handbook* (CCPC, 1997); *Phoenixville Junction Vision Plan* (Pennsylvania Department of Conservation and Natural Resources, 1997); *Schuylkill Valley Metro Feasibility Study* (SEPTA, 1998).

The automobile dominates corridor travel, particularly west of Norristown, Montgomery County, terminus of SEPTA's R6 Regional Rail service and Route 100 light rail line. Passenger rail service ceased operation west of Norristown in 1981. Major highways along the corridor include

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the US Route 422 Expressway, Ridge Pike and Route 724 in the western portion of the corridor, and I-76 (the Schuylkill Expressway) in the eastern portion. Traffic volumes have grown by 45.6% on the central section of the Route 422 Expressway (from 23,538 to 34,269 average daily two-way traffic (ADT)) between the highway's opening in 1984 and 1995. The corridor's parallel, principal arterials, Ridge Pike in Montgomery County and Route 724 in Chester County, have also experienced traffic growth rates of more than 30% and 46%, respectively, during the same time period. In 1995, 0-car households in the corridor represented 21% of total households, with 74.5% located in the Philadelphia portion of the corridor. In contrast, 0-car households represented only 3.5% of Montgomery and Chester County corridor households. The City of Reading had 95% of Berks County's 0-car households in 1997.

In response to strong expressions of interest from the counties and communities in the western portion of the corridor, SEPTA initiated a feasibility study in 1996, to assess demand for restoring corridor rail service (light rail or commuter rail). The proposed Schuylkill Valley Metro light rail line alternative had the highest ridership forecast, generating 30,500 daily transit trips, with approximately 17,000 (56%) new transit trips. The balance reflects current transit riders diverted from existing rail and bus lines. Given the region's average vehicle occupancy of 1.15 persons per vehicle for work trips, implementation of the SVM would remove more than 14,780 cars from the corridor's highway network, reducing pressure for highway capacity expansion.

Corridor Demographic Characteristics

The corridor population totaled more than 600,000 people as of 1995, with about 211,000 residents in the Berks County portion of the corridor and 389,000 residents in the remainder (133,000 in Philadelphia, 197,000 in Montgomery County and 60,000 in Chester County). There are more than 601,000 jobs in the corridor, with more than half (307,000) located in the Philadelphia portion of the corridor, 153,000 in Montgomery County, 28,000 in Chester County and 114,000 in Berks County.

DVRPC's adopted forecasts for the Year 2020 Land Use and Transportation Plan show modest corridor population change but rapid employment growth. Population is forecasted to grow by 5.8% by the year 2020, to more than 635,000, with 1.4% growth in Berks County and 8.2% growth in the remainder of the corridor. Employment is forecasted to grow by 25.6% by the year 2020, to nearly 756,000, with 15% growth in Berks County and 28% growth in the remainder of the corridor. In spite of the corridor's relatively modest overall population growth, the high rate of job growth could result in additional demands for housing, as well as increased traffic flows along major regional highways that traverse the corridor. The quest for alternative travel modes and alternatives to traditional suburban development patterns respond to these forecasted demographic changes. In addition, many local officials and residents in former rail station communities desire restoring rail service in the corridor.

At the same time, corridor communities also evidence various degrees of distress (see **Table 1**). Implementation of the proposed SVM and TCSP activities can help on-going efforts to revitalize aging riverfront communities now experiencing urban problems.

Table 1

**Indicators of Distress for
Selected Municipalities
Along the SVM Corridor**

Municipality	Number of TANF* Households 1997	Zero- Vehicle/ Household Estimate 1997	Population Change 1980-90	Percent Non- White Students 1997	Median Household Income 1990	Percent Change in Jobs 1990-97	Home Sale Prices 1996	Tax Base per Household 1996
Reading City (Berks County)	1,523	9,472	-0.1%	More than 25%	Less than \$40,000	-0.1%	Less than \$100,000	Less than \$85,000
Phoenixville Borough (Chester County)	91	795	6.4%	10-25%	\$40,000- \$49,000	-3.3%	Less than \$100,000	Less than \$85,000
Conshohocken Borough (Montgomery County)	65	539	-6.1%	10-25%	Less than \$40,000	4.0%	Less than \$100,000	Less than \$85,000
Norristown Borough (Montgomery County)	623	2,706	-11.3%	More than 25%	Less than \$40,000	-3.8%	Less than \$100,000	Less than \$85,000
Pottstown Borough (Montgomery County)	291	1,482	-4.0%	More than 25%	Less than \$40,000	-3.3%	Less than \$100,000	Less than \$85,000
52nd Street Empowerment Zone (Philadelphia)	6,513	39,622 (West Philadelphia)	-6.1%	More than 25%	Less than \$40,000	-6.3%	Less than \$100,000	Less than \$85,000

**Sources: County Assistance Offices; 1990 Census; DVRPC, 1997 Estimates; PA Department of Education, 1997;
PA Realist (median sales price), 1996; PA State Tax Equalization Board, 1996.
Delaware Valley Regional Planning Commission, March 1999.**

***Temporary Assistance to Needy Families**

III. PROGRAM ADMINISTRATION

Management and Coordination

The overall program will be guided by a Program Management Team (PMT) composed of a designated representative from each of the partner agencies and organizations. Meetings of the PMT will be held as needed, but no less than quarterly, to review progress on the overall program and any problems or scheduling issues. DVRPC will be responsible for convening the PMT and managing the overall work program, including administration of grant funding and the consultant contracts. The respective partners in the overall program will be guided by a Memorandum of Understanding (MOU), to be executed prior to initiation of the work program, that specifies each partner's roles and responsibilities in executing the overall program and specific tasks.

Consultant Involvement and Selection

It is anticipated that at least three consultant disciplines will be needed to assist the partners to accomplish the specified work program.

- First and foremost is a planning firm or team that would assist in developing the specific station area plans and development controls to accomplish the goals of TOD.
- Second would be a real estate marketing firm or team to assess the market for TOD and real estate development in general, both along the SVM corridor and around the five designated station sites.
- Finally, there is a need for a communications/marketing consultant or team to assist in developing both the corridor-specific and region wide educational and informational TOD campaigns. It is anticipated that two such consultants will be retained; one as a sub-consultant to the station planning consultant and one to develop the regional TOD advocacy program.

DVRPC will be responsible for administering the preparation of up to three (3) Requests for Proposals to solicit consultant interest in each of these activities. The Partners will designate a representative to serve on the separate consultant selection panel(s). The submitted consultant proposals will be evaluated in accordance with pre-established selection criteria, including oral presentations by finalists, if necessary. All contracts will be handled in accordance with standard federal procedures and requirements. Every effort will be made to have the consultants under contract within four (4) months of the notice to proceed.

IV. SUMMARY OF CORE TASKS

The proposed program has three core tasks: a regional Location Efficient Mortgage (LEM) Product, a Regional TOD Advocacy and Educational Support Program and SVM Corridor Station Area Planning and Implementation. Each is described in more detail below.

Task 1 – Transit oriented development in the Schuylkill Valley Metro corridor and the Philadelphia metropolitan area will be supported by the development and implementation of a **Location Efficient Mortgage (LEM) Product** The LEM Product will broaden homeownership opportunities for households near public transit areas by providing homebuyers with an incentive to locate near such areas. The typical LEM Product applicant will be able to borrow more money for a home near a transit line for example, because the savings garnered from the use of public transportation for work travel can be applied toward a higher monthly mortgage payment. Implementation of the LEM Product will occur in three phases involving: (1) development of a LEM Calculator and Product incentives; (2) testing of the LEM Product in demonstration areas

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with public transit accessibility; and (3) implementation of the LEM Product in the primary and secondary mortgage industry in the Philadelphia metropolitan area. A diagrammatic flow chart describing the development of the LEM Product is included as **Attachment 2**. The timeline for the LEM Product is incorporated in the overall proposal timeline (see **Attachment 3**).

The **LEM Product Development Team** will be led by the Delaware Valley Community Reinvestment Fund (DVCRF), a participant in metropolitan area public policy and mortgage industry issues. DVCRF will coordinate civic data resources and banking expertise to effectively design, market, and implement the LEM Product. The existing core Development Team includes representatives from DVRPC, SEPTA, the Center for Neighborhood Technology (CNT), the Delaware Valley Housing Partnership (DVHP), Montgomery and Philadelphia counties and the PEC. The core Development Team participants will convene within one (1) month of the notice to proceed to identify additional key members to participate in the quantitative, advocacy/marketing and evaluation components of the LEM Product. Early participation of a wide range of members is critical to the marketing and successful implementation of the LEM Product in the Philadelphia metropolitan area within twenty-one (21) months of the notice to proceed.

Development of the LEM Calculator and LEM Product Incentives will begin with the convening of the LEM Product Development Team for *Data* and will be completed within eleven (11) months of the notice to proceed. Within two (2) months of the notice to proceed, the team will identify and evaluate data sources necessary for the development of the LEM Calculator. The LEM Calculator will process a variety of regional and local level data that will ultimately determine the transportation savings and credit threshold for LEM Product applicants. The *Data Team* will include DVCRF -- interfacing mortgage market needs with development of the LEM Calculator; DVRPC -- developing the LEM Calculator; SEPTA -- providing public transportation information; CNT -- advising on data calibration; and DVHP -- providing advice on the mortgage analysis criteria needed to market the Product to the mortgage industry. DVRPC will compile data identified by the *Data Team* and will integrate the data in close collaboration with DVCRF.

The Development Team for *Marketing* will analyze the completed LEM Calculator in order to understand the implications for demonstration and metropolitan area implementation of the LEM Product. The *Marketing Team* will be led by DVCRF and will include key *Data Team* members, a DVHP representative -- an advocacy and mortgage product forum of local banks, housing advocates and mortgage counselors -- and PEC. The *Marketing Team* will identify key Calculator functions necessary for efficient line lender use, which will be incorporated into the LEM Calculator. The *Marketing Team* will identify barriers to LEM Product implementation, such as determination of a LEM back-end ratio acceptable to the area's primary and secondary mortgage industry. In addition, the Marketing Team will identify mortgage market incentives to facilitate maximum market penetration of the LEM Product, such as the origination of LEM Product loans by DVCRF. The *Marketing Team* will also seek participation by representatives from at least one financial institution, mortgage counseling agency and realtor for the LEM Product demonstration.

The LEM Product Flow Chart (see **Attachment 2**) identifies the data components that will be used to develop the LEM Calculator. In the first stage of development, raw data sets -- such as transit systems, land use, vehicular use and household income and size -- will be applied to a GIS

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at the regional and transportation analysis zone (TAZ) levels. TAZs are DVRPC's census tract-derived units for travel demand forecasting. The GIS system allows for the computation of independent variables, such as vehicles per household and density of public transit service. These independent variables will then be summarized into regional and local TAZ averages to provide baseline measures and costs against which the LEM applicant's mortgage profile will be compared. The LEM applicant's mortgage profile will be the standard mortgage profile, supplemented by information about a household's pattern of vehicle and transit use, as well as the location of the applicant's proposed home. The LEM Calculator will calculate the applicant's travel savings, as compared with the metropolitan area, and a new mortgage amount for which the applicant is eligible based on these savings. The LEM Calculator will review the applicant information and LEM Calculator-derived mortgage against primary and secondary mortgage market underwriting criteria. This review will determine if an applicant will be eligible for an LEM Product loan. The LEM Product, including the Calculator and Product incentives, will be developed within eleven (11) months of the notice to proceed.

With the completion of the LEM Product design, the **implementation of the LEM Demonstration Product** will begin in three demonstration areas: Philadelphia, Norristown and Conshohocken. Implementation of the demonstration Product will last for a period of six months. Throughout this period, DVCRF will collect information, such as the LEM Calculator's line-lender friendliness and the number of eligible Product applicants, to be used by the *Marketing Team* during evaluation of the demonstration Product. The LEM Calculator and incentives will be modified based on formal evaluation recommendations and will be completed within twenty (20) months of the notice to proceed.

The LEM Product Development Team's goal is to **begin full implementation of the LEM Product in the Philadelphia metropolitan area** within twenty-one (21) months of the notice to proceed. Meeting this goal will require identification of additional financial institutions, mortgage counseling agencies and realtors as willing users of the LEM Product. If the LEM Product cannot be incorporated into existing mortgage analysis process, it may be necessary to develop a separate but coordinated MIS system and related hardware. DVCRF will continue to collect LEM Product data throughout this period. The data will be used in the final evaluation of the LEM Product, which will be completed within twenty-four (24) months of the notice to proceed.

Task 2 -- Regional TOD Advocacy and Educational Support Program builds upon previous work undertaken by the Pennsylvania Environmental Council (PEC). Between 1995 and 1998, the PEC led a collaborative project, funded by a federal CMAQ grant through the DVRPC, to assess the opportunity for TOD in southeastern Pennsylvania. This qualitative and quantitative assessment, included public opinion research to determine attitudes towards TOD as a "hypothetical" case. Advocacy materials produced through this project included a municipal "how to" handbook for implementing TOD and a promotional video.

For the proposed program, PEC, in collaboration with the entire Program Management team and the selected consultants, will promote TOD throughout southeastern Pennsylvania, as a tool to manage growth and increase transit usage. Project related work in the SVM corridor and through the Location Efficient Mortgage Product will also be promoted throughout the region. The intent of this effort is to heighten awareness among municipal officials, developers, lenders and other interested parties in TOD. Using regional examples (such as the Paoli Transportation Center,

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SVM Corridor, etc.), PEC's outreach program will demonstrate how real concerns in the region are being met through TOD implementation.

Through work already completed by PEC, a mailing list of more than 400 individuals has already been created. This list will be updated and expanded as needed. A periodic newsletter (three issues per year) will be prepared and distributed to this audience relating TOD activities in the region. Topics will include (but are not necessarily limited to):

- Reporting on policy debate and implementation that support TOD, especially follow-up reporting on PEC's previous TOD Report;
- Profiles of specific communities and developments and what they hope to achieve through TOD (such as, Paoli, Downingtown, the Baldwin Towers project and the SVM Corridor);
- Reports on the SVM real estate market assessment and possible development community and public reactions;
- Updates on the station area planning process and ordinance preparation;
- Progress in establishing the LEM Product;
- Reports on developer and lender interest in TOD;
- Case studies on the LEM concept from across the nation (Chicago, Seattle, Los Angeles);
- Case studies on TOD from across the nation.

Additionally, PEC will focus on several known networks to reach diverse target audiences with the regional TOD story. Associations of municipal officials will be approached to arrange for presentations. Chambers of commerce and other business groups, community and civic groups and professional associations of both lenders and developers will also be contacted.

Another important vehicle for information dissemination will be the local media. PEC will cultivate staff writers at each of the region's daily papers and less frequent community papers. Interesting TOD-related stories will be prepared and distributed and follow-up contacts made to encourage stories. Television and appropriate radio stations will also be contacted and similarly cultivated.

Summary of PEC tasks:

- Participation in the Project Management Team meetings (on-going).
- Preparation and maintenance of a regional distribution "target" list (one month; then on-going).
- Development of TOD campaign materials with the communications/marketing consultant.
- Involvement in the LEM Product promotional activities.
- Preparation of a periodic newsletter (three issues per year; six issues total) for region wide distribution (first issue four months from notice to proceed; then four month intervals)
- Responding to informational inquiries (on-going).
- Cultivation and coordination of regional media relations (two months; then on-going).
- Solicitation, scheduling and coordinating presentations to targeted groups and organizations (two-months; then on-going).
- Identifying TOD opportunities outside the SVM corridor (three months; then on-going).
- Forwarding potential TOD opportunities to County Planning Commission staff (on-going).

Task 3 -- Corridor Station Area Planning and Implementation involves a focused effort to implement the principles of TOD at five (5) proposed station areas along the Schuylkill Valley

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Metro (SVM) corridor. The four partnership counties have identified four of the five station areas (52nd Street in Philadelphia; Pottstown in Montgomery County; Phoenixville in Chester County; and Douglassville in Berks County). An additional station area will be defined upon initiation of the overall program. A summary of the four selected station areas is included as **Attachment 4**. All of the station area planning and implementation activities will be closely coordinated with SEPTA and BARTA's on-going draft Environmental Impact Statement (EIS) study process for the SVM corridor, scheduled to be completed in February 2000.

The overall station area planning and implementation process will be guided by the **Program Management Team**, with the lead for specific station area planning and implementation activities at each station site the responsibility of the city or county planning agency where the station is located. The selected consultant and the respective **Community Task Forces (CTF)** will work with the assigned city or county planner throughout the planning and implementation process.

The CTF for each station will include one or more representatives from the following: the local municipal governing body, planning commission, neighborhood group or civic association and chamber of commerce or economic development agency. Other pertinent representation, as determined by the local community to be important for participation in the station area planning and implementation process, will be added to the CTF. Representatives of SEPTA, BARTA and DVRPC will also be involved with the CTF process as required. The formation of the five CTFs will be completed within four (4) months of the notice to proceed.

Simultaneously with the initiation of the station area planning process, the real estate market consultant will begin the **TOD Real Estate Market Assessment** to define the range and scale of uses that could be supported in the SVM corridor and around the five designated station sites. This would be only the second such study undertaken in the Philadelphia region. In 1997, as part of their CMAQ-funded TOD project, PEC commissioned a similar real estate market assessment for station sites along a portion of SEPTA's proposed Cross County Metro transit corridor in Montgomery County. The study yielded useful information concerning general market trends and the demand for uses along the corridor with more detailed information on market conditions at each of the station sites. However, unlike the proposal for the SVM corridor, there has been no follow-up effort to date to use the information obtained to develop local station area plans and development controls in partnership with local municipalities. The PMT will work with the consultant to guide the real estate study process, with a goal of completing the analysis within ten (10) months from the notice to proceed.

At the same time, the selected corridor communications/marketing consultant in coordination with the PEC and the regional TOD advocacy task, will develop a **Corridor-Specific Educational and Informational Campaign**. To supplement more traditional public information approaches and handouts, the consultant will develop a comprehensive public information program, with consideration of such components as: a possible web site; information kiosks at selected station sites or other community focal points; use of local public access cable television and simulcasts of public meetings or other activities; and a CD-ROM of pertinent project information. Initial campaign materials will be developed within ten (10) months of the notice to proceed.

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Using the recommendations from the market assessment, previously prepared comprehensive plans, planning studies and related information, the planning consultant will develop conceptual station area plans, including possible alternatives of varying land uses and development density and intensity, for review and evaluation by the CTF. The plan for each station area will include appropriate maps with supporting data and text, as well as SEPTA's standards for station facility design. Necessary parking facilities will be proposed in accordance with the travel demand analysis prepared as part of the concurrent SVM draft EIS, scheduled for completion in February 2000. Conceptual plans will be developed within 10 months of the notice to proceed.

Following acceptance of the conceptual plan or any alternative(s), the CTF will work with the communications/marketing consultant to develop a focused educational and TOD information campaign for the proposed station area plan. Using the CTF as a sounding board, as well as at least one public meeting, the consultants and SEPTA will seek community reaction to the conceptual station design. The goal of this participatory process is to achieve community consensus on the final design, as well as incorporation of possible low-maintenance contextual and/or historic features that uniquely reflect the character of the neighborhood and/or community. The CTF will be responsible for presenting the outcome of their deliberations to the full planning commission and governing body, including presentations at public meeting(s) held prior to a policy decision on their planning recommendations. An appropriate comprehensive plan amendment will also be prepared to ensure that the community's comprehensive plan reflects TOD policies and goals. Plan amendments and appropriate public involvement activities will be completed within 15 months of the notice to proceed.

Following (and assuming) acceptance of the conceptual station area plan and plan amendment by the governing body and planning commission, with any changes or modifications, the consultant will work with the CTF and SEPTA to develop refined, final concept plans for the station and its environs. The goal of this process will be to develop a final design concept (pre-engineering) as the basis for eventual engineering plans and construction. Although completion of fully engineered plans are likely to extend beyond the time frame of the overall work program, every effort will be made to develop final conceptual design plans for each station site by the end of month 24 from the notice to proceed.

At this time, the consultant and the CTF will shift their attention to the issue of implementing the recommended TOD pattern around the immediate station area. Amendments to the community's zoning ordinance and, possibly, the subdivision and land development ordinance will be prepared, including appropriate text and mapping changes (such as a TOD overlay district). Again, the CTF will be used to evaluate the consultant's proposals. At least one public meeting will be held to review the proposed ordinance amendments prior to final consideration by the local planning commission and governing body.

Information and educational materials developed in conjunction with the communications/marketing consultant will be used to help inform local officials and the public about the intent of the amendments. A formal public hearing, with due public notice, conducted by the governing body, will be required before the enactment of any proposed amendments. Proposed TOD ordinance amendments will be developed within 18 months of the notice to proceed. The overall goal of the planning process will be to attain at least one local ordinance amendment adoption by month 24 of the program timetable.

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Following adoption of proposed ordinance amendments by local communities, the stage will be set for future private sector investment around the defined station areas. Conceptually, the catalyst of the public sector investment (the new stations) and the incentives of increased density, intensity and other amenities around the stations (as well as the availability of the LEM Product) will stimulate private sector interest and eventual TODs around the proposed SVM stations.

Task 4 -- EVALUATION PLAN AND REPORT

The roles and responsibilities of the partnering agencies and organizations are described at the beginning of the application and within the individual tasks. Additional aspects of the evaluation approach are described more fully under Purpose and Criteria, below.

For the SVM corridor task the primary evaluation target is the degree of acceptance of transit-oriented development concepts, station area plans and development controls. In addition, the benefits of implementing the proposed corridor concepts will be assessed through the concurrent SVM corridor draft EIS process. All meetings, a summary of public comments (both pro and con) and reactions from the development community and local officials will be documented. A final program summary and evaluation report will be prepared (including lessons learned, potential pitfalls to avoid and successes). The report will be available for widespread dissemination.

The degree of acceptance of the LEM Product will also be evaluated, including, contacts with and reactions from financial institutions and assessment of barriers that could impede more widespread enactment of such a program in Pennsylvania (such as, needed changes in statutes, regulations and business practices or additional public information and education).

The Region wide Public Information and Educational Program will be evaluated by documenting:

- (1) the extent of informational mailings, programs and other outreach components of the campaign;
- (2) reactions from specific target audiences (local officials, the development community and financial institutions, as well as the general public);
- (3) by conducting two telephone surveys (before and after the campaign) to assess changes in the general level of awareness of TOD goals, concepts and potential benefits; and
- (4) by tracking media coverage (print, radio and television) of project activities and accomplishments.

Purpose and Criteria

Implementation of the proposed program accomplishes the following objectives:

- **Increases private sector investment in region wide transit-oriented development** by:
 - (1) Establishing a LEM Product to allow home buyers to borrow more money for a home near a transit line;
 - (2) Coordinating with realtors, financial institutions and developers to inform them about the advantages of TOD and the LEM Product.
- **Fosters adoption of transit-supportive regulations by SVM corridor communities** by:
 - (1) developing both a broad-based and more focused information and education program for the general public and local officials;
 - (2) creating market incentives, such as location efficient mortgages for home buyers wishing to locate near transit stations in the corridor;

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- (3) providing technical assistance to local communities to prepare TOD development regulations;
 - (4) providing quantitative, market-driven analysis to the development community to support TOD development concepts.
- **Develops a process for implementing transit supportive regulations around defined station areas** by:
 - (1) initiating an extensive public participation process using innovative involvement tools;
 - (2) coordinating with local officials in the corridor both before and after the adoption of plans and regulations.
 - **Evaluates program effectiveness and disseminates outcomes to various audiences** by:
 - (1) documenting outreach efforts, promotion activities and community meetings;
 - (2) developing an inventory of program accomplishments, including private sector actions that are supportive of program objectives, and any barriers impeding implementation.
 - (3) monitoring key program evaluation indicators as described more fully below.

Program implementation furthers the stated purposes of the TCSP program in the following ways:

- Improves the **transportation system's efficiency** by implementing shared use of existing freight rail corridors, restoring passenger rail service, reducing the need for capacity increases on the adjacent highway system and integrating land use planning concurrently with transit investments. While the proposed program is focused on expanding public transit system capacity in the corridor, the overall benefits of the program can also improve the efficiency of the existing highway system.
- **Minimizes potential environmental impacts**, by encouraging greater use of public transit, bicycling and walking that can result in reduced mobile source air pollutants, use of domestic and imported oil and time lost in congestion, while providing an alternative to the single-occupant motor vehicle for all travel needs. Furthermore, compact development patterns fostered by TOD will reduce loss of productive farmland, while diminishing storm water run-off and ground disturbance within a designated Scenic River and Recreation Trail corridor.
- Focused development around transit stations **mitigates the need for costly highway infrastructure improvements**. A more compact development pattern also **minimizes the need for significant sanitary sewer, storm water and water quality management system expansion**, while at the same time **maximizing existing infrastructure capacities**.
- The SVM corridor passes through distressed, high unemployment areas, such as portions of Philadelphia and Reading, and regional, high growth employment centers such as King of Prussia and the Route 202 corridor. Reverse commute trips and improved access to regional employment centers will be facilitated by the implementation of a new transit line with associated feeder services and intermodal connections along the corridor. The corridor also serves regional centers of trade, including: Center City Philadelphia, the malls at King of Prussia and the Reading outlet stores, creating **more efficient access to jobs, services and centers of trade**. In addition, TOD's mixed land use pattern can permit individuals to work and live in the same community, allowing them to walk or bicycle to and from work. The creation of the LEM Product also supports this pattern by encouraging home buying in close proximity to public transit stations and other transit dense areas.
- Implementation of corridor development regulations and the TOD advocacy component identify strategies to encourage compact, transit friendly infrastructure investment-efficient development patterns. At the outset, these programs include working closely with local officials and the private sector development community to influence future market decisions

and development patterns. The real estate market study provides specific, market-based information to encourage compact, transit friendly development. The **advocacy component informs residents** through workshops, charrettes, videos, and other innovative approaches, such as computer technology and community access cable. The analysis and development of a LEM Product provides favorable investment terms for the private sector and individual investors.

- The overall program is also funded from a **variety of non-Federal resources**, including: public transit agency operating funds, county funds and county-level, municipal planning assistance programs. In addition, in-kind services and volunteer participation from agency representatives and non-profit organizations is incorporated into the final program.
- The Philadelphia region (and the SVM corridor) encompasses a **diversity of communities**, from the fifth largest city in the country to active farmland. Distribution of grant monies, if received, will occur equitably throughout the region and will benefit residents of Philadelphia, as well as the older urban areas along the Schuylkill River.
- The **evaluation component focuses on monitoring and feedback** concerning the implementation status of individual station plans, (including public participation and development regulation drafting), the results of the real estate market research and the establishment of the LEM Product. Given the traditional multi-year timetable for implementing a major transit investment, it will be difficult to achieve significant, measurable quantitative or analytical results in terms of mode changes, reduced travel times or significant shifts in private sector development patterns within the time frame of the current grant program. However, the concurrent draft Environmental Impact Statement for the SVM (scheduled to be completed in February 2000) will analyze and detail potential primary and secondary impacts of the proposed transportation project, as well as short and long term impacts. As this information is generated, it will be incorporated in the focused analysis and outreach program for the corridor.
- An **overall evaluation report** will be prepared that summarizes the process, products and outcome of each task. A less formal, mid-course evaluation for each task is also contemplated to determine whether changes in the overall schedule and program deliverables will be required. In addition, a possible post-program report to highlight particular issues or significant implementation actions that occur beyond the proposed, 24-month work program can be undertaken to expand documentation of the project's overall outcome and impacts.

Task 5 – FEDERAL HIGHWAY ADMINISTRATION WORKSHOPS

The DVRPC project manager will participate in the Federal Highway Administration's (FHWA) TCSP Workshops scheduled for Washington, DC in 1999 and 2000. The proposed budget reflects attendance by one person, round trip train travel, two nights lodging, meals and miscellaneous expenses for each workshop.

V. CONTEXT -- Building Upon Existing Planning and Funding Programs

The overall program is closely **integrated with established community preservation practices** in the region.

Pennsylvania. In 1998, Governor Tom Ridge's 21st Century Environmental Commission released their final report. The report calls for a concerted effort towards growth management in the Commonwealth, specifically citing transit-oriented development as one such technique. Moreover, the state Department of Transportation has begun a Year 2025 transportation planning process that emphasizes multi-modal corridors, the need for a Preservation and

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Maintenance First policy and the goal of achieving better land use and transportation linkage in the future.

Philadelphia Region. DVRPC, as the region's MPO, has adopted a Year 2020 Land Use, Transportation and Open Space Plan that emphasizes the need for policy actions to manage regional growth through concentrated centers, coordinated infrastructure investment and transit-oriented development. The Plan encourages revitalization and re-centralization of population and employment in the region's existing central cities and older urban communities. The SVM is specifically included as a future, regional transportation investment corridor. Moreover, the state has recognized this area as part of a "Schuylkill River Heritage Corridor" and advocates reinvestment in the older mill towns along the corridor.

Counties. Each of the partner counties has an adopted county comprehensive plan consistent with the regional plan. Chester County's award-winning plan, *Landscapes*, in particular, is predicated on implementing urban growth boundaries through county-local partnerships. It promotes additional public transit throughout the county and the need for compatible and supportive development. In addition, Montgomery and Chester counties have jointly completed previous studies along the corridor that will serve as valuable background material for the SVM corridor component.

Local government. Philadelphia, Reading, Pottstown, Phoenixville and Norristown have all performed studies that stress the importance of rail and transit stations to serve as catalysts for economic development and focal points for neighborhood and community identity.

The **Southeastern Pennsylvania and Berks Area Reading Transportation Authorities** completed a feasibility study for the SVM corridor in 1998, and are continuing this planning effort through preparation of a draft EIS (initiated in October, 1998 and scheduled for completion in February 2000). The draft EIS will determine the scope and scale of the proposed SVM. It is desirable and essential to conduct a parallel but closely integrated planning, implementation and public information process. Such an effort can increase public support for development of a major new transit investment in the region; expand public recognition of the need to adopt TOD regulations prior to actual construction; and increase the development climate for making such a large-scale public investment more probable.

Non-traditional partners for this program, the **Pennsylvania Environmental Council** (a non-profit organization), using a Congestion Mitigation and Air Quality grant, has developed public information materials and conducted public opinion research that promote the benefits of transit-oriented development in southeastern Pennsylvania. The subject program will expand this effort and serve to guide the public participation process in the SVM corridor. Another non-traditional partner, the **Delaware Valley Community Reinvestment Fund**, is the leading non-profit community development financial institution in the Philadelphia region, having loaned over \$50 million to create over 2,000 units of housing and over one million square feet of commercial and community facility space. Their expertise will guide the development of the LEM Product together with technical assistance from the Center for Neighborhood Technology, the creators of the program in the Chicago region.

State and Regional Planning and Programming Consistency

The proposed program of activities is consistent with on-going statewide and regional planning activities undertaken by the Pennsylvania Department of Transportation and the Delaware Valley Regional Planning Commission. A letter from the Commonwealth's Secretary of Transportation, Bradley L. Mallory, was sent on March 1. At the February 25 DVRPC Board meeting, the Executive Committee authorized the Executive Director, John J. Coscia, to file this application, and the Board is fully supportive of accomplishing implementation of the proposed project. Both organizations have also pledged to add any Federal Highway Administration funding that may be forthcoming for this new grant program to their respective transportation improvement programs.

VI. PROGRAM BUDGET

Table 2 summarizes the overall project budget and the sources of funding for each task. These items are also presented in this section by study task, source of funds and responsibility.

MAJOR PROJECT COMPONENTS

Task 1 Location Efficient Mortgage Product \$171,000
Task 2 Regional Public Outreach \$110,000
Task 3 Station Area Planning and Zoning (five sites) \$422,400
(Real Estate Market Study \$85,000)
(Corridor Public Outreach \$60,000)
Task 4 Project Evaluation Report \$43,600
Task 5 Two Program Workshops and Travel to Washington, DC \$1,000
Total: \$893,000

PARTNER CONTRIBUTIONS

(1) Source of Matching Funds

- DVRPC Comprehensive Planning Funds \$20,000
- SEPTA Operating Funds \$75,000
- Montgomery County Board of Commissioners Funds \$25,000
- Pottstown Borough \$2,400
- PEC private contributions \$10,000
- Philadelphia Office of Housing and Community Development Funds \$15,000
- BARTA Operating Funds \$2,500

Sub-Total: \$149,900

(2) Source of Matching In Kind Services:

- Berks County Planning Commission \$3,500
- Chester County Planning Commission \$5,000
- Chester County Vision Partnership *Landscapes* Plan Implementation Grant \$20,000
- Montgomery County Planning Commission \$20,000
- Philadelphia City Planning Commission \$4,000
- Delaware Valley Community Reinvestment Fund \$25,000

Sub-Total: \$77,500

Grand Total: \$893,000 (\$227,400 matching funds and services)

TCSP Request: \$665,600 (74.5%)

Implementing Transit Oriented Development in the Philadelphia Metropolitan Area

**Table 2
Proposed Project Budget**

Tasks	Partners						Total	Proposed Grant Funds	Contributed Funds	In-kind Services
	DVRPC	DVCRF	PEC	SEPTA/ BARTA	City/ County/ Local	Consultant				
I – LEM Product	\$60,400	\$100,600	\$10,000	\$0	\$0	\$0	\$171,000	\$131,000	\$15,000	\$25,000
II – Regional TOD Advocacy	\$10,000*	\$0	\$60,000	\$0	\$0	\$40,000	\$110,000	\$100,000	\$10,000	\$0
III – Corridor Station Area Planning and Implementation	\$35,000 (\$10,000) * (\$10,000) *	\$0	\$0	\$22,500	\$54,900	\$455,000 (\$75,000) (1) (\$320,000) (2) (\$60,000) (3)	\$567,400	\$390,000	\$124,900	\$52,500
IV – Evaluation Report	\$43,600	\$0	\$0	\$0	\$0	\$0	\$43,600	\$43,600	\$0	\$0
V – Workshops	\$1,000	\$0	\$0	\$0	\$0	\$0	\$1,000	\$1,000	\$0	\$0
Totals	\$150,000	\$100,600	\$70,000	\$22,500	\$54,900	\$495,000	\$893,000	\$665,600	\$149,900	\$77,500

Source: Delaware Valley Regional Planning Commission, March 1999.

Notes: *Consultant Selection and Contract Administration

1 – Real Estate Consultant

2 – Planning Consultant

3 – Communications/Marketing Consultant

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SUMMARY PROGRAM BUDGET (By Component Responsibility)

Consultants: (\$495,000)

Real Estate Market Study \$75,000

Station Area Planning and Zoning \$320,000

Communications for Regional Public Outreach \$40,000

Communications for Corridor Public Outreach (sub to Planning Consultant) \$60,000

DVRPC: (\$150,000)

Consultant Selection and Contract Administration (up to 3 contracts) \$18,000

Consultant Contract Technical Supervision and Coordination (up to 3 contracts) \$12,000

Quantitative Analysis and GIS Component of Location Efficient Mortgage Product \$60,400

Station Planning and Zoning Activities \$15,000

Evaluation Report \$43,600

Workshops Participation \$1,000

SEPTA (\$20,000)

Station Area Planning and Design Activities \$20,000

BARTA (\$2,500)

DVCRF (includes Center for Neighborhood Technology and Delaware Valley Housing Partnership) (\$100,600)

Location Efficient Mortgage Product Activities \$100,600

PEC (\$70,000)

Location Efficient Mortgage Advocacy \$10,000

Regional TOD Advocacy \$60,000

City/County/Local Agencies (\$54,900)

Station Area Planning and Zoning Activities \$54,900

Total: \$893,000

VII. SUPPORTING ORGANIZATIONS

Various public and private sector agencies and organizations have either submitted letters of intent or voiced their support for the proposed program, including:

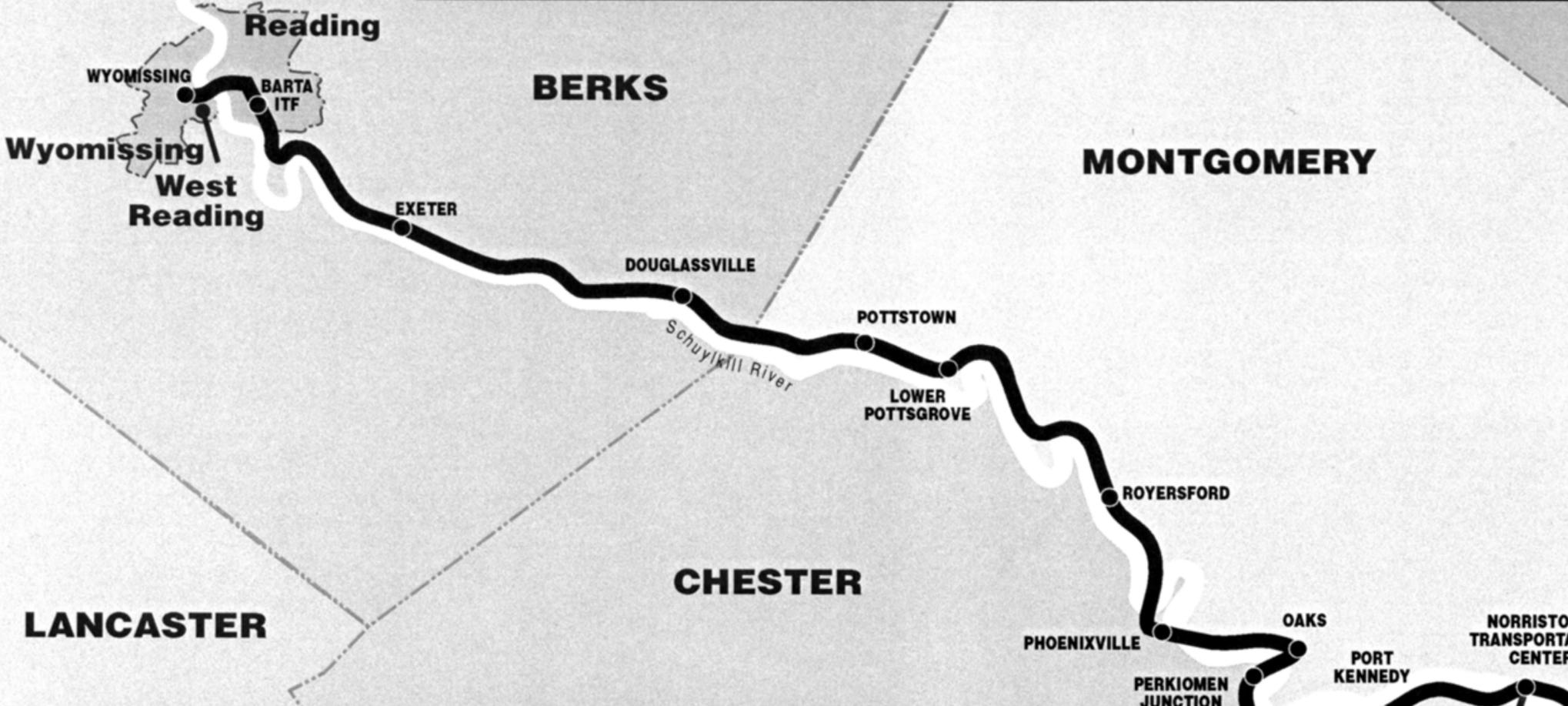
- Schuylkill Valley Metro Coalition; Nicholas DiBenedictis, President
- TriCounty Area Chamber of Commerce, Dale P. Mahle, President
- Pottstown Area Industrial Development, Inc., Dale P. Mahle, President
- Greater Valley Forge Transportation Management Association, Peter P. Quinn, Executive Director
- Delaware Valley Regional Planning Commission, Colin Hanna, Chairman
- Berks County Planning Commission, Harry S. Nelson, Chairman
- Chester County Planning Commission, William H. Fulton, AICP, Executive Director
- Montgomery County Planning Commission, Kenneth B. Hughes, Director
- City of Philadelphia, Mayor's Office of Transportation, Denise Goren, Deputy Mayor
- Philadelphia City Planning Commission, Barbara Kaplan, Executive Director
- City of Philadelphia, Office of Housing and Community Development, John Kromer, Director
- Berks Area Reading Transportation Authority, Dennis D. Louwse, Executive Director
- Southeastern Pennsylvania Transportation Authority, John K. Leary Jr. General Manager
- Delaware Valley Community Reinvestment Fund, Jeremy Nowak, Chief Executive Officer
- Pennsylvania Environmental Council, Patrick M. Starr, Director, Southeast Region

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- Schuylkill River Greenway Association, Dixie F. Swenson, Executive Director
- Amity Township, Berks County, Board of Supervisors, Doris T. Concordia, Administrative Manager
- Greater Norristown Corporation, Alan Zulick, Chairman
- Phoenixville Economic Development Corporation, Barbara Cohen, Executive Director
- Phoenixville Chamber of Commerce, Barbara Cohen, Executive Director
- Berks County Chamber of Commerce, Thomas McMahon, President

BARTA  **Schuykill Valley Metro**

BUCKS



Legend

-  Proposed Route
-  Proposed Stations
-  Possible Extension Routing
-  Regional Rail Lines
-  Route 100

SEPTA Long Range Planning Department 9/97
DVRPC 2/99

LANCASTER

CHESTER

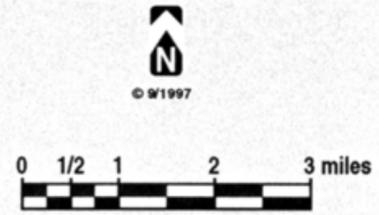
MONTGOMERY



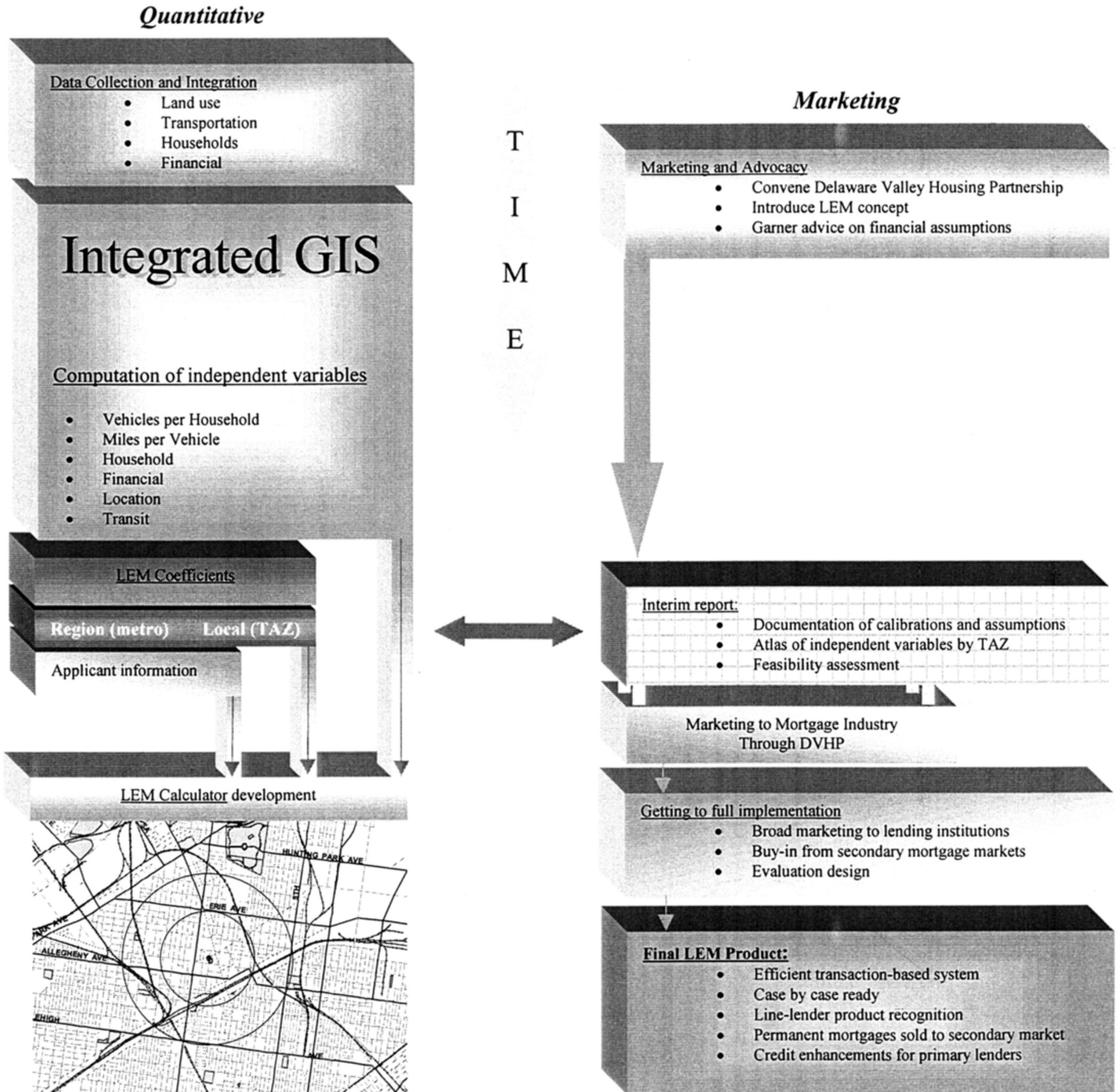
DELAWARE

PHILADELPHIA

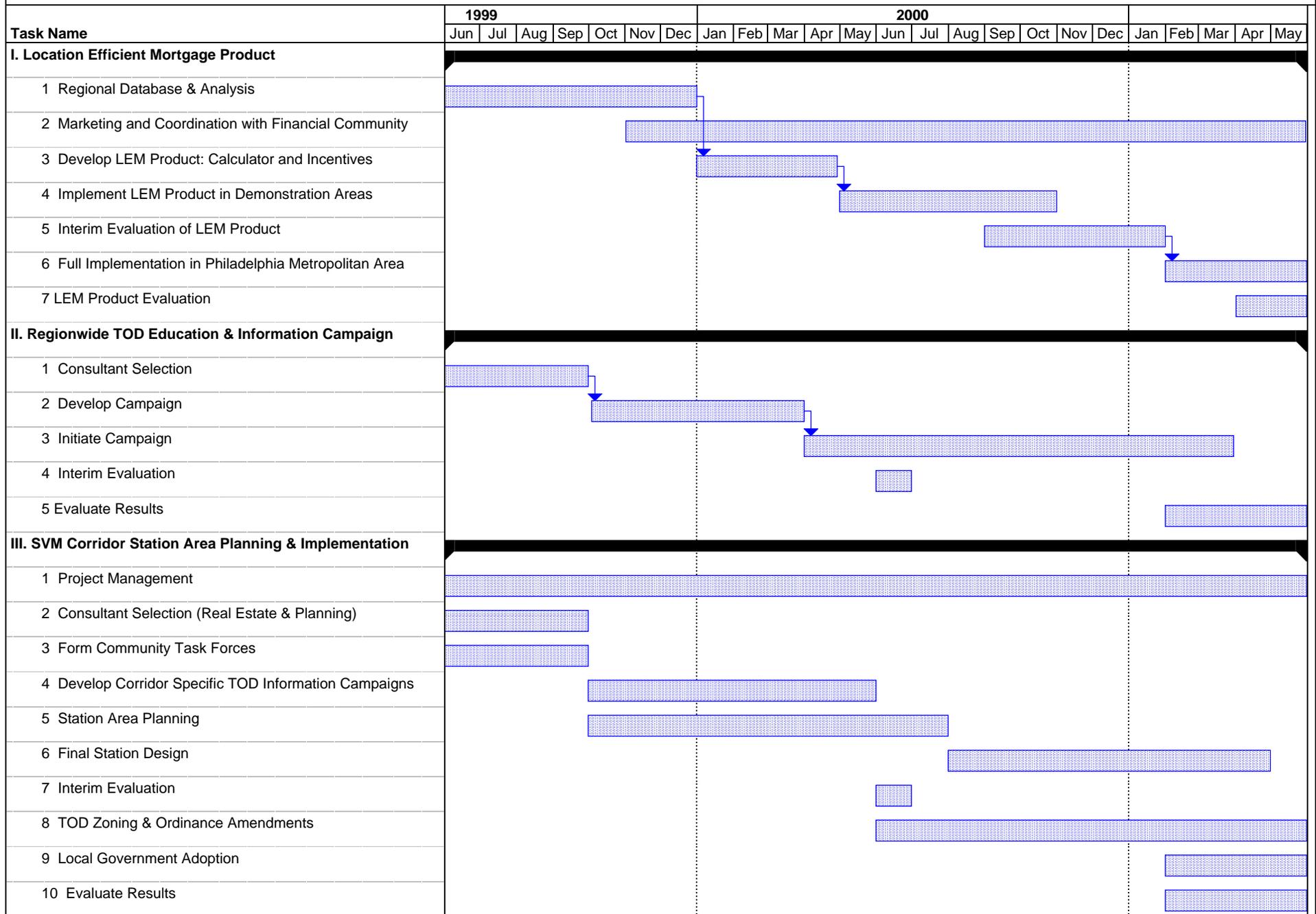
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LEM Product Flow Chart



Attachment 3: Implementing Transit Oriented Development in the Philadelphia Metropolitan Area



Attachment 4

Descriptions of Selected Station Area Planning and Implementation Sites

52nd Street, City of Philadelphia

The intersection of 52nd Street and Lancaster Avenue joins four distinct neighborhoods: West Parkside to the north (estimated population 2,000), Cathedral park to the southeast (1,500), Overbrook to the west (9,000) and Carroll Park to the southwest (12,000). There are several planning initiatives affecting the immediate area and all include 52nd and Lancaster within their boundaries:

- **West Parkside Empowerment Zone.** Federally funded planning process and economic development program.
- **West Parkside Enterprise Zone.** State-funded economic development program.
- **52nd & Lancaster/West Parkside Transportation Study (draft 1998).** Includes discussion of reverse commuting role of a potential station, the proposed Schuylkill Valley Metro line and access to the existing R5 Regional Rail line.
- **Parkside-Lancaster Redevelopment Area Plan (1997).** Supports development of a new shopping plaza in West Parkside and assistance in housing rehabilitation efforts by a local community development corporation.
- **East Overbrook Redevelopment Area Plan (1998).** Includes recommendations to assist housing rehabilitation near 54th and Lansdowne.
- **Lancaster Avenue Corridor Study.** This study is currently underway, examining a corridor from 52nd Street to Woodbine. It examines ways to beautify the corridor using site improvements, street improvements and development controls. The Commonwealth's Capital Budget earmarks \$8 million for Lancaster Avenue improvements.

Borough of Pottstown, Montgomery County

Pottstown Borough, with 22,000 residents, is located in the northwest corner of Montgomery County. Pottstown typifies many of the river boroughs along the Schuylkill River corridor that developed and formerly thrived as a factory town. Blue-collar employment peaked in the late 1960s with Bethlehem Steel, Firestone Tire and Rubber, Occidental Petroleum and Mrs. Smith's Pies operating at near capacity. However, the current trend of plant closings and downsizing has not spared the borough. After a series of cutbacks, Bethlehem Steel and Firestone finally shuttered their facilities by 1980. Occidental Petroleum, though still in operation, has scaled back from its peak years. Mrs. Smith's Pie's has just recently closed its operation. Currently 14,766 people work in Pottstown, with 53% in white collar jobs, 33% in blue collar, and 14% in sales and other related fields.

Current revitalization efforts have included a downtown business district study, a neighborhood study (which includes the potential station site location), the development of a riverfront park, and designation by the state as a Keystone Opportunity Zone (which provides tax abatement incentives for development). Other positive factors include:

- * Excess sewer and water capacity controlled by the Borough.
- * Superior highway and road access.
- * Freight rail service (Conrail; soon to be Norfolk-Southern).
- * Public bus transportation (Pottstown Urban Transit and SEPTA)
- * Open space amenities including River Front Park, Memorial Park, and the Manatawny Creek.
- * The Montgomery County Community College West Branch Campus.
- * Supportive local government which is willing to assist in the development process.

Borough of Phoenixville, Chester County

Located in an older, urban center with a 1997 population estimate of just over 15,500. The station location proposed in the *SVM Feasibility Study* is in the heart of the borough, 1.5 blocks from the central business district. The property directly adjacent to the station site is the former Phoenix Iron and Steel Company. This approximately 100-acre site is being considered for reuse as a major step towards revitalizing the Borough.

Local officials, the County, the Phoenixville Economic Development Council (PAEDCO), a local trail organization and the private sector are participating in a significant project to prepare a master plan for the site. The goal of this effort is to produce a mixed-use plan that would allow for commercial, recreational, tourist and cultural uses. The project will also address transportation-related issues, including vehicular and pedestrian access and public transit service. Borough officials consider the proposed SVM station to be a “keystone” to the success of the community’s overall revitalization.

Doulassville, Amity Township, Berks County

Located near the intersection of US Route 422 and PA Route 662, north of CONRAIL’s right-of-way, Doulassville can be an important park-and-ride station. Development of the proposed station would help to increase business within the eighteenth century village center, located in Amity Township. Convenient access to the proposed station would be supportive of the commercial development occurring along US Route 422.