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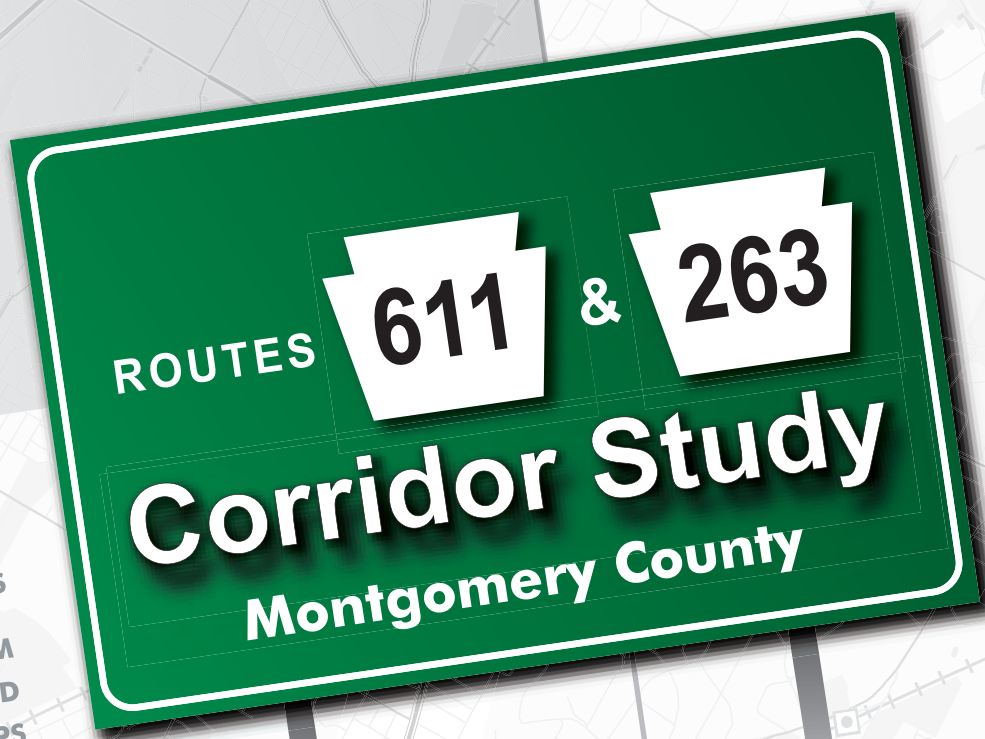
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HATBORO/JENKINTOWN
BOROUGHES

ABINGTON/CHELTENHAM
/UPPER MORELAND
TOWNSHIPS



Phase 2 Report

DELAWARE VALLEY

 REGIONAL
 PLANNING COMMISSION

DECEMBER 2009

73

ROUTES

611

&

263

Corridor Study

Montgomery County

HATBORO/JENKINTOWN
BOROUGHES

ABINGTON/CHELTENHAM
/UPPER MORELAND
TOWNSHIPS

Phase 2 Report

The Delaware Valley Regional Planning Commission is dedicated to uniting the region's elected officials, planning professionals and the public with the common vision of making a great region even greater. Shaping the way we live, work and play, DVRPC builds consensus on improving transportation, promoting smart growth, protecting the environment, and enhancing the economy. We serve a diverse region of nine counties: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester and Mercer in New Jersey. DVRPC is the federally designated Metropolitan Planning Organization for the Greater Philadelphia Region — leading the way to a better future.



The symbol in our logo is adapted from the official DVRPC seal, and is designed as a stylized image of the Delaware Valley. The outer ring shape symbolizes the region as a whole. The diagonal line represents the Delaware River and the two adjoining crescents represent the Commonwealth of Pennsylvania and the State of New Jersey.

DVRPC is funded by a variety of funding sources including federal grants from the U.S. Department of Transportation's Federal Highway Administration (FHWA) and Federal Transit Administration (FTA), the Pennsylvania and New Jersey departments of transportation, as well as by DVRPC's state and local member governments. The authors, however, are solely responsible for the findings and conclusions herein, which may not represent the official views or policies of the funding agencies.

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EXECUTIVE SUMMARY

The interconnected nine and 12-mile corridors along Route 611/Route 263 (Old York Road and Easton Road) are situated in eastern Montgomery County between the boundaries of the City of Philadelphia and Bucks County. The study corridors include parts of five municipalities: Abington, Cheltenham, and Upper Moreland townships, and Hatboro and Jenkintown boroughs. The municipalities along this corridor have common issues and problems. The purpose of this study is to identify projects and programs to achieve needed solutions. The five corridor municipalities pursuing this effort were supported by the Montgomery County Board of Commissioners and the Delaware Valley Regional Planning Commission (DVRPC).

This is the final phase of a two-phase process. This Phase 2 report examines in detail specific improvement recommendations identified in Phase 1. Montgomery County and all five municipalities passed resolutions supporting the concepts identified in the Phase 1 report, which examined the existing conditions of the corridor (see Appendix A).

A toolkit of strategies was identified to promote smart growth in the corridor. The goal of these strategies is to revitalize older town centers, concentrate new development around growth nodes, enhance access to transit, and promote development of mixed-use corridors.

To accomplish these goals, several corridorwide recommendations were developed. One such recommendation is the placement of bus stop shelters. These can improve the experience of bus travel by providing protection from the elements, as well as a comfortable waiting area for transit riders. In addition, these shelters can be designed to define the character of a corridor by giving it an identity.

Another recommendation is to improve access to bus and rail transit. Conditions should be appropriate to ensure public safety and comfort. Oftentimes, sidewalks are broken, too narrow, or nonexistent. These conditions can negatively impact transit riders and discourage single-occupant vehicle users from switching to transit. Crosswalks provide safe passage for pedestrians to and from transit stops. To this end, it was recommended that emphasis be placed on improving the connectivity of sidewalks and walkways, visibility of crosswalks, and pedestrian scale lighting in these areas.

There is a current lack of adequate parking spaces for commuters at most corridor rail stations. To provide adequate parking at train stations to accommodate current demand and projected future growth in transit ridership, it is necessary for SEPTA to actively explore additional opportunities for surface or structured parking at the existing stations. The stations identified that are most critically in need of additional parking include Hatboro, Willow Grove, Jenkintown, and Elkins Park.

Rail station amenities and station façade upgrades have been recommended to improve the attractiveness of all stations within the corridor.

The corridor has two established, municipal-operated, fixed-route shuttle systems. In an effort to make this service accessible to a wider population, it is proposed that these routes be expanded to serve a wider market.

Wayfinding signage is an important element in assisting visitors along the Routes 611/263 corridor and in uniting the corridor. Potential locations have been identified that would contain signage to direct travelers to areas of interest in the corridor.

Several municipal-specific projects were identified and recommended for implementation. In Cheltenham Township, the study team recommends a treatment for medians that includes mountable curbing and low planting. The Church Road area currently contains some elements that could contribute to future economic development, as well as some challenging components that could

hinder future growth. Development at the intersection of Old York and Church roads could provide frontage on both streets, building a physical connection with the library area.

A road diet conversion was studied in Jenkintown Borough, in order to improve upon the safety, operations, and sense of place for the multimodal Route 611. Its design would provide a single travel lane for each direction, with a center two-way-left-turn-lane, as well as signal optimization and coordination of the four signalized intersections.

In Abington Township, the study team looked at strategies for enhancing the planned transit-oriented development (TOD) project around the Noble SEPTA Station and creating pedestrian connectivity along Rubicam Avenue to the Crestmont SEPTA Station.

In Upper Moreland Township, the study team evaluated the area around the Willow Grove SEPTA Station and Davisville Road for its redevelopment potential and pedestrian enhancements.

In an effort to address safety and excessive speeding concerns, and to provide opportunities for safer access and exit driveways while increasing nonvehicular mobility, a road diet was considered on Route 263 in Upper Moreland and Hatboro. The road diet would entail the replacement of the two middle travel lanes with a two-way-left-turn-lane, thus leaving a shared through and right-turn lane per direction of travel. The remaining pavement width may be used for a shoulder, bicycle lane, or sidewalk. This revised cross-section was proposed for Route 263 from Warminster/West Mill Road to Horsham Road. These benefits could include lower prevailing speeds, improved sightlines, reductions in conflict points, crashes, and crash severity, and opportunities to better accommodate nonvehicular modes.

In addition to improvements to the Route 263 southern entrance to Hatboro Borough, a gateway treatment is recommended for the northern gateway entering Hatboro in the vicinity of Summit Avenue. For many of the same reasons, signage, raised vegetated medians, and other features would serve to bookend the entire Hatboro downtown and create a distinct district for travelers coming from either direction. Additional traffic calming initiatives, including streetscape and landscaping improvements, would increase pedestrian safety and make the retail area more attractive to potential patrons, increasing economic activity for local businesses.

Both a strategic improvement plan and an implementation plan for the corridor were developed based upon the land use scenarios, the transportation needs, and the economic development strategy, in conformance with the policy goals and objectives of DVRPC's long-range plan, *Connections: The Regional Plan for a Sustainable Future*, and county and local plans and objectives. This plan includes a definition of the roles and responsibilities of all affected for each improvement project.

The implementation plan summarizes each recommendation by subsection, estimates possible project costs (engineering and construction), and identifies possible actors and funding sources that may be available to the local governments. Cost estimates are included. The full explanation and contact information of each funding mechanism or program, organized by general categories – (1) municipal mechanisms, (2) county programs, (3) regional programs, (4) state programs, (5) federal programs, and (6) private sources – are listed after the implementation matrix.

In general, this report can form the basis of efforts to improve transportation, land use, and the natural environment of the corridor, while at the same time enhancing economic development opportunities.

INTRODUCTION

This report represents Phase 2 of a two-phase effort to identify corridorwide and municipal-specific projects within the Route 611 (Old York Road) and Route 263 transportation corridors (referred to as “corridor” in the remainder of this report). While the Phase 1 effort included an inventory and evaluation of current transportation, land use, and environmental issues in the corridor, this Phase 2 report involves a more detailed analysis of issue areas identified by corridor municipalities, with specific recommendations that could guide project implementation.

The corridorwide projects primarily focus on transit infrastructure and service improvements. With bus and rail transit coverage being uneven, an analysis was done of ways to provide service where none now exists, and to improve service where it is deficient. Special emphasis was placed on identifying the necessary improvements that would enhance the traveling experience of the transit rider. Such improvements include safety, capacity, convenience, and personal comfort.

At least one project was identified for detailed analysis within each of the five corridor municipalities. These projects ranged from streetscape improvements that would enhance the image and economic viability of the area, to more long-term land use and infrastructure changes that would increase densities and make transit-oriented development possible. The applicability of the principles of “Complete Streets” was considered in all analyses to ensure that all users of the road—pedestrians, bicycles, transit, and motor vehicles—can coexist in a safe environment. Environmental sustainability was considered and recommended where appropriate in an effort to reduce storm water runoff and enhance the visual attractiveness of corridor communities.

Overall, this document details recommendations for improvement and provides a blueprint for moving projects forward toward implementation.

1 CORRIDORWIDE IMPROVEMENTS

1.1 CORRIDORWIDE TRANSIT IMPROVEMENTS

1.1.1 Bus Stop Shelters

1. Existing Conditions

Bus stop shelters can improve the experience of bus travel and make it an attractive alternative to the automobile. Bus stop shelters provide protection from the elements, as well as a comfortable waiting area for transit riders. Through their design, shelters can also define the character of a corridor by providing an identity.

In the Routes 611/263 corridor, there are 173 bus stops extending from the intersection of Route 611 and Blair Mill Road in Upper Moreland Township and County Line Road and Route 263 in Hatboro Borough in the north, to the intersection of Cheltenham Avenue and Old York Road in Cheltenham Township in the south. Of these, only 34 locations have shelters. A list of existing shelters within the corridors is presented in Table 2. That means 139, or 80 percent, of bus stops are without shelters.

2. Proposed Solution and Project Scope

In an effort to improve passenger convenience and comfort, an analysis was done of the conditions of bus stops within the corridor. New and existing shelters:

- Should be accessible by paved walkways
- Should have proper lighting for rider safety and security
- Should have ramps nearby to accommodate wheelchair access
- Should have glass windscreens to enhance customer comfort
- Should have seating for waiting passengers
- Should have trash receptacles
- Should have a current bus schedule posted at each bus stop for each route, as well as transfer points for intersecting buses and trains

Bus ridership data was used to quantify the utilization rate at all bus stops based on recent boarding data provided by SEPTA on a typical weekday. Currently, there are 1,153 persons boarding at bus stops without shelters within the corridor.

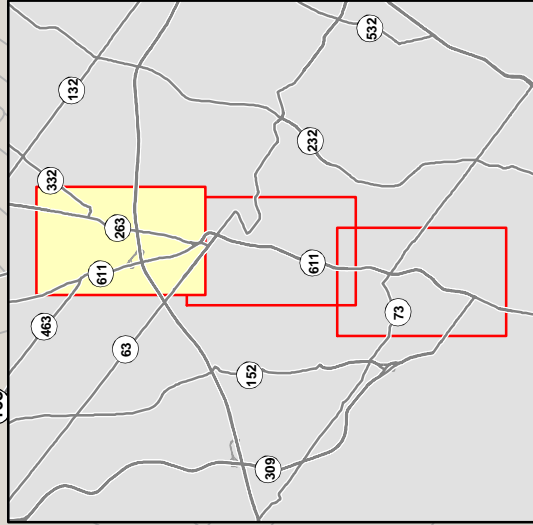
3. Proposed Shelter Locations:

Figures 1a to 1c and Table 1 identify the 139 bus stops (by direction of travel within the corridor) where shelters are absent. The nearest intersection to the bus stop is listed. While not all locations are suitable for shelters due to right-of-way constraints, most locations are appropriate. A priority list of candidate sites identified for shelters was developed using primarily recent passenger boarding data.

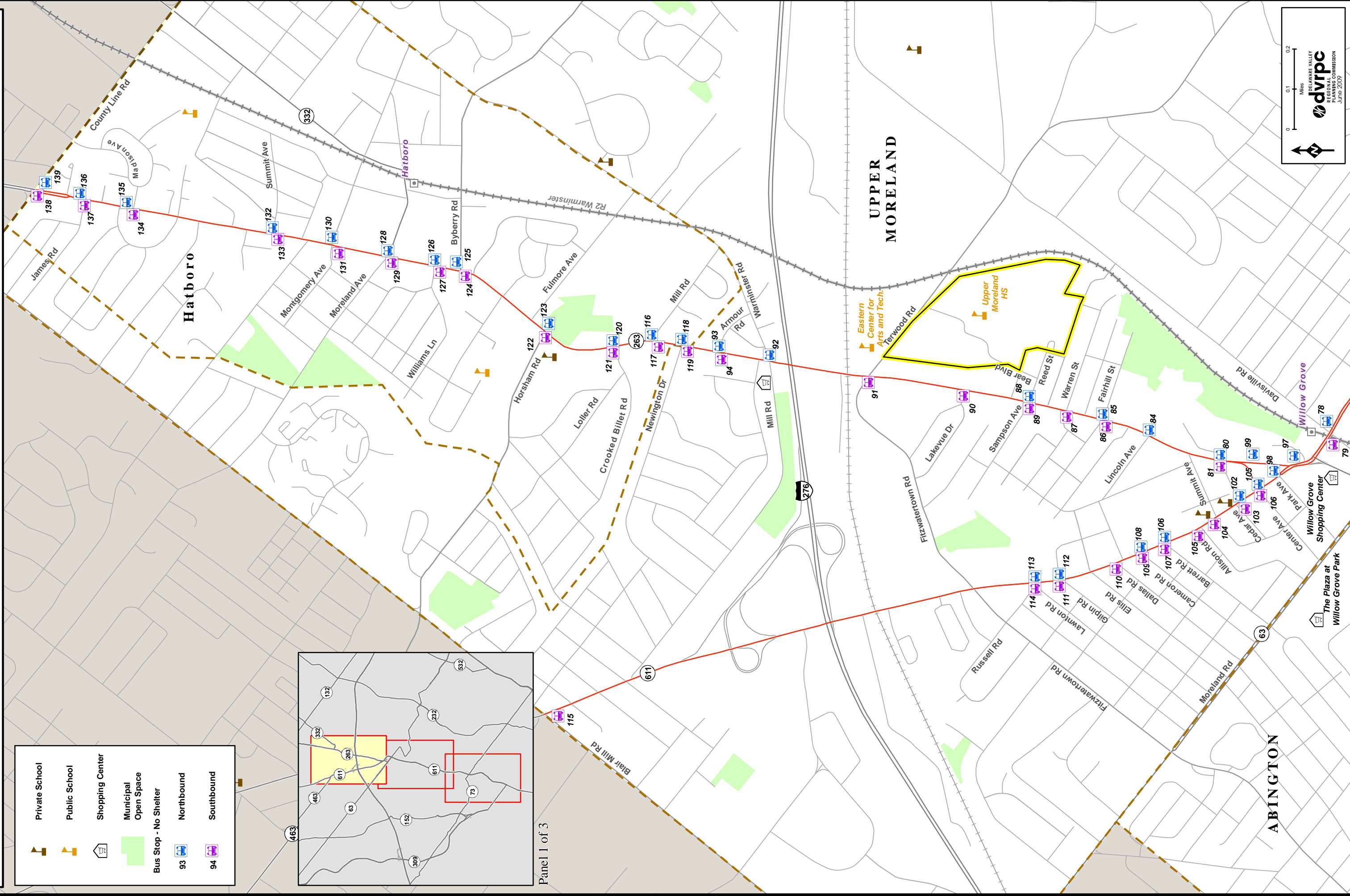
Route 611/263 Corridor

Figure 1A: Proposed Shelter Locations

- Private School
- Public School
- Shopping Center
- Municipal Open Space
- Bus Stop - No Shelter
- 93 Northbound
- 94 Southbound



Panel 1 of 3



0 0.1 0.2 Miles
dvrpc DELAWARE VALLEY REGIONAL PLANNING COMMISSION June 2009

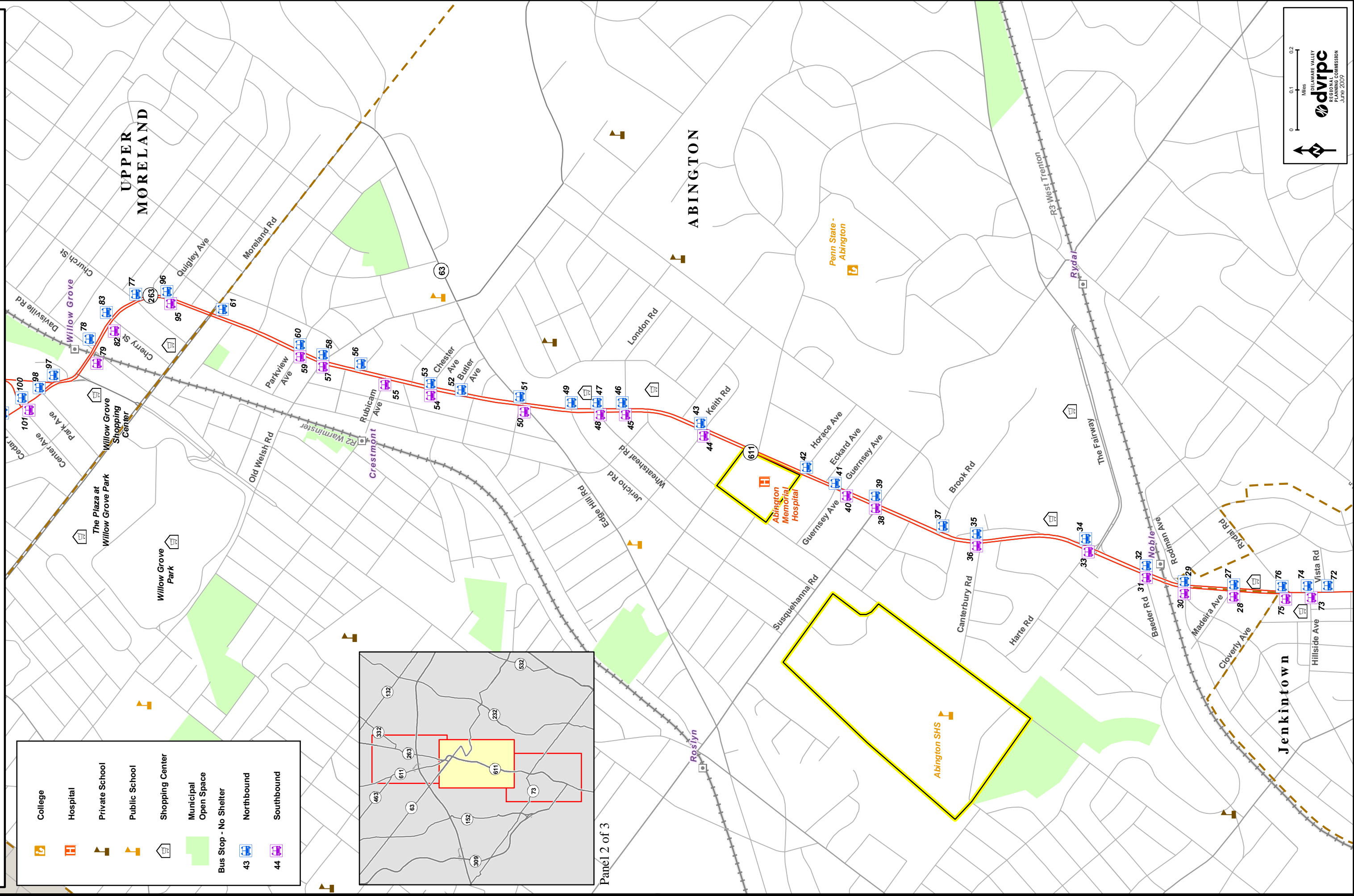
ABINGTON

UPPER MORELAND

HARBORO

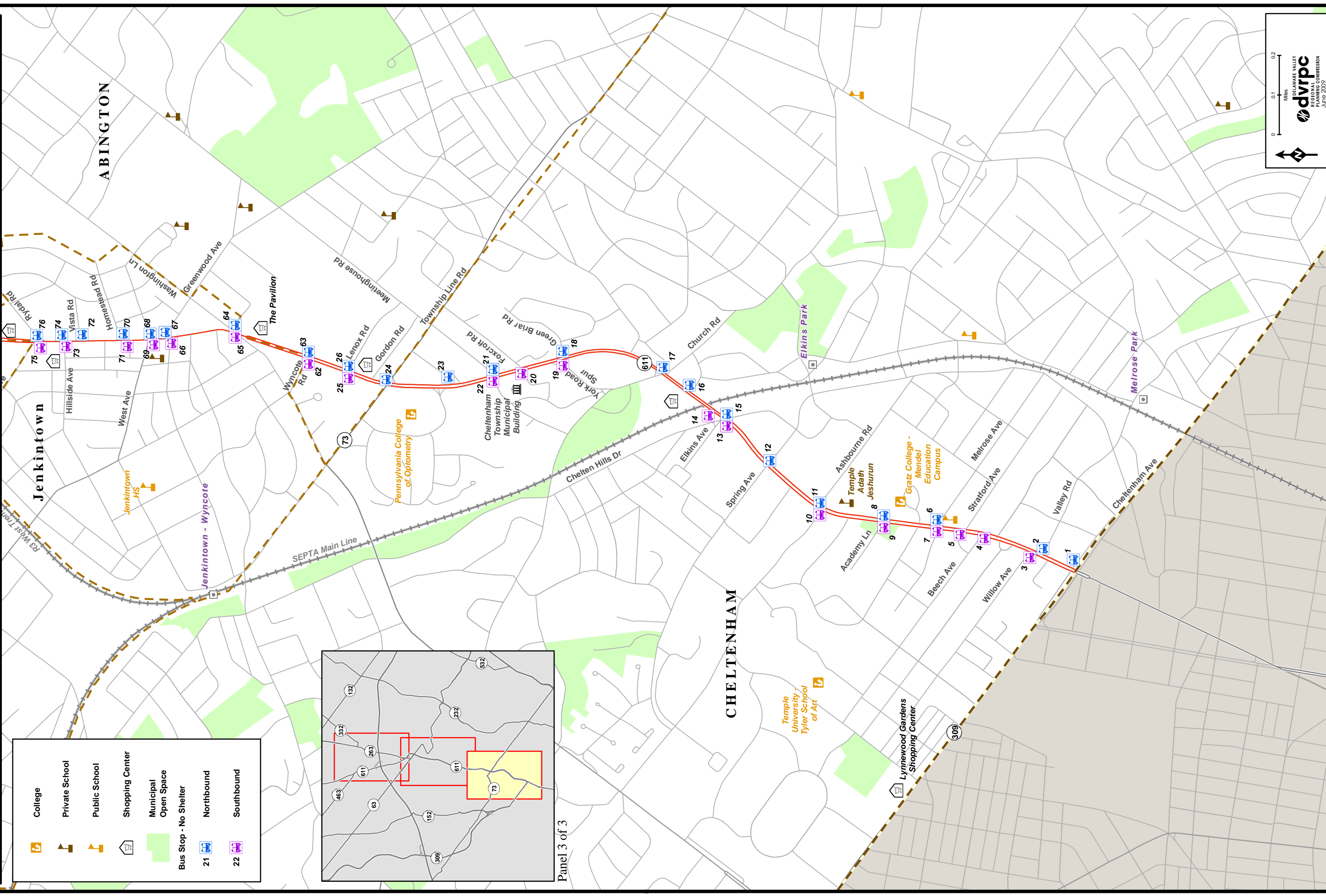
Route 611/263 Corridor

Figure 1B: Proposed Shelter Locations

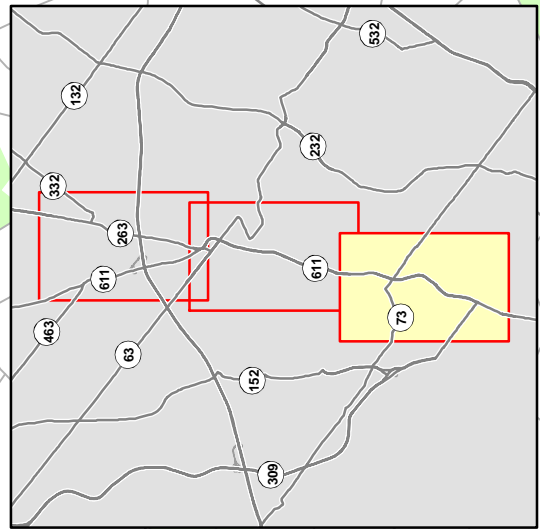


Route 611/263 Corridor

Figure 1C: Proposed Shelter Locations



- College
- Private School
- Public School
- Shopping Center
- Municipal Open Space
- Bus Stop - No Shelter
- 21 Northbound
- 22 Southbound



Panel 3 of 3

0 0.1 0.2 Miles
dvrpc DELAWARE VALLEY REGIONAL COMMISSION June 2009

Table 1: Route 611/263: Bus Stops without Shelters

Municipality	Primary Street	Secondary Street	Bus Rte:	Direction:	Weekday		#:
					Boarding:	Alighting:	
Cheltenham		Cheltenham Ave.	55	NB	52	62	1*
		Valley Rd.	55	NB	11	10	2
		Willow Ave.	55	SB	7	8	3
		Beech	55	SB	0	1	4
		Develon	55	SB	1	1	5
		Melrose Ave.	55	NB	9	9	6
			55	SB	2	6	7
		Academy Ln.	55	NB	1	0	8
			55	SB	0	1	9
		Ashbourne Rd.	55	SB	8	1	10
			55	NB	7	5	11
		Spring Ave.	55	NB	2	17	12
		Elkins Ave.	55	SB	10	6	13
		Cheltenham Hills Rd.	77	SB	N/A		14
			77	NB	N/A		15
		Stahr Rd.	55	NB	7	9	16
		Church St.	55	NB	0	8	17
		Greenbriar Rd	55	NB	0	6	18
		York Rd	77	SB	N/A		19
		Foxcroft	55	SB	6	2	20
77	NB		N/A		21		
Meetinghouse Rd.	77	SB	N/A				
	55	NB	3	13	22		
Synagogue	55	SB	9	4	23		
	55	NB	2	5			
Township Line Rd	55	NB	5	47	24		
	77	NB	N/A				
Lenox Road	55	SB	0	0	25		
	55	NB	11	41			
Madeira Ave.	55	NB	N/A		27		
	55	SB	4	3			
Rodman Ave.	55	NB	13	17	29		
	55	SB	15	13			
Baeder Rd.	55	SB	18	19	31*		
	55	NB	8	13			
Harte Rd.	55	SB	49	6	33		
The Fairway (north of Harte Rd.)	55	NB	10	75	34		
Canterbury Rd.	55	NB	0	6	35		
	55	SB	6	0			
Brook Rd.	55	NB	2	8	37		
Susquehanna Rd.	55	SB	64	4	38*		
	55	NB	4	57			
Guernsey Ave	55	SB	3	3	40		
	55	NB	0	6			
Horace Ave.	55	NB	10	44	42		
Keith Rd.	55	NB	3	12	43		
	55	SB	23	4			
London Rd.	55	SB	43	9	45		
	55	NB	6	12			
Wheatsheaf Rd.	55	NB	7	22	47		
	55	SB	13	6			
T.J. Maxx (Shopping Center) Jericho Rd.	55	NB	N/A		49		
Edge Hill Rd.	55	SB	11	5	50		
	55	NB	2	47			
Butler Ave.	55	NB	0	18	52		
Chester Ave.	55	NB	1	23	53		
	55	SB	16	0			
Rubicam Ave.	55	SB	12	3	55		
	55	NB	6	20			
Old Welsh Road	55	SB	10	1	57		
	55	NB	1	22			

*Bus stop has 15 or more daily boardings.
 "N/A" is no data available.

Routes 611 & 263 Corridor Study, Montgomery County – Phase 2 Report

Table 1: Route 611/263: Bus Stops without Shelters (Continued)

Municipality	Primary Street	Secondary Street	Bus Rte:	Direction:	Weekday		#:
					Boarding:	Alighting	
Abington (Continued)	Route 611 (Old York Rd.)	Parkview Ave.	55	SB	3	1	59
				NB	0	6	60
		Moreland Rd.	55	NB	3	27	61
Jenkintown	Route 611 (Old York Rd.)	Wyncote Rd.	55	SB	56	19	62*
				NB	7	53	
			77	NB	N/A		63
				SB	N/A		
		Washington Ln.	55	NB	15	12	64
				SB	17	8	65*
			77	SB	N/A		66*
				NB	N/A		
		Greenwood Ave.	55	SB	19	23	67*
				NB	22	30	
		West Ave.	55	NB	25	45	68*
				SB	31	12	69*
		Homestead Rd.	55	NB	3	16	70
				SB	7	3	71
		Vista Rd.	55	NB	2	14	72
		Hillside Ave.	55	SB	13	3	73
				NB	1	7	74
Rydal Rd.	55	SB	16	7	75*		
		NB	11	23	76		
Upper Moreland	Route 263 (York Rd.)	Church St.	55	NB	0	8	77
		Davisville Rd.	55	NB	12	103	78
				SB	107	5	79
		Cedar Ave.	22	NB	2	6	80
				SB	5	7	
			55	NB	0	6	81
				SB	0	0	
		Cherry St.	55	SB	8	4	82
				NB	0	0	83
		Lincoln Ave.	22	NB	N/A		84
		Fairhill St.	22	NB	2	5	85
				SB	2	1	86
		Warren St.	22	SB	3	2	87
		Reed St.	22	NB	N/A		88
		Sampson St.	22	SB	0	0	89
		Lakevue Dr.	22	SB	1	2	90
		Fitzwatertown Rd.	22	SB	N/A		91
			55	SB	5	4	
		Warminster Rd.	22	NB	N/A		92
		Armour Rd.	22	NB	0	0	93
				SB	0	0	94
		Quigley Ln.	55	SB	1	0	95
				NB	0	2	96
Route 611 (Easton Rd.)	Old York Rd.	55	NB	N/A		97	
	Park Ave.	55	NB	0	31	98	
Route 263 (York Rd.)	Bally's	22	NB	N/A		99	
Route 611 (Easton Rd.)	Center Ave.	55	NB	12	1	100	
			SB	0	3	101	
	Cedar Ave.	55	NB	0	6	102	
			SB	0	0	103	
	Summit Ave.	55	SB	0	0	104	
	Allison Rd.	55	SB	3	0	105	
	Barrett Rd.	55	NB	0	5	106	
			SB	2	0	107	
Cameron Ave.	55	NB	1	0	108		
		SB	0	0	109		

*Bus stop has 15 or more daily boardings.
"N/A" is no data available.

Routes 611 & 263 Corridor Study, Montgomery County – Phase 2 Report

Table 1: Route 611/263: Bus Stops without Shelters (Continued)

Municipality	Primary Street	Secondary Street	Bus Rte:	Direction:	Weekday		#:
					Boarding:	Alighting	
Upper Moreland (Continued)	Route 611 (Easton Rd.)	Dallas	55	SB	0	4	110
		Gilpin Ave.	55	SB	2	3	111
				NB	2	5	112
		Russell Rd.	55	NB	0	5	113
				SB	9	1	114
Blair Mill Rd.	55	SB	18	4	115		
Hatboro	Route 263 (York Rd.)	Mill Rd.	22	NB	N/A		116
				SB	0	0	117
		Newington Dr.	22	NB	0	2	118
				SB	0	0	119
		Crooked Billet Rd.	22	NB	N/A		120
				SB	6	1	121
		Horsham Rd.	22	SB	5	0	122
				NB	120	120	
			55	NB	1	18	123
				SB	15	6	
		Byberry Rd.	22	SB	25	2	124
				NB	N/A		125
		Williams Ln.	22	NB	0	0	126
				SB	0	0	127
		Moreland Ave.	22	NB	N/A		128
				SB	5	17	129*
		Montgomery Ave.	22	NB	N/A		130
				SB	33	2	131
		Summit Ave.	55	NB	3	6	132
			22	SB	0	1	133
Madison Ave.	22	SB	2	0	134		
		NB	N/A		135		
James Rd.	22	NB	N/A		136		
		SB	0	0	137		
County Line Rd.	22	SB	12	0	138		
		NB	N/A		139		

*Bus stop has 15 or more daily boardings.
"N/A" is no data available.

Source: SEPTA, July 2008

Routes 611 & 263 Corridor Study, Montgomery County – Phase 2 Report

Table 2: Route 611/263: Bus Stop with Shelters

Municipality:	Primary Street	Secondary Street	Bus Rte.:	Direction:	Weekday		#:	
					Boarding:	Alighting:		
Cheltenham	Route 611 (Old York Rd.)	Cheltenham Ave.	55	SB	61	57	1*	
		Spring Ave.	55	SB	14	6	2	
		Church Rd.	55	SB	23	17	3*	
		Green Briar Rd./York Rd. Spur	55	SB	Unavailable		4	
		Township Line Rd.	55	SB	74	17	5*	
Abington	Route 611 (Old York Rd.)	Cloverly Ave.	55	SB	3	2	6	
		Harte Rd.	55	NB	10	75	7	
		Abington Free Library (Brook Rd.)	55	SB	4	3	8	
		Horace Ave.	55	SB	67	7	9*	
		Abington Hospital (near Woodland Rd.)	55	NB	4	16	10	
				SB	8	2	11	
		Keith Rd.	55	NB	3	12	12	
		Rockwell Rd./Highland Ave.	55	NB	15	53	13*	
				SB	26	4	14*	
	Moreland Rd.	55	SB	23	8	15*		
	Moreland Rd.	Moreland Rd.	Easton Rd.	22	NB	2	102	16*
					SB	64	3	
				55	NB	10	2	17*
					SB	38	2	
			Willow Grove Park Mall	22	NB	63	488	18*
					SB	579	66	
		55	NB	87	500	19*		
			SB	338	64			
	Route 263 (Easton Rd.)	Moreland Rd.	22	NB	7	5	20	
				SB	5	17	21	
56			NB	16	24	22*		
			SB	24	30	23*		
Upper Moreland	Route 263 (York Rd.)	Lincoln Ave.	22	SB	3	2	24	
		Warren St.	22	NB	5	0	25	
		Blair Mill Rd.	55	NB	2	18	26	
		Lakevue Dr.	22	NB	0	0	27	
		Fitzwatertown Rd.	22	NB	5	41	28	
					5	34		
		Sunset Ln. (Former Sam's Club)	22	NB	Unavailable		29	
	SB			1	0	30		
	Route 611 (Easton Rd.)	Park Ave.	22	SB	2	4	31	
					55	0		3
		Allison Rd.	55	NB	4	2	32	
		Sycamore St. (South of the Intersection)	55	SB	Unavailable		33	
		Lincoln Ave.	55	NB	2	6	34	

*Bus stop has 15 or more daily boardings.
"N/A" is no data available.

Source: SEPTA, July 2008

4. Implementation

There are two tracks that can be pursued in securing bus stop shelters for the corridor. The first could be through a commercial provider, which could manufacture and install bus stop shelters for a fee. The second option would be through Clear Channel Outdoor Advertising, Inc. (Clear Channel). They currently provide a service to design, manufacture, install, and maintain bus stop shelters at no cost to the municipality. In exchange, the municipality allows Clear Channel to sell advertising space on the structures within clearly defined limits (see sample agreements in Appendix B). This can be carried out with the assistance of the area Transportation Management Association.

Process

The process for municipalities to have bus stop shelters erected within their boundaries is as follows:

- Desired locations selected
- On-site review with Clear Channel, municipality, SEPTA, TMA, and other relevant parties
- Municipality signs agreements with the TMA and with Clear Channel (**Appendix B**)
- Bus shelters installed by Clear Channel

Estimated Cost of Improvement

- **Design Engineering** – If Clear Channel is the provider, this cost would be absorbed by them
- **Right-of-Way** – For locations with adequate clearance, right-of-way acquisition will not be necessary
- **Construction** – If Clear Channel is the provider, this cost would be absorbed by them

1.1.2 Pedestrian Access to Bus Stops and Rail Stations

1. Existing problem

In order to accommodate transit riders, it is important that access to transit, both bus and rail, is as seamless as possible. Conditions should be appropriate to ensure public safety and comfort. Oftentimes, sidewalks are broken, too narrow, or nonexistent. These conditions can negatively impact transit riders and discourage single-occupant vehicle users from switching to transit. Crosswalks provide safe passage for pedestrians to and from transit stops.

Sidewalks – Sidewalks and walkways are pedestrian thoroughfares that provide pedestrians with space to travel within the public right-of-way that is separated from roadway vehicles. Such facilities also improve mobility for pedestrians and provide access for all types of pedestrian travel. At many bus stops within the corridor, sidewalks are deficient and need resurfacing. They are sometimes overgrown with vegetation, which impedes passage and obscures visibility.

Pedestrian scale lighting – Adequate lighting can enhance an environment, as well as increase comfort and safety. Adequate overhead lighting makes pedestrians visible to motorists sooner, providing adequate time for stopping. In many segments of the corridor, especially areas away from the commercial corridor, pedestrian scale lighting is inadequate.

Marked crosswalks – These indicate preferred locations for pedestrian crossings and help designate right-of-ways for motorists to yield to pedestrians. These are critical amenities that enhance pedestrian safety in the vicinity of bus stops and transit stations. Although major signalized intersections within the corridor have crosswalks that are at or near transit stops (See Table 2 and Figure 2), these need to be upgraded to improve their function and safety.

2. Proposed Solution and Scope

In improving the pedestrian environment within high-traffic areas of the corridor, emphasis should be placed on improving the connectivity of sidewalks and walkways, visibility of crosswalks, and pedestrian scale lighting.

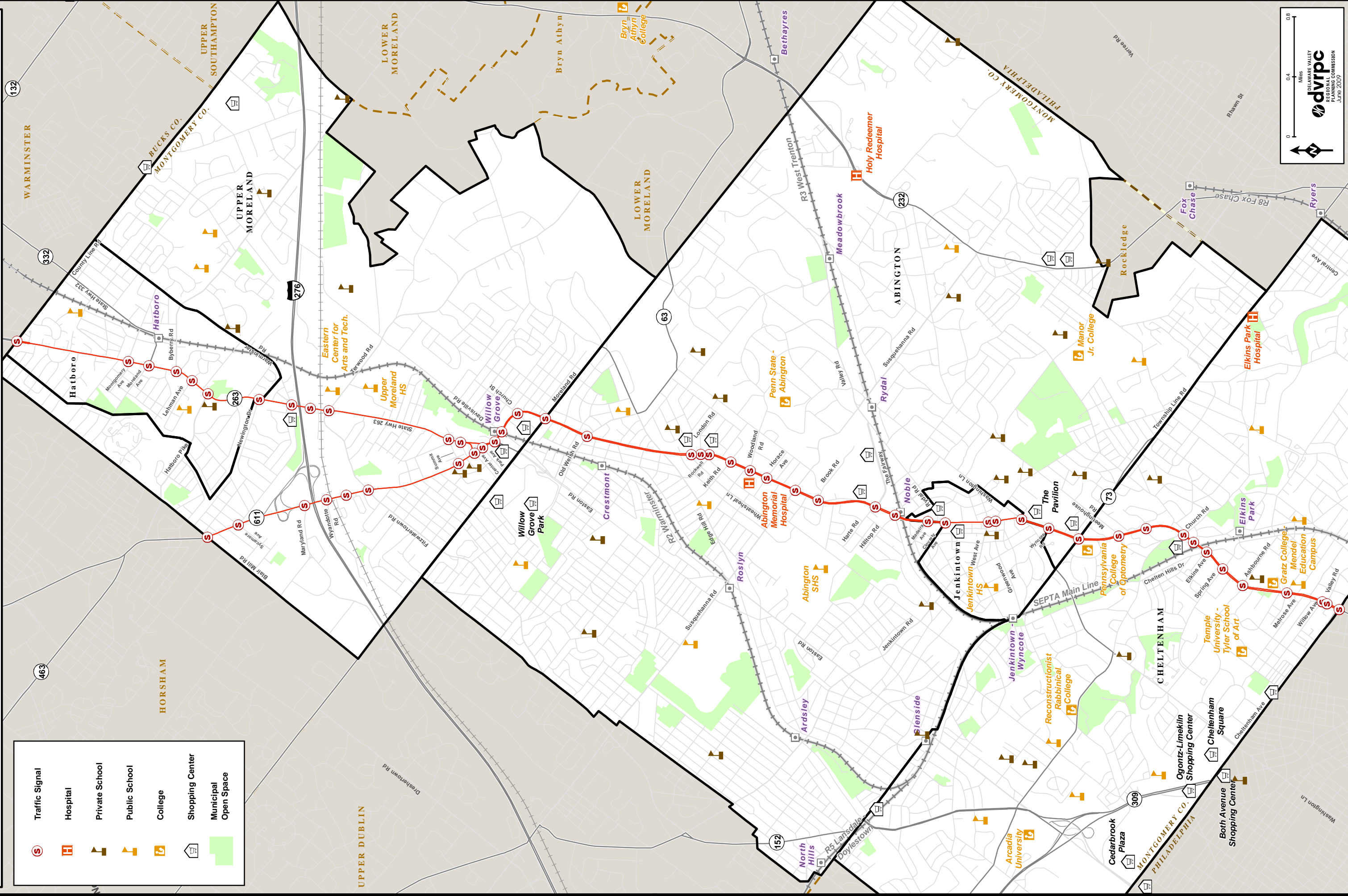
Deficient sidewalks in the corridor should be upgraded to better meet these goals and, where feasible, should be constructed to provide this function. Sidewalks should be of a minimum width of five feet to accommodate pedestrian movement. Obstructions, such as overgrown vegetation, that encroach on sidewalks should be removed to improve pedestrian flow.

Pedestrian scale lighting – Adequate lighting should be considered in high-pedestrian areas of the corridor, such as at transit stops and major retail centers.

Marked crosswalks are desirable at all signalized intersections across Route 611 and Route 263 to guide pedestrians along a preferred path. Crosswalks should be present at the nearest signalized intersection to high pedestrian volume areas, such as bus stops and rail stations, to permit safe access and egress to transit riders. Crosswalks should be marked continental style to provide high visibility to motorists. They should have pedestrian actuation where appropriate and pedestrian countdown signals timed to permit pedestrians to cross safely at a minimum of 3.5 feet per second. The following table and figure list the signalized crosswalks along the corridor that should be upgraded for pedestrian safety.

Route 611/263 Corridor

Figure 2: Signalized Crosswalks



- Traffic Signal
- Hospital
- Private School
- Public School
- College
- Shopping Center
- Municipal Open Space

0 0.4 0.8 Miles
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JUNE 2019

Table 3: Corridor Crosswalks

Municipality	Street 1	Street 2
Upper Moreland Township	Easton Road (Route 611)	Blair Mill Road
Upper Moreland Township	Easton Road (Route 611)	Mill Road/Sycamore Avenue
Upper Moreland Township	Maryland Road	Easton Road (Route 611)
Cheltenham Township	Old York Road (Route 611)	Cheltenham Hills Drive
Cheltenham Township	Old York Road (Route 611)	Stahr Road
Cheltenham Township	Church Road	Old York Road (Route 611)
Cheltenham Township	Old York Road (Route 611)	Greenbriar Road
Cheltenham Township	Old York Road (Route 611)	Meetinghouse Road
Abington Township	Township Line Road	Old York Road (Route 611)
Cheltenham Township	Spring Avenue	Old York Road (Route 611)
Cheltenham Township	Ashbourne Road	Old York Road (Route 611)
Cheltenham Township	Melrose Avenue	Old York Road (Route 611)
Cheltenham Township	Willow Avenue	Old York Road (Route 611)
Cheltenham Township	Valley Road	Old York Road (Route 611)
Cheltenham Township	Cheltenham Avenue	Old York Road (Route 611)
Jenkintown Borough	Cloverly Avenue	Old York Road (Route 611)
Jenkintown Borough	Old York Road (Route 611)	Madeira Avenue
Jenkintown Borough	West Avenue	Old York Road (Route 611)
Jenkintown Borough	Greenwood Avenue	Old York Road (Route 611)
Jenkintown Borough	Washington Lane	Old York Road (Route 611)
Abington Township	Wyncote Road	Old York Road (Route 611)
Abington Township	Baeder Road	Old York Road (Route 611)
Abington Township	Harte Road	Old York Road (Route 611)
Abington Township	Susquehanna Road	Old York Road (Route 611)
Abington Township	Horace Avenue	Old York Road (Route 611)
Abington Township	Woodland Road	Old York Road (Route 611)
Abington Township	Keith Road	Old York Road (Route 611)
Abington Township	Highland Avenue	Old York Road (Route 611)
Abington Township	London Road	Old York Road (Route 611)
Abington Township	Wheatsheaf Lane	Old York Road (Route 611)
Abington Township	Old Welsh Road	Old York Road (Route 611)
Upper Moreland Township	Moreland Road	York Road
Upper Moreland Township	Old York Road	Church Street
Upper Moreland Township	Old York Road	Davisville Road
Upper Moreland Township	Old York Road	Easton Road
Upper Moreland Township	Easton Road	Park Avenue

Routes 611 & 263 Corridor Study, Montgomery County – Phase 2 Report

Corridor Crosswalks (Continued)

Municipality	Street 1	Street 2
Upper Moreland Township	Easton Road	Center Avenue
Upper Moreland Township	Cedar Avenue	York Road
Upper Moreland Township	Summit Avenue	York Road
Upper Moreland Township	Fitzwatertown Road	York Road
Upper Moreland Township	Mill Road	York Road
Upper Moreland Township	Newington Drive	York Road
Hatboro Borough	Horsham Road	York Road
Hatboro Borough	Montgomery Avenue	York Road
Hatboro Borough	Moreland Avenue	York Road
Hatboro Borough	Byberry Avenue	York Road
Hatboro Borough	Lehman Avenue	York Road
Hatboro Borough	County Line Road	York Road
Upper Moreland Township	Wyandotte Road	Easton Road
Upper Moreland Township	Easton Road	Best Buy Access
Upper Moreland Township	Fitzwatertown Road	Easton Road
Upper Moreland Township	Easton Road	Summit Avenue

Source: DVRPC, 2009

Improve Rail Station Access – Improvement to station area approaches can be achieved by providing adequate lighting, as well as safe and unimpeded access ways for pedestrian traffic at the station. The Regional Rail station areas in particular need sidewalks, crosswalks, and other pedestrian improvements to provide safe pedestrian conduit to those stations. In addition, wayfinding signs directing riders to the station are needed on major thoroughfares.

Access to the following stations should be improved:

The Willow Grove Station is located adjacent to Route 611 (Old York Road) in Upper Moreland Township in close proximity to the Willow Grove Mall and the Montgomery County court complex, both of which generate heavy foot traffic. Improvements to pedestrian crossings along Route 611 should include pedestrian signals and pedestrian actuation where appropriate, along with associated pedestrian crossing signage (W11-2).

The Noble Station is located immediately off Route 611 in Abington Township. It also has high pedestrian traffic traveling to and from it. Many pedestrians often cross Old York Road to board trains or after leaving trains. Improvements should include more visible crosswalks, as well as pedestrian signals with pedestrian actuation across Old York Road and associated pedestrian crossing signage (W11-2). The sidewalks over SEPTA's R3 Rail Line should be improved through widening and resurfacing and pedestrian scale lighting. Passengers trying to access the inbound side of the tracks from the outbound side, or vice versa, have to climb a steep incline over the tracks at Old York Road. This circuitous route is not accommodating to pedestrian traffic. In order to facilitate pedestrian movement from the inbound side of the platform to the outbound side, there should be either a tunnel or a pedestrian bridge to accommodate this movement seamlessly.

1.1.3 Parking Expansion at Rail Stations

1. Overview

There is a current lack of adequate parking spaces for commuters at most corridor rail stations. At many locations, there are no options for parking near the station other than the SEPTA lot. The lack of parking makes commuting by train unavailable or an unattractive choice for a number of commuters who would otherwise use the train on a daily basis. Furthermore, the lack of parking negates much of the potential to attract new riders.

2. Proposed Solution and Project Scope

To provide adequate parking at transit stations to accommodate current demand and projected future growth in transit ridership, it is necessary for SEPTA to actively explore additional opportunities for surface or structured parking at the existing stations. The stations that are most critically in need of additional parking include Hatboro, Willow Grove, Jenkintown, and Elkins Park.

Hatboro

Existing Condition: Hatboro Rail Station is conveniently located within walking distance of the borough's CBD. SEPTA's R2 Regional Rail serves the station with an approximate 42-minute commute to Suburban Station Philadelphia. The station's convenient location allows for easy access to Hatboro's commercial establishments and nearby high-density housing. There are 100 parking spaces at the station, with a current utilization rate of 100 percent. There is therefore an acute demand for additional parking.

Recommended Improvement: As detailed in the Route 611/263 Corridor Study Phase 1 report, there is the potential of expanding surface parking by utilizing the vacant parking spaces at the adjacent Keystone property. Up to 200 currently underutilized parking spaces could be considered for lease for SEPTA riders.

Willow Grove

Existing Condition: Willow Grove Station is east of Route 611 in Upper Moreland Township. There are two separate parking lots for the station: one accessed via Davisville Road and the other accessed via York Road. The two lots combine for a total of 100 parking spaces, with a current utilization rate of 100 percent.

Recommended Improvement: By relocating the station to the west of Route 611 along Davisville Road between Route 611 and Moreland Road, the station would be closer to the major retail sites in the area. Additionally, there would be less disruption to Route 611 traffic by rail traffic since the station would be further away. There is also the potential for redevelopment of sections of Davisville Road, where the properties are currently underutilized.

Jenkintown

Existing Condition: The Jenkintown Station is served by SEPTA's Suburban Bus #77 and SEPTA's R1, R2, R3, and R5 Regional Rail Lines. The existing 543 parking lot is currently at capacity. Expanding surface parking at this site is not possible due to physical constraints. Most parking spaces are filled by early morning by the commuter rail passengers, leaving little or no parking spaces for other passengers.

Recommended Improvement: There is a proposal on the Transportation Improvement Program (TIP) for the design and construction of a multilevel 700-space parking garage at Jenkintown Station. This would provide an additional 157 spaces for commuters. SEPTA's proposed construction of a parking garage and platform reconstruction work will be done in conjunction with the replacement of the Greenwood Avenue Bridge by PennDOT.

In addition to the parking garage, SEPTA will be installing a new high-level platform at Jenkintown Station, beginning at the station canopies, moving southbound to where the new parking garage will be located.

Elkins Park

Existing Condition: Parking at this station is limited and is quickly filled on weekdays. There is a satellite parking lot at Harrison Avenue and Montgomery Avenue, with 38 spaces that serve the station. This lot is also at capacity.

Recommended Improvement: Explore the feasibility of erecting a parking structure at the satellite parking lot located at Harrison Avenue and Montgomery Avenue, which would at least double its present capacity.

1.1.4 Rail Station Amenities

Hatboro

Existing Condition: This station building is an old structure that is in need of improvement. The platforms are uneven and need upgrading. There are few amenities present for passenger comfort.

Recommended Improvements: Upgrade the station façade to improve its attractiveness; improve the platform and waiting area; provide modern amenities, such as benches, trash receptacles, and bike racks; improve lighting at the station.

Willow Grove

Existing Condition: The rail line is single track at this location and passengers board and alight from the same platform. This is a low-level platform. The station has few amenities.

Recommended Improvements: Upgrade the station façade to improve its attractiveness; improve the platform and waiting area; provide modern amenities, such as benches, trash receptacles, and bike racks; in the long term, consider relocating the station to Davisville Road to the west of its present location where high-level platforms should be constructed for quick boarding and alighting.

Crestmont Station

Existing Condition: The waiting area at this station consists of one large wooden shelter that, while in good condition, is exposed to the elements on one side. This station lacks bicycle storage amenities, such as racks and lockers.

Recommended Improvements: This station is in need of façade improvements in the short term and major renovation in the long term when ridership increases. Improve waiting areas at the station by providing adequate shelter, such as benches and glass windscreens designed for customer comfort; improve the general attractiveness of the waiting area; install bicycle storage amenities at the station.

Noble

Existing Condition: This station has an adequate waiting area for rail customers. Rail schedules are posted prominently and station lighting is adequate. There is an old-style bicycle rack on the inbound side of the station. There is no direct access from one platform to the next. Passengers have to leave the station to access the other side.

Recommended Improvements: As detailed in the Old York Road Corridor Improvement Plan, this station is at a targeted location for Transit Oriented Development (TOD) within Abington Township. In order to accommodate an expected increase in ridership in the future, it is recommended that the construction of high-level platforms be examined for this station. This would facilitate easier boardings and alightings, which, in turn, leads to shorter dwell times at stations. The result is faster travel times for all rail customers, which enhances the competitive advantage of transit versus autos. Direct access from one platform to the next should be facilitated via a pedestrian bridge or tunnel. It is recommended that bicycle racks at the station be upgraded to a more attractive design, with additional capacity.

Jenkintown/Wyncote

Existing Condition: This station is at the nexus of four rail lines: the R1, R2, R3, and R5 trains. There is a waiting area at this station that is clean, with benches and rest room facilities. Bicycle racks need upgrading to a more modern, attractive design. Trash receptacles need upgrading, befitting of a high-volume station such as this. The platforms are low level, which slows boarding and alightings.

Recommended Improvements: Construct high-level platforms as currently planned for in the Transportation Improvement Program (MPMS# 84642); upgrade station furniture for passenger comfort.

Elkins Park

Existing Condition: This station has a waiting area with seating and schedule information. The platform is low level and has a wooden surface. The overall attractiveness of the station area is bleak and is in need of a facelift.

Recommended Improvements: Construct high-level platforms to speed boardings and alightings, which, in turn, lead to shorter dwell times at stations. Both the age and condition of existing low-level platforms indicate that a station improvement program will be necessary to provide responsive, quality service. The result is faster travel times for all rail customers. Initiate a façade improvement or major renovation program at this station.

1.1.5 Local Circulator Bus Service

1. Existing Service

The corridor has two established fixed-route shuttle systems, as well as a van service.

Municipal Bus Service

Cheltenham and Abington townships sponsor a senior shuttle (The Link), which serves both townships. The shuttle operates on Mondays, Wednesdays, and Fridays in Abington, and Tuesdays, Thursdays, and Saturdays in Cheltenham. The shuttle has a dedicated route in each township, which passes many locations that a senior citizen may desire to go, including several rail stations. Passengers may request a stop anywhere along its route. Seniors in both townships ride for free, while others pay \$4 per one-way trip, or \$10 for a 10-trip ticket. The buses are not convenient for the everyday commuter, but they serve an important role for occasional riders.

The Penn State University Shuttle

Abington operates two shuttles during the academic year. The shuttles connect the university with Jenkintown Rail Station, Rydal Rail Station, Olney Transportation Center, and the Market–Frankford Line.

The Abington Memorial Hospital has a van service used to transport outpatients to and from the hospital. The service operates as a quasi taxi and must be scheduled in advance.

2. Cheltenham Township Bus

Headways

There are four westbound buses departing Rowland Community Center three days each week approximately 2.5 hours apart. There are three eastbound buses departing Glenside Train Station at 10:16 am, 1:06 pm, and 3:36 pm. This infrequent service severely limits the number of patrons that could use this service.

The Greater Valley Forge TMA currently provides assistance in scheduling and marketing for this bus service in Cheltenham Township.

Recommended Service Improvement

In an effort to make this service accessible to a wider population, it is proposed that two buses be employed on this route. The number of buses and routing could vary depending on available funding and demand.

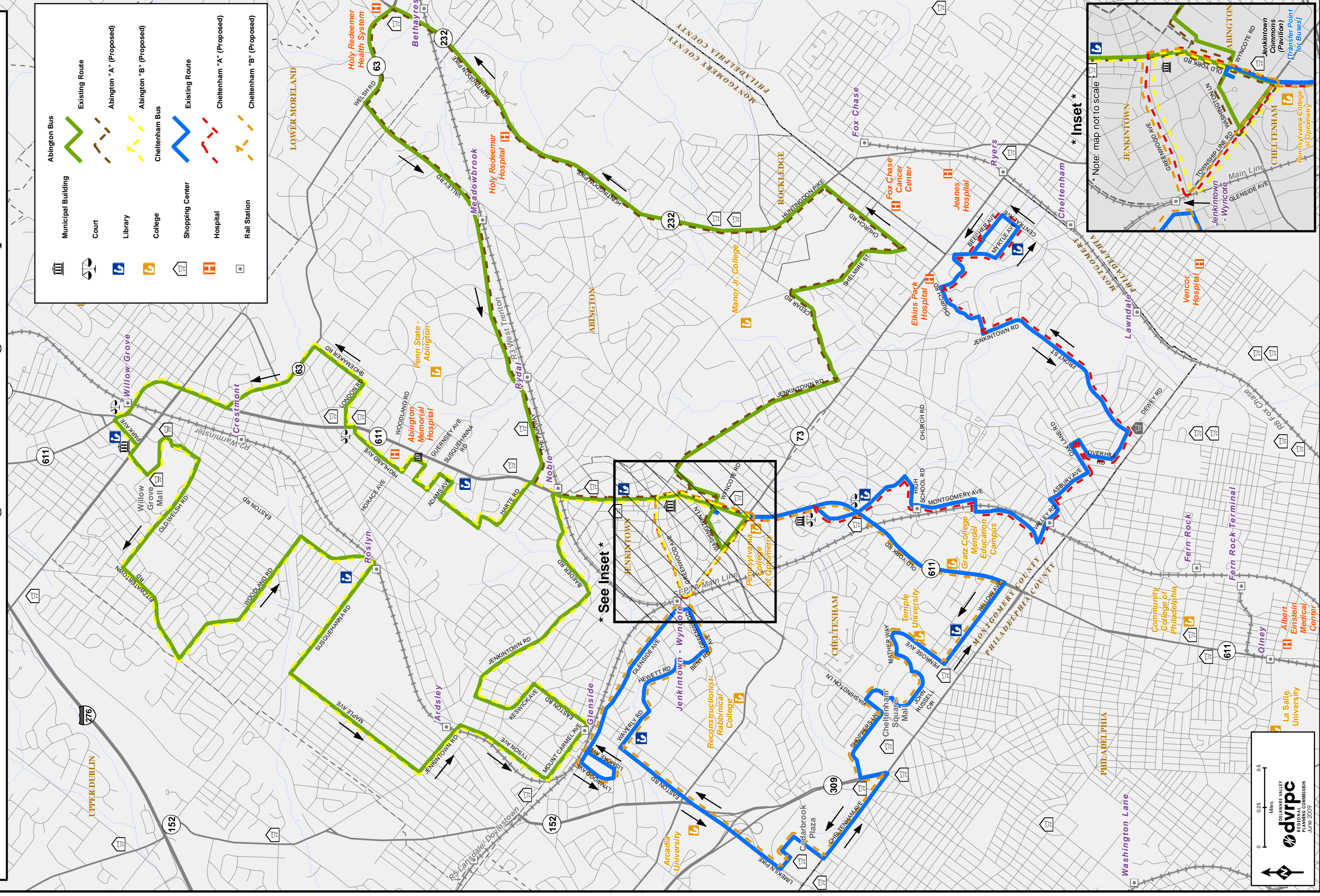
Bus 1 East Cheltenham would start at Roland Community Center and continue along its current route to Township Line Road west to Jenkintown Rail Station. The return journey would take it along Greenwood Avenue to Old York Road south, where it would continue to the Roland Community Center (see Figure 3).

Bus 2 West Cheltenham would start at Glenside Station and continue on its present route to Old York Road, where it would connect to the Jenkintown Rail Station. The return journey would take it along Greenwood Avenue to Old York Road south, where it would return along its current route and terminate at Glenside Rail Station.

Buses 1 and 2 would be scheduled to depart from their points of origin to permit timed transfers at the Pavilion complex. There would be an extension of current service by connecting Jenkintown Rail Station with the commercial core of Jenkintown Borough at Old York Road and the Pavilion.

Route 611/263 Corridor

Figure 3: Existing and Proposed Transit Service



Routes 611 & 263 Corridor Study, Montgomery County – Phase 2 Report

Days of Operation

Monday through Saturday

Hours of Operation

From 7:00am to 6:00pm, with half-hourly service between 7:00am and 9:00am, hourly service between 9:00am and 4:00pm, and half-hourly service between 4:00pm and 6:00pm.

Benefits

This shuttle bus would improve mobility in the corridor by making connections where none now exist. These improvements include:

- Timed transfers from Bus 1 to Bus 2 provide seamless access to a wider geographic area
- Half-hour headways in the AM and PM peak reduce wait time
- Consistency in the schedule (e.g., 7:00, 7:30, 8:00) provides a reliable reference point
- Access to rail stations from high-density residential communities
- Access to rail stations for transit-dependent population
- Access to municipal facilities and amenities
- Access to retail areas (e.g., Glenside, Melrose Shopping Center, Jenkintown)
- Reliable and timely access to area hospitals
- Reliable and timely access to area employment centers
- By using the Pavilion complex as a transfer point, connections can be made to other shuttle/circulator bus service
- Complements SEPTA bus and rail service by providing improved intermodal connections (e.g., at Jenkintown Rail Station)
- Provides an alternative for rail riders to access rail stations, especially during construction at the Jenkintown and Glenside stations

3. Abington Township Bus

Headways

There are four buses departing Baederwood/Fairway Center three days each week at 8:50am, 10:32am, 12:17pm, and 2:29 pm. The total travel time for the entire route is approximately one hour and 40 minutes. This circuitous route and infrequent service severely limits the number of potential riders that could use this service.

Recommended Service Improvement

To address this service deficiency, it is proposed that two buses be employed on this route (see Figure 3).

Bus 1 would start at the Baederwood/Fairway Center and travel southbound along Old York Road along its current route through Jenkintown to Holy Redeemer Hospital, Old Welsh Road, Valley Road, and The Fairway, terminating at Baederwood (see Figure 3).

Bus 2 would start at the Baederwood/Fairway Center and travel northbound along its current route to Willow Grove, returning to Baederwood via Glenside Station and Jenkintown Road.

Buses 1 and 2 would be scheduled to depart from their points of origin to permit timed transfers at Baederwood/Fairway Center. There would be an added extension of service by connecting Jenkintown Rail Station with the commercial core of Jenkintown Borough at Old York Road and the Pavilion.

Days of Operation

Monday through Saturday

Hours of Operation

From 7:00am to 6:00pm, with half-hourly service between 7:00am and 9:00am, hourly service between 9:00am and 4:00pm, and half-hourly service between 4:00pm and 6:00pm.

Benefits

This shuttle bus would improve mobility in the corridor by making connections where none now exists. These improvements include:

- Timed transfers from Bus 1 to Bus 2 provide seamless access to a wider geographic area
- Half-hour headways in the peak reduce wait time
- Consistency in the schedule (e.g., 7:00, 7:30, 8:00) provides a reliable reference point
- Access to rail stations from high-density residential communities
- Access to rail stations for transit-dependent population
- Access to municipal facilities and amenities
- Reliable and timely access to area hospitals
- Reliable and timely access to area employment centers
- Connections can be made to other shuttle/circulator bus service by using the Pavilion complex as a transfer point
- Complements SEPTA bus and rail service by providing improved intermodal connections (e.g., at Jenkintown Rail Station)
- Provides reliable access to retail areas (e.g., Willow Grove Mall, The London Area)
- Provides intermodal connections at Noble and Jenkintown rail stations

Potential Major Shuttle Destination Points:

Medical

- Abington Memorial Hospital
- Holy Redeemer Hospital
- Elkins Park Hospital

Educational

- Penn State University Abington
- Arcadia University
- Pennsylvania College of Optometry

Retail

- Willow Grove Mall
- Cheltenham Square Mall
- The Pavilion
- The Fairway

Transit

- Willow Grove Station
- Roslyn Station
- Ardsley Station
- Glenside Station
- Jenkintown Station
- Noble Station
- Rydal Station

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- Meadowbrook Station
- Bethayres Station
- Elkins Park Station
- Melrose Park Station

Operations

The day-to-day operations of the shuttle service can be provided through a third-party contract with a transit operator.

Financing

There will be an increased capital cost in implementing this service. Operational costs will also increase due to more frequent service. Additional funding can be realized through an increase in farebox revenue, as well as through funding from local employers that benefit from this enhanced service. This can be supplemented by potential funding through a public/private partnership.

1.1.6 SEPTA Bus Service to Jenkintown Rail Station

The #77 bus travels east-west between Chestnut Hill and northeast Philadelphia. The route passes through the corridor on Glenside Avenue, Greenwood Avenue, and a short length of Old York Road in Jenkintown. It is the only SEPTA route that has a stop near the Jenkintown-Wyncote Regional Rail Station. Additionally, it stops near the Glenside Regional Rail Station.

Existing Problem

A total of 13 weekday #77 buses serve Jenkintown Rail Station between the hours of 6:33am and 6:54pm. Weekday buses are primarily coordinated with the inbound R1, R3, and R5 trains and the outbound R5 train. The limited transfer opportunities have minimized the relevance of the #77 bus as a commuting option.

Proposed Solution and Project Scope

There are 76 #55 buses daily that travel in both directions on Old York Road. By rerouting the #55 bus from Old York Road along Township Line Road to Jenkintown Rail Station, a distance of approximately one-half mile, frequent bus service can be provided to the station. There would be time penalties. The roundtrip detour would be approximately 1.22 miles. This would add approximately six minutes to the schedule. This would also mean that riders traveling from Olney to Willow Grove would be inconvenienced by a longer trip. Implementation of this option would require concurrence from SEPTA.

A second option would be to increase the frequency of the #77 bus service to at least half-hour headways. This would provide better connections to the Regional Rail service at the Jenkintown Station. This option, however, is tempered by the fact that the #77 bus currently has low ridership. It would be hard to justify increasing this service if projected ridership is not significantly improved.

1.2 WAYFINDING SIGNAGE

An important element in assisting visitors along the Routes 611/263 corridor, and in uniting the corridor, is wayfinding signage. It is critical with this signage that it be uniform throughout the corridor so that visitors can readily recognize the signage. Additionally, it is important that the signage not be restricted to destinations located within the same municipality in which the sign appears. The placement of wayfinding signage will require significant multimunicipal cooperation. Signage should be coordinated with any program for street furniture (lamps, benches, bus shelters, etc.) so that they match the color and stylistic theme of the corridor. Below is a conceptual image of what such a wayfinding sign may look like.



Figure 4: Concept for Corridorwide Wayfinding Signage

The following figure shows a conceptual plotting of wayfinding signage for the Routes 611/263 corridor.

Route 611/263 Corridor

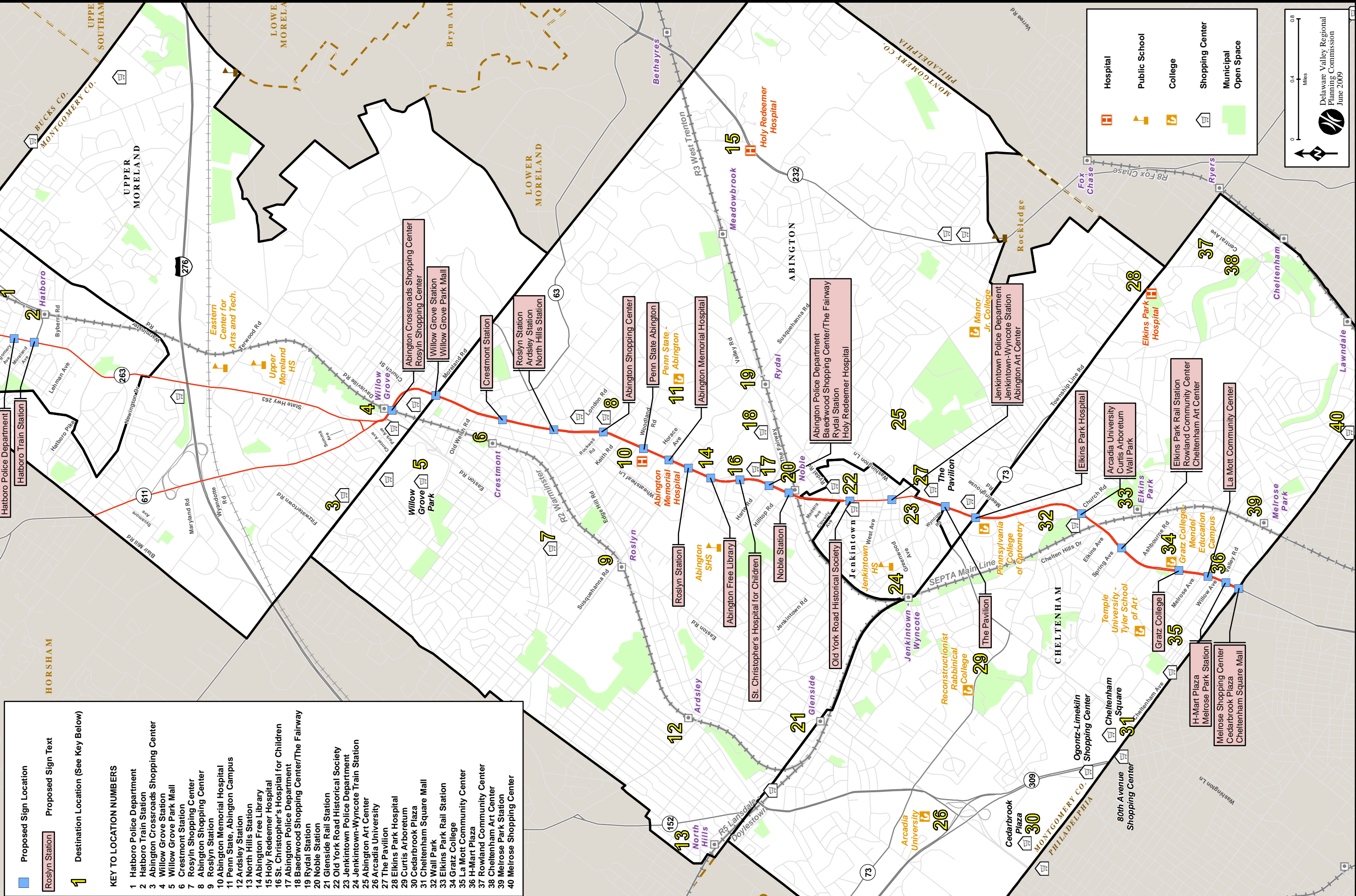
Figure 5: Proposed Wayfinding Sign Locations

Proposed Sign Location Roslyn Station **Proposed Sign Text**

1 Destination Location (See Key Below)

KEY TO LOCATION NUMBERS

- 1 Haboro Police Department
- 2 Haboro Train Station
- 3 Abington Crossroads Shopping Center
- 4 Willow Grove Station
- 5 Willow Grove Park Mall
- 6 Roslyn Shopping Center
- 7 Abington Shopping Center
- 8 Roslyn Station
- 9 Abington Memorial Hospital
- 10 Penn State, Abington Campus
- 11 North Hills Station
- 12 Ardley Station
- 13 Abington Free Library
- 14 Holy Redeemer Hospital
- 15 St. Christopher's Hospital for Children
- 16 Abington Police Department
- 17 Baedwood Shopping Center/The Fairway
- 18 Rydal Station
- 19 Noble Station
- 20 Glenside Rail Station
- 21 Old York Road Historical Society
- 22 Jenkintown Police Department
- 23 Jenkintown-Wyncote Train Station
- 24 Abington Art Center
- 25 Arcadia University
- 26 The Pavilion
- 27 Elkins Park Hospital
- 28 Curtis Arboretum
- 29 Cedarbrook Plaza
- 30 Cheltenham Square Mall
- 31 Elkins Park Rail Station
- 32 Gratz College
- 33 La Mott Community Center
- 34 H-Mart Plaza
- 35 Rowland Community Center
- 36 Cheltenham Art Center
- 37 Melrose Park Station
- 38 Melrose Shopping Center
- 39 Melrose Shopping Center
- 40 Melrose Shopping Center



Legend:

- H Hospital
- P Public School
- C College
- S Shopping Center
- M Municipal Open Space

Scale: 0 to 0.8 Miles

Delaware Valley Regional Planning Commission
June 2009

2 MUNICIPAL PROJECTS

2.1 CHELTENHAM TOWNSHIP

In Cheltenham Township, the DVRPC study team examined two issues. The first was a recommendation for installing planted treatments on roadway center medians. The second was a set of recommendations for redeveloping the commercial corridor along Old York Road by Church Road.

2.1.1 Planted Medians

There is a precedent on the Route 611 corridor for planted medians in Abington. However, the treatment utilized in Abington contains large plantings and nonmountable curbing on the median base. This treatment is very attractive, but is not mountable by emergency vehicles in the event that they must traverse the median. The study team recommends a treatment for medians in Cheltenham that includes mountable curbing and low planting that may be traversed by emergency vehicles. Below is a before-and-after rendering of a median in Cheltenham in its current condition and with the recommended treatment.



Figure 6: Before-and-After Rendering of Planted Median Treatment

2.1.2 Church Road Area

The Church Road area currently contains some elements that could contribute to future economic development, as well as some challenging components that could hinder future growth. The southwest side of the Church Road/Old York Road intersection contains a two-block stretch of street-edge businesses along one side of the roadway, with suburban-style development on the other side. Just northwest of the intersection of Old York and Church roads is Wall Park, an attractive and well-used recreational amenity. On the northeast side of the Old York/Church intersection is a municipal building. The public library is within walking distance of the intersection. Moving north along Old York Road is a significant incline, leading to more suburban-style retail establishments.

The intersection is less than one-half mile by foot from the Elkins Park Station, which is served by SEPTA's R1, R2, R3, and R5 lines, putting this area within the benchmark distance for attracting transit-oriented development. In addition, the area is served by SEPTA bus service, with a stop right near the intersection.

Despite the number of walkable destinations (e.g., library, park, retail, train station), the area around this intersection is surprisingly unfriendly for pedestrians. Sidewalks along Old York Road are poorly maintained and cluttered with signage and vegetation impeding the right-of-way. There are no sidewalks on Old York Road north of the intersection. The Old York/Church intersection is missing pedestrian crosswalks on two legs. In addition, the splitter island at this intersection contains “no-pedestrian” signs.

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If Cheltenham Township wants to promote economic growth in this area, the pedestrian experience must receive a much higher priority. The township will need to work with PennDOT and Montgomery County to implement a comprehensive approach for transforming this area. The image on the following page shows the major physical components of this strategy.

1. Smart Growth Development

Municipalities across the region have stimulated economic development through investment in their older, traditional, main-street areas. The two blocks of traditional, street-edge retail on one side of Old York Road will have a difficult time being successful in the current context. The study team recommends that the township rezone and market key parcels so as to attract new development that builds on the character of this street-edge retail. Development at the intersection of Old York and Church roads could provide frontage on both streets, building a physical connection with the library area.

One key parcel is the judiciary building. This parcel should be redeveloped with street-edge, ground-floor retail and offices on upper floors. The corner could be a prime location for a restaurant or another anchor business. The suburban-style development, just south of the Church Road intersection on the west side of Old York Road, has a severe negative impact on the potential of this area. The township should seek to develop the eastern edge of the parking lot, replacing the lost parking spots with a structured parking garage incorporating new ground-floor retail along the Old York Road frontage, which would mirror the existing street-level retail across the street.

This new development should be accompanied by a makeover of the existing street-edge retail area on the east side of Old York Road. This makeover could be achieved through the installation of decorative sidewalks, pedestrian lighting, planters or hanging baskets, and grants for businesses to replace façades and awnings. This set of improvements should visually be extended throughout this redevelopment area to give these few blocks a consistent and cohesive look and feel (see the before-and-after images below demonstrating these kinds of streetscaping and façade improvements).

The township should also enable shared parking to accompany these developments, encouraging visitors to have a park-once mentality that encourages multiple destinations in a single car trip.



Figure 7: Before-and-After Rendering of Façade and Streetscape Improvements by Church Rd. intersection

2. Pedestrian Improvements

There are always going to be tradeoffs between auto mobility and pedestrian mobility. If Cheltenham wants to redevelop this area's economic potential, it must return the priority to the pedestrian. At the intersection of Old York and Church roads, the channelized right-turn lane should be removed and the median island should be extended to accommodate an attractive rain garden. Crosswalks should be installed on all four legs of the intersection and the geometry should be altered so as to shorten the crossing distance for pedestrians.

The township should also work with PennDOT to install crosswalks for access to Wall Park and enhance the current crosswalks at Elkins Avenue and Stahr Road.

Sidewalks along the Old York Road spur could help build connectivity between the Church Road area and the shopping center just to the north. The township should make every effort to develop an inviting and generous pedestrian realm on the Old York Road spur, with sidewalks a minimum of five to eight feet in width, including buffer zones from the vehicle travel lanes, and pedestrian lighting.

The final element of this redevelopment strategy is to build connectivity with the Elkins Park SEPTA Rail Station less than one-half-mile away. One investment to help build this connectivity could be a series of clear, wayfinding signs along Montgomery Avenue and Stahr Road. These signs could be accompanied by mounted maps at the rail station showing Elkins Park's two main-street hubs, by the station and along Old York Road.

3. Green Street Elements

Streetscape improvements and pedestrian amenities can include simple stormwater control facilities that both beautify the street and provide stormwater management examples for residents. These amenities are referred to as "Green Streets" (see the Phase 1 Report for more information regarding green streets). The Old York Road smart-growth development and pedestrian improvements detailed above present opportunities to redesign the built environment to capture stormwater runoff and improve the water quality of Tookany Creek.

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The triangular median should become a rain garden—a planted depression designed to absorb rainwater runoff from the roadway.

Currently, the township’s public works building has a relatively large lawn and sidewalk abutting Old York Road. The proposed town center will be closer to Old York Road, but it needs to have a landscaped, attractive front and retain pedestrian connectivity. Sidewalks should be designed with stormwater planters. Stormwater planters provide a visually appealing break between sidewalk slabs, while absorbing rain runoff from increased impervious surfaces and rooftops.

The Cheltenham Township Library is a community amenity that is utilized by many residents of all different ages. Church Road is also a very busy road, with traffic queuing at the Old York Road intersection. An attractive bioswale—a landscape element that removes silt and pollution from road runoff—should be added alongside Church Road, buffering pedestrians from the busy roadway.



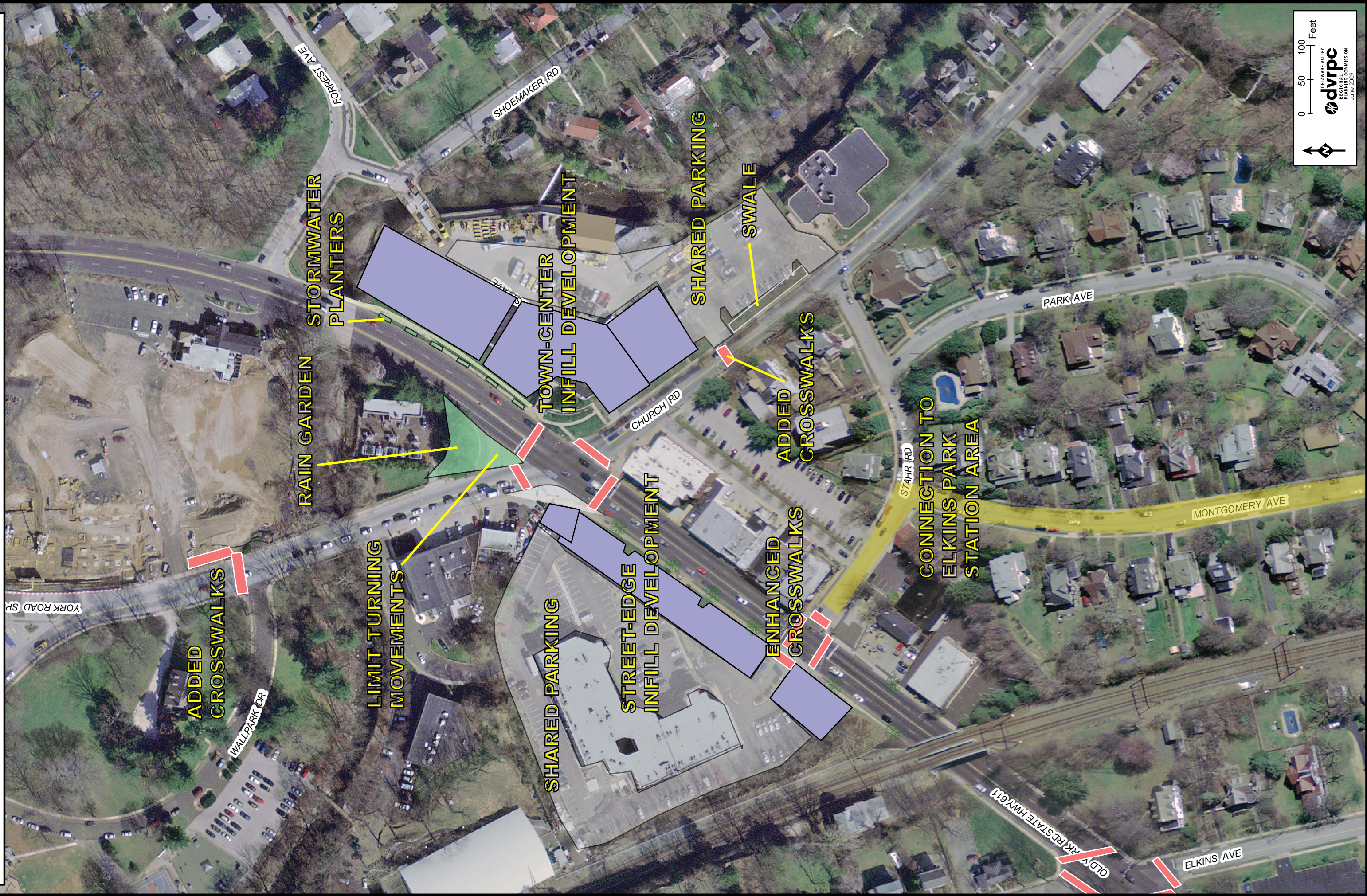
Figure 8: Before-and-After Rendering of Pedestrian Improvements, Smart-Growth Development, and Green Streets Treatments at Old York Road and Church Road

4. Implementation

These recommended improvements will require a proactive role on the part of the township. The smart-growth development can be encouraged by rezoning, financial incentives for developers, and marketing the municipal building site. The pedestrian improvements and green street elements will take close collaboration with PennDOT. The streetscaping, façade improvements, plantings, and signage components will require collaboration between the township, the business community, and SEPTA in order to finance a program for installing and maintaining these elements.

Importantly, these strategies will require the township to engage in an education campaign to get the public and business owners on board. This smart-growth redevelopment strategy has worked in numerous places around the region, but it takes an informed and active municipal government and populace to push for a dramatic change from an auto-centric, suburban context to a pedestrian-centric, town-center context. Fortunately, the township has already begun taking steps to reinvent its downtown. In 2000, the Board of Commissioners adopted the Cheltenham Township Commercial District Enhancement Plan, which promotes many of the same principles stated in this set of recommendations for the Old York/Church Road area, including walkability and mixed-use development.

The image on the next page shows an overview of this range of proposed conceptual improvements overlaid on an aerial of the site.



2.2 JENKINTOWN BOROUGH

In the Borough of Jenkintown, Route 611 (Old York Road) is designated as an urban principal arterial highway. To the south, it connects to Philadelphia via Broad Street, and to the north it continues into Bucks County. It serves as a major commercial corridor within eastern Montgomery County. The study portion of Route 611 includes a one-half-mile segment from the Washington Lane intersection to the Cloverly Avenue/Rydal Road intersection, both of which are signalized. Within this link are two signalized intersections, at Greenwood Avenue and West Avenue, and one pedestrian-actuated signalized midblock crossing. Though Route 611 typically carries five lanes of traffic within the study corridor, this segment carries four travel lanes in a 40-foot-wide cartway through the commercial core of Jenkintown Borough. No separated left-turn lanes exist for the seven side streets and 13 active driveways into which left turns are permitted.

The parcel located between Summit and Harper streets is being considered by the borough for a parking garage. This would add much-needed inventory to the parking supply and would enable shoppers to park once and conduct business in the borough. The borough is pursuing another lot between Greenwood and Summit for public parking as well. Jenkintown has actively engaged in streetscape planning along the corridor. Implementing a program of streetscaping, coupled with new development, could help create a more visually and physically continuous and attractive shopping environment. Jenkintown is currently implementing a façade rebate program to assist downtown property owners and to complement the potential future infill development that they are encouraging. Such a program has the potential to improve the attractiveness of the Route 611 corridor through Jenkintown Borough and make this traditional shopping street more competitive.

Based on 2006 counts, approximately 28,000 vehicles traversed this segment of Route 611 on an average day. The SEPTA #55 bus route provides service at five stops per direction, while the SEPTA #77 bus route utilizes a short portion of northbound Route 611 for two stops. During peak travel periods, the latter bus route provides hourly headways, whereas the former operates at 20-minute headways. The sidewalk network is contiguous, with widths of four to 14 feet; however, their condition is poor in some areas. Crosswalks exist at all signalized intersections, though they require restriping. At unsignalized intersections, crosswalks are either not provided (Homestead Road and Vista Road) or in poor condition (Summit Avenue and Cherry Street). There are currently no accommodations for bicyclists along this portion of Route 611.

2.2.1 Road Diet Alternatives Analysis

In order to improve upon the safety, operations, and sense of place for the multimodal Route 611, a road diet conversion was proposed by Jenkintown officials. Its design would provide a single travel lane for each direction, with a center two-way-left-turn lane (TWLTL), as well as signal optimization and coordination of the four signalized intersections. This three-lane cross-section would be bounded by Washington Lane and Cloverly Avenue/Rydal Road. This design would improve sight distances, reduce the number of conflict points, crashes, and crash severity, and afford a dedicated shoulder of two to four feet in width. This would increase the buffer distance for pedestrians and provide a pull-off area for buses and delivery vehicles.

A series of alternatives was evaluated in order to ascertain the impact of a road diet upon arterial travel. Existing conditions and the road diet alternatives were evaluated via SimTraffic, a stochastic traffic modeling software program. The likely reduction or rerouting of vehicles was not factored into the modeling. The following alternatives were modeled:

- **Alternative #1** involves a three-lane cross-section with signal optimization and coordination. The boundary intersections at Washington Lane and Cloverly Avenue/Rydal Road utilize a single through lane and receiving lane for Route 611 travel into Jenkintown.
- **Alternative #1A** is based upon Alternative #1, but includes the removal of the eastbound Washington Lane signal phase via a rerouting of vehicles onto Wyncote Road.
- **Alternative #1B** is based upon Alternative #1, but includes the realignment and removal of the split phasing for the Cloverly Avenue and Rydal Road approaches.
- **Alternative #1C** is the combination of Alternatives #1A and #1B.

- **Alternative #2** involves a three-lane cross-section with signal optimization and coordination. The boundary intersections utilize two through lanes and two receiving lanes, with a downstream lane merge for Route 611 travel into Jenkintown.
- **Alternative #2A** is based upon Alternative #2, but includes the removal of the eastbound Washington Lane signal phase via a rerouting of vehicles onto Wyncote Road.
- **Alternative #2B** is based upon Alternative #2, but includes the realignment and removal of the split phasing for the Cloverly Avenue and Rydal Road approaches.
- **Alternative #2C** is the combination of Alternatives #2A and #2B.

As shown in Table 3, average travel times were obtained for each alternative.

For the morning peak hour:

- Existing conditions provide average travel times of two and a half to three minutes, depending upon the direction of travel.
- Alternative #1 increases travel time by roughly 45 seconds per direction.
- Alternatives #1A and #1B improve upon the prior alternative's average north and southbound travel times, respectively.
- Alternative #1C's average travel time for northbound vehicles is comparable to current conditions, whereas it is 40 seconds longer for southbound vehicles.
- Alternative #2's average travel times are similar to Alternative #1's, though their directions are reversed; southbound travel is 20 seconds longer than northbound travel.
- Alternative #2A improves upon northbound travel time, whereas Alternative #2B does not impact southbound travel time.
- Alternative #2C's average northbound travel time is comparable to current conditions, while southbound travel time is approximately 15 seconds slower.

For the afternoon peak hour:

- Existing conditions provide average travel times from three and a half to almost four minutes, depending upon the direction of travel.
- Alternative #1 significantly increases average travel times to approximately nine and seven minutes for north and southbound travel, respectively.
- Alternative #1A dramatically lowers average northbound travel time to three minutes.
- Alternative #1B has little influence upon southbound travel time, which remains at almost seven minutes.
- Alternative #1C's average north and southbound travel times are roughly three and seven minutes, respectively. These north and southbound travel times are 40 seconds shorter and five minutes longer than existing conditions, respectively.
- Alternative #2 operates with average north and southbound travel times of three and nine minutes, respectively.
- Alternatives #2A or #2B have little influence upon arterial travel time in comparison to Alternative #2.
- Alternative #2C's three-minute average northbound travel time is 40 seconds shorter than current conditions, while the nine minutes of average southbound travel is five and a half minutes longer than current conditions.

Table 4: Travel Time Summary of Route 611 in Jenkintown

	Existing Conditions	Direction of Travel	Distance (miles)	Average Travel Time (seconds)	Average Speed (MPH)	Difference in Travel Time from Existing Conditions (s)	Difference in Speed from Existing Conditions (MPH)
	Morning Peak Hour		Northbound	0.7	179.3	14.1	N/A
		Southbound	0.6	146.2	14.8	N/A	N/A
Alternative #1		Northbound	0.7	221.3	11.4	42.0	-2.7
		Southbound	0.6	199.4	10.8	53.2	-3.9
Alternative #1A		Northbound	0.7	163.1	15.5	-16.2	1.4
		Southbound	0.6	172.4	12.5	26.2	-2.2
Alternative #1B		Northbound	0.7	219.9	11.5	40.6	-2.6
		Southbound	0.6	186.1	11.6	39.9	-3.2
Alternative #1C		Northbound	0.7	176.8	13.1	-2.5	-1.0
		Southbound	0.6	182.6	10.2	36.4	-4.6
Alternative #2		Northbound	0.7	192.6	13.1	13.3	-1.0
		Southbound	0.6	212.7	10.2	66.5	-4.6
Alternative #2A	Northbound	0.7	178.9	14.1	-0.4	0.0	
	Southbound	0.6	181.3	11.9	35.1	-2.9	
Alternative #2B	Northbound	0.7	189.8	13.3	10.5	-0.8	
	Southbound	0.6	216.2	10.0	70.0	-4.8	
Alternative #2C	Northbound	0.7	178.4	14.1	-0.9	0.1	
	Southbound	0.6	162.8	13.3	16.6	-1.5	
Afternoon Peak Hour	Existing Conditions	Northbound	0.7	179.3	14.1	N/A	N/A
		Southbound	0.6	146.2	14.8	N/A	N/A
	Alternative #1	Northbound	0.7	543.6	4.6	316.9	-6.5
		Southbound	0.6	413.5	5.2	213.7	-5.6
	Alternative #1A	Northbound	0.7	183.3	13.7	-43.4	2.6
		Southbound	0.6	492.2	4.4	292.4	-6.4
	Alternative #1B	Northbound	0.7	544.8	4.6	318.1	-6.5
		Southbound	0.6	402.8	5.4	203.0	-5.4
	Alternative #1C	Northbound	0.7	181.5	13.9	-45.2	2.8
		Southbound	0.6	484.6	4.5	284.8	-6.4
	Alternative #2	Northbound	0.7	185.8	13.6	-40.9	2.4
		Southbound	0.6	535.8	4.0	336.0	-6.8
Alternative #2A	Northbound	0.7	192.7	13.1	-34.0	2.0	
	Southbound	0.6	545.4	4.0	345.6	-6.9	
Alternative #2B	Northbound	0.7	180.1	14.0	-46.6	2.9	
	Southbound	0.6	505.7	4.3	305.9	-6.5	
Alternative #2C	Northbound	0.7	186.0	13.5	-40.7	2.4	
	Southbound	0.6	532.7	4.1	332.9	-6.8	

Source: DVRPC, 2009

The simulations demonstrate that a road diet conversion generates most of its arterial delay at the upstream boundary intersections of Washington Lane and Cloverly Avenue/Rydal Road for north and southbound vehicles, respectively. In the most severe cases, these delays can be as high as seven minutes, or the equivalent of four full cycle lengths. The longer arterial travel times are mitigated by dedicating a larger proportion of the network’s four traffic signals’ cycle length toward north and southbound vehicles. As a result, sidestreet delay increases for all alternatives, especially for West Avenue and Greenwood Avenue, both of which currently operate at a LOS of C, but decline to LOS of F in either of the base alternatives.

Summary

A segment of Route 611 in Jenkintown Borough from Washington Lane to Cloverly Avenue/Rydal Road was evaluated for a road diet conversion. Multiple geometric alternatives were considered, including modifications to the two boundary intersections and to the locations of the merge points, but all utilized a three-lane cross-section through the borough’s commercial core.

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For the morning peak hour, the SimTraffic-generated models of Alternatives #1 and #2 operate with arterial travel times 13 to 53 seconds longer than existing conditions. The travel times for Alternatives #1C and #2C ranged from a 36-second increase (less than one signal cycle) to being comparable to current conditions. Alternative #2C demonstrated the least increase in arterial travel time during the morning peak hour.

For the afternoon peak hour, Alternatives #1 and #2 substantially increased travel times by almost six minutes. Alternatives #1C and #2C experienced northbound travel times slightly shorter than existing conditions, but had southbound travel times roughly five minutes (or three complete signal cycles) longer than current conditions. Alternative #1C demonstrated the least increase in arterial travel time during the afternoon peak hour.

However, the consideration for a road diet conversion must extend beyond vehicular travel time and include an evaluation of the impacts upon safety, pedestrian comfort, and economic vitality that would accompany a road diet.

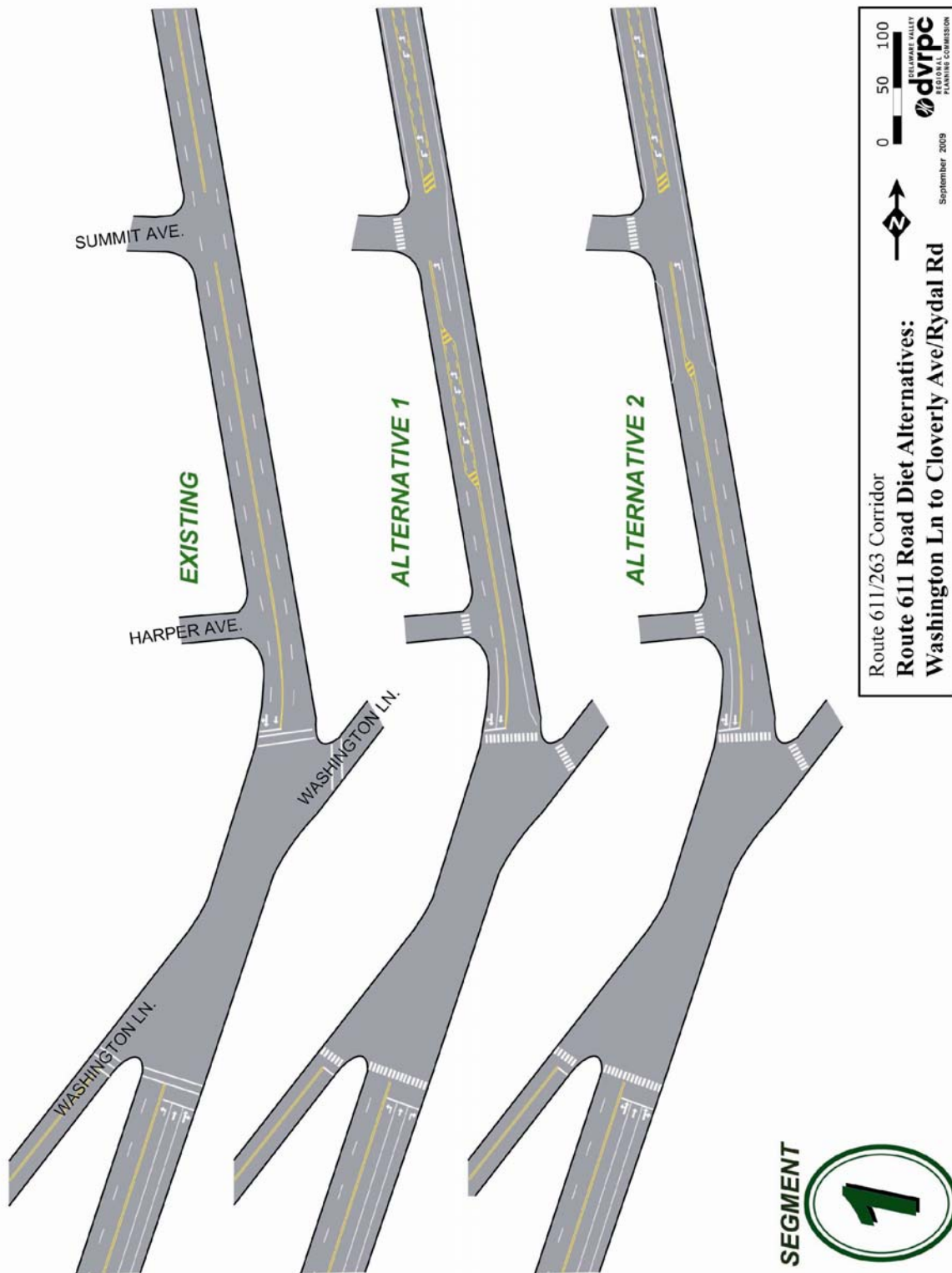


Figure 10.a: Jenkintown Road Diet Analysis for Route 611 Section 1
Source: DVRPC, 2008

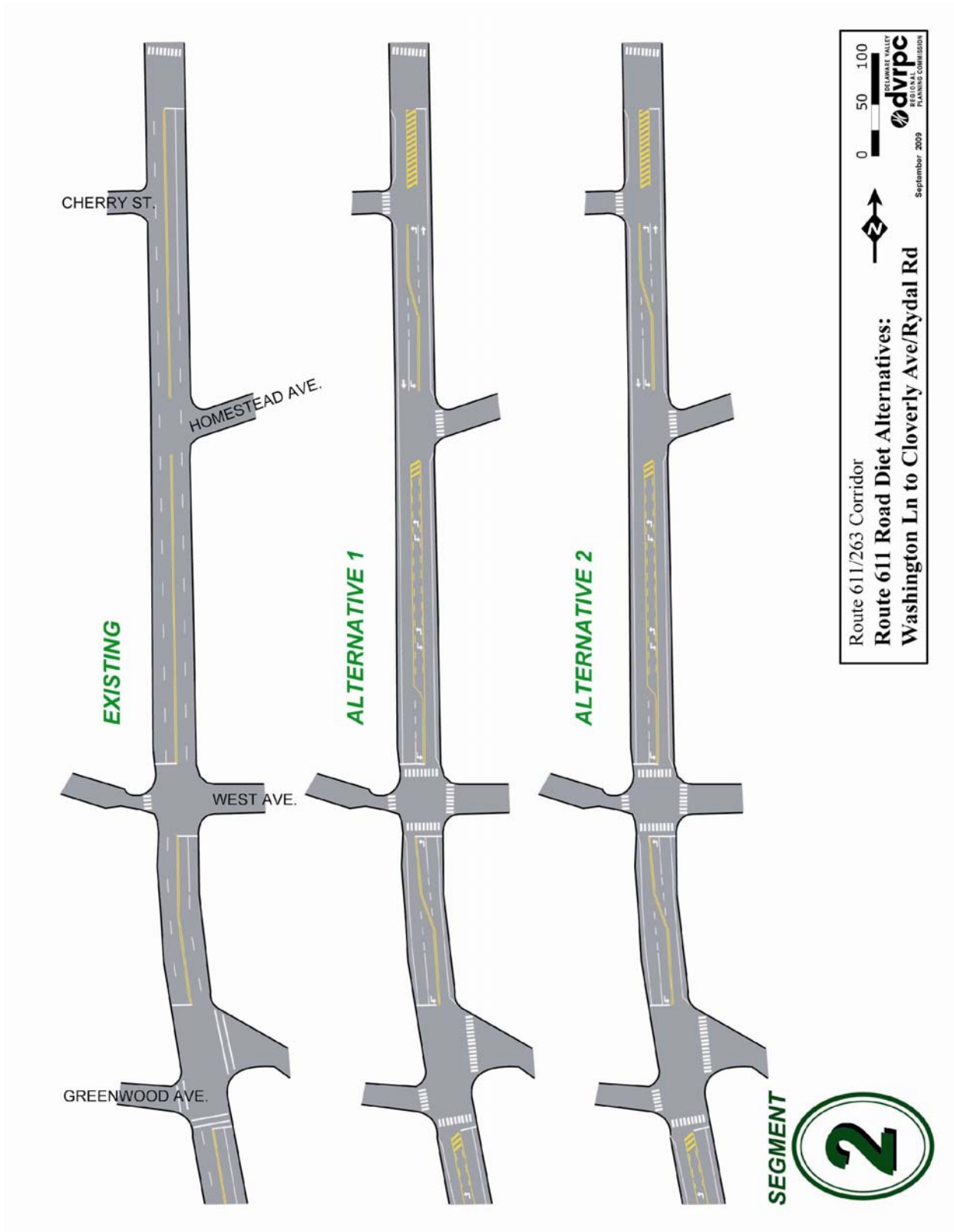


Figure 10.b: Jenkintown Road Diet Analysis for Route 611 Section 2
Source: DVRPC, 2008

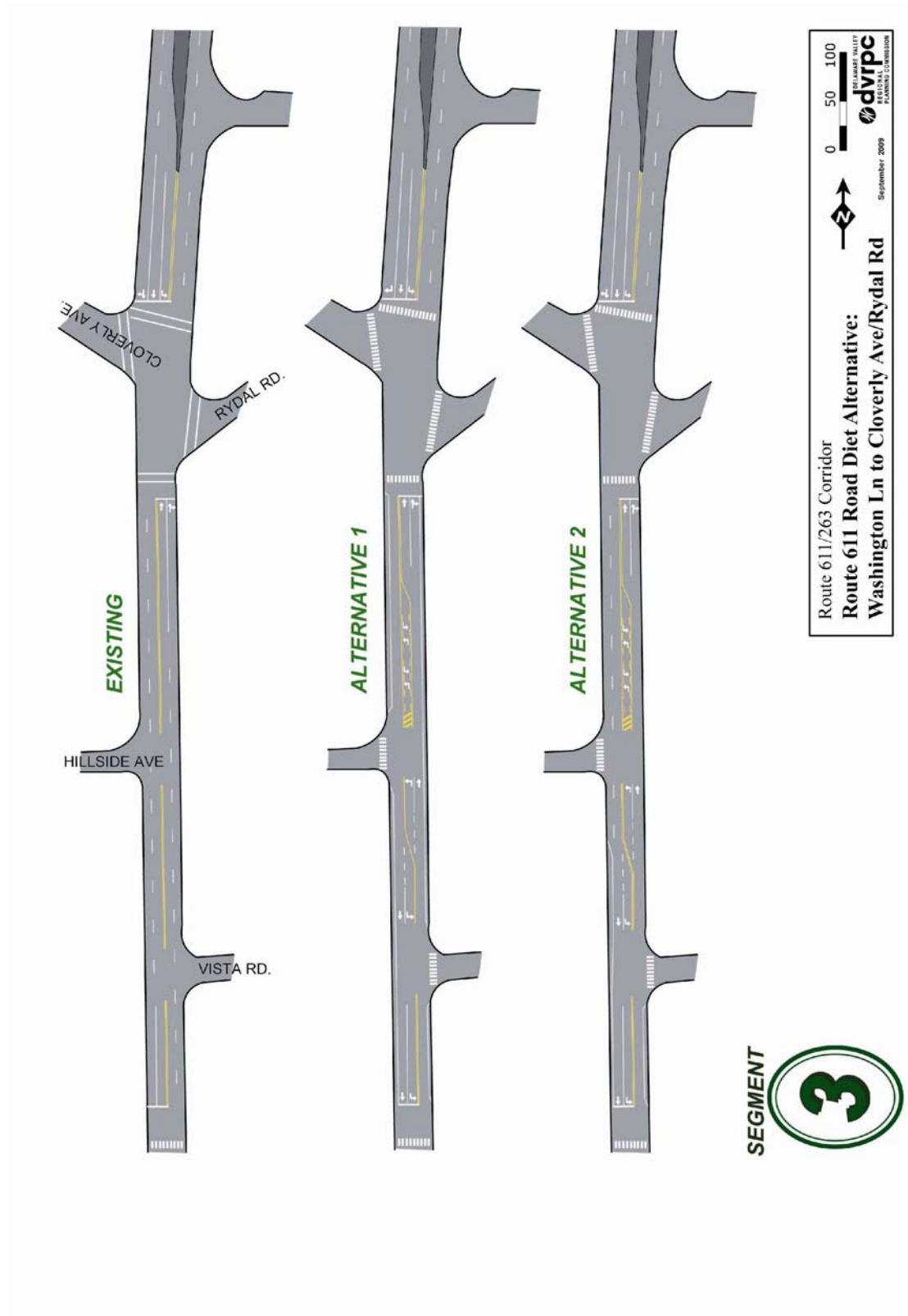


Figure 10.c: Jenkintown Road Diet Analysis for Route 611 Section 3
Source: DVRPC, 2008

2.3 ABINGTON TOWNSHIP

In Abington Township, the DVRPC study team looked at strategies for enhancing the planned transit-oriented development project around the Noble SEPTA Station and creating pedestrian connectivity along Rubicam Avenue to the Crestmont SEPTA Station. Abington Township’s consultants, McCormick Taylor, and DVRPC have identified the Noble SEPTA Station area as a prime location for transit-oriented development (TOD), and McCormick Taylor has developed, through a community-based process, significant physical design concepts to assist the township in structuring public and private development that captures the potential of TOD at this location. The intent of this document is to highlight critical next-step issues for the township in order to encourage/enable TOD. Similarly, both McCormick Taylor and DVRPC have identified the Rubicam Avenue connection to the Crestmont Station as an ideal cross street for “Green Street” implementation.

2.3.1 Noble Station Transit-Oriented Development

The Noble Station is served by SEPTA’s R3 Regional Rail Line. The station currently has relatively low ridership, with about 170 average weekday boardings. This figure is significantly lower than average weekday boardings at nearby rail stations, including Elkins Park (445), Hatboro (370), Jenkintown (1,489), and Willow Grove (368). According to 2000 data, the Noble Station has 69 dedicated parking spaces, at 78 percent capacity. This is compared to other nearby stations that have more parking spaces and are at 100 percent capacity.

Just over half of the households within a half-mile radius of the station own zero or one car. This fact puts Noble at a lower rate of car ownership than the area around the Willow Grove Station, but a higher rate than around the Jenkintown Station. The density around the Noble Station is 2.66 households per acre—far too low to support the types of goods and services that TOD attracts. Compare this to 3.2 around the Willow Grove Station, and 5.0 around the Jenkintown Station.

1. Understanding the Concept

A subsector of the U.S. housing market has shown a preference for residential areas that are walkable and accessible by foot to a critical mass of goods and services, and that have proximity to transit, permitting reduced automobile usage. These types of environments exist in abundance in urbanized areas, but not in suburban areas that have grown with an auto-oriented development pattern.

Some developers have constructed TODs to capture the economic development potential of this residential demand. However, TOD is a fairly new concept with few examples in the region. As such, many developers are not familiar with how to construct the components of a transit-oriented environment. Also, local residents may feel threatened by perceived negative impacts from higher density on travel within or near proposed TODs. Therefore, it is critical for the township to communicate to developers and to the public the benefits of TOD and the necessary modifications to traditional suburban development patterns needed to achieve these benefits and to mitigate any potential negative effects.

The township should first hold meetings with developers, make presentations to the public, and perhaps present examples of comparable developments that could serve as models for the Noble Station site (see the resource list at the end of this document). It is worth noting that aspects of this process have already been initiated by Abington Township.

The critical elements for building TOD include:

- Residential or mixed-use development built within a quarter-mile of a major transit stop (preferably rail transit)
- Residential density of at least 10 units per acre
- A mixed-use development pattern, with a critical mass of essential goods and services within walking distance of the bulk of residential units and the transit stop
- Pedestrian connectivity between major developments, shopping areas, and the transit stop
Connectivity must favor convenience for pedestrian movement, even if it means inconveniencing movement for automobile travel

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- Development patterns and architectural styles that encourage walking and that enhance the pedestrian environment, including continuous retail along the street edge, vehicular parking hidden from the street, wide and attractive sidewalks, building entrances oriented to the front sidewalk, and linear developments that relate to each other architecturally
- Planning for multimodal transportation, including a balanced environment that provides for safe and harmonious travel by foot, bicycle, transit, or car. TOD may include bicycle lanes and bicycle racks, dedicated spots for car sharing, shared and/or reduced parking, and pedestrian-oriented signage for transit stops and connections

TOD has been shown to capture an emerging sector of the housing market, attract high-end economic development, reduce traffic and automobile usage, and create vibrant community centers for municipalities. In order for the Noble Station TOD to succeed, it will take a firm understanding of the key concepts of TOD, as well as commitment by the township, its residents, and the development community.

Abington could also take advantage of Pennsylvania's Transit Revitalization Investment District (TRID) enabling legislation (Act 238, 2004), which created a mechanism to enable local municipalities to work with transit agencies on planning and funding TOD. TRID enables municipalities to float bonds to be repaid through a tax-increment-financing (TIF) value-capture structure. The value capture funds may also be used by the cooperating transit agency for maintenance and other defined improvements in the defined TRID area. The difference between TRID and traditional TIF financing is that TRID is specifically targeted at leveraging TOD. In order to utilize the TRID program, municipalities must develop a specific redevelopment and financing plan, working with the relevant transit authority. In order to facilitate this planning, the Pennsylvania Department of Community and Economic Development has grant dollars allocated specifically for municipal TRID planning.

Like any TIF financing structure, the downside is that the value capture will remove property tax revenue from a designated geographic area for a certain number of years to pay off the bonds. However, in areas that are currently generating taxes far lower than their potential – that may be realized through transit-oriented development – TRID could be a palatable program to help maximize the future tax revenue from the designated district, while investing in elements that may encourage higher-value development.

2. Getting the Zoning Right

Because TOD is different from conventional suburban development, updated zoning becomes essential to ensuring that building forms are appropriate for a walkable, transit-oriented environment. Proper TOD zoning cannot ensure that the project's design and architecture are totally effective, but it will serve as a structure for the overall project.

TOD zoning may take the form of a new zoning district or an overlay, such as the "Community Mixed Use" (CMX) designation proposed by McCormick Taylor. It should only be applied to areas within about a quarter-mile radius from the transit stop, or up to a half mile, depending on walkability.

TOD zoning should include:

- Requirements of no setbacks or very short setbacks, ensuring street-edge development
- Requirements for entrances from primary-street sidewalks
- Requirements that parking be masked, sited behind or alongside development, or unbundled, with no curb-cut, vehicular entrances from primary streets
- Reduced and/or shared parking requirements
- Density bonuses or other incentives for ground-floor retail
- Allowances for greater building heights and Floor Area Ratio (FAR) than may be standard

TOD is a perfect application for the new tool of form-based zoning. This approach to zoning focuses on controlling the architectural mass, placement, and major design features of the building, while providing much greater flexibility for use. Form-based zoning codes and districts often contain pictorial illustrations rather than

just written words and tables. The Pennsylvania Municipalities Planning Code provides enabling legislation for a type of form-based zoning in Section VII-A, “Traditional Neighborhood Development” (TND). Although TND is not the only application of form-based zoning, it is the most prevalent in Pennsylvania.

There are a number of examples of TODs within existing zoning codes across the Delaware Valley Region. Some comparable examples include the Mixed-Use Special Transit (MUST) district in Lower Merion Township, Hatboro Borough’s Heavy Industry Multiple Use (HIMU) district, and Ambler Borough’s Redevelopment Overlay district.

3. Installing Public Amenities and Building Connectivity

There is only so much that the private sector can be expected to finance. Some of the key infrastructure for TOD must be publicly financed and constructed. Public investment is critical in establishing the system of streets and sidewalks that can accommodate the kind of pedestrian and multimodal activity expected around a TOD environment. For example, TOD functions best on a grid network of streets, with smaller parcels. Therefore, suburban areas may need to subdivide existing parcels and build new streets to fill out the grid network, as per McCormick Taylor’s concept.

Additionally, four-foot sidewalks are too narrow for an area with substantial pedestrian activity. Sidewalks should be at least five feet wide, if not wider. Eight-foot sidewalks are preferable, as they provide five feet of active pavement and three feet of buffer space. Sidewalks should also preferably include amenities, such as a buffer strip between the sidewalk and the roadway, pedestrian-scale lighting, benches and trash receptacles, curb ramps at intersections (as per ADA standards), attractive treatments for crosswalks and sidewalks, greenery, and landscaping. These features should include “Green Streets” elements that incorporate stormwater infiltration into the streetscaping treatment.

Road crossings are particularly sensitive areas in TODs. Abington Township should work with PennDOT to make the pedestrian crossings over Old York Road as short and direct as possible. There should never be an intersection approach without a marked crosswalk. To simplify pedestrian movements, channelized turning lanes should be avoided when possible. If necessary, their design should incorporate low-angle curvature to reduce speeds and increase driver sight distance. Bump-outs and raised pedestrian refuges within the medians should be utilized, where possible and appropriate, to shorten the pedestrian crossing, provide greater visibility for pedestrians, and allow two-stage crossing opportunities. A raised median pedestrian refuge may be installed at the intersection of Route 611 with The Fairway and Harte Road.

The existing sidewalks, especially those along the bridge on Old York Road over the SEPTA tracks, are not acceptable for the higher-volume pedestrian environment that would evolve with TOD. The township should work with PennDOT to ensure sidewalks on both sides of the bridge and surrounding area, including pedestrian amenities, lighting, and treatments that provide a safe and attractive setting for pedestrian activity and connectivity. As aforementioned, sidewalks of minimum of eight feet (including buffer strip) are preferable for a safe and attractive pedestrian environment. In planning for a TOD environment, where physical space is tight, sometimes concessions must be made to reduce the automobile environment in deference to improving the pedestrian environment. See the images below for a before-and-after rendering of pedestrian improvements on the bridge.

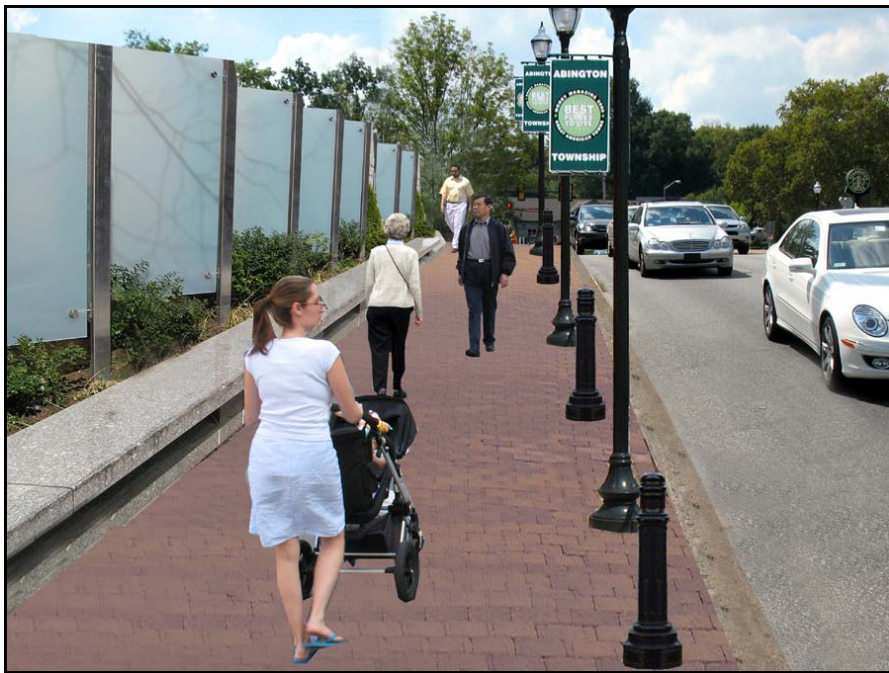


Figure 11: Before-and-After Rendering of Pedestrian Improvements on the Bridge over the SEPTA Tracks by Noble Station, Looking South on Old York Road.

It is also the public sector's role to establish the necessary connections between key development sites and the transit station. In the case of Noble, for example, the southern side of the SEPTA platform (i.e., outbound side) does not have a crossing over the tracks. The only way to access the other side of the station is by climbing up to street level, passing over the bridge on Old York Road, and walking back down to the track level. This is unacceptable, and the township should work with SEPTA to install this critical rail crossing.

The image on page 49 shows an aerial of existing conditions, overlaid with a McCormick Taylor drawing of proposed development near the Noble Station, and highlighting sensitive areas that this study recommends for improvements. This overlay was used in order to show the direct physical connectivity between the proposed development areas and the improvements discussed here.

4. Conclusion

The area around Noble Station holds great potential for TOD; however, it will require significant proactive work on the part of Abington Township. The township's role will include working with developers, PennDOT, and SEPTA to ensure that all parties involved are invested in a consistent development pattern. This pattern will be markedly different than conventional suburban development and will require more creativity and flexibility, as well as a continued focus on walkability and multimodal planning. The township is well on its way with the conceptual designs developed by McCormick Taylor and its understanding that tackling the zoning is an important next step. In utilizing the information in this document, the township should develop an action plan and a timeline for addressing the challenges to development as it moves ahead in reshaping the image of the area around the Noble Station.

5. Additional TOD Resources

For more information on TOD best practices, please refer to the following resources:

DVRPC Publications

- *Paoli Transportation Center: Funding & Technical Assistance Resource Guide* [08057]
- *On Track: Progress Towards Transit-Oriented Development in the Delaware Valley* [07030]
- *Transitioning to TOD: A TOD Plan for SEPTA's Wawa Station on the R3 Regional Rail Line* [07025]
- *Developing Around Transit: TOD Plans for Ellsworth-Federal, North Wales, and Warminster* [06034]
- *Implementing Transit-Oriented Development: Four TOD Plans for Girard, Lansdale, Thorndale, and Woodbury* [04044]
- *Linking Transit, Communities and Development: Regional Inventory of Transit-Oriented Development Sites* [03027]
- *Project Evaluation Report: Implementing Transit-Oriented Development in the Philadelphia Metropolitan Area (Schuylkill Valley Metro)* [03015]
- *Transit Village Design in Burlington County* [02013]

Other Resources

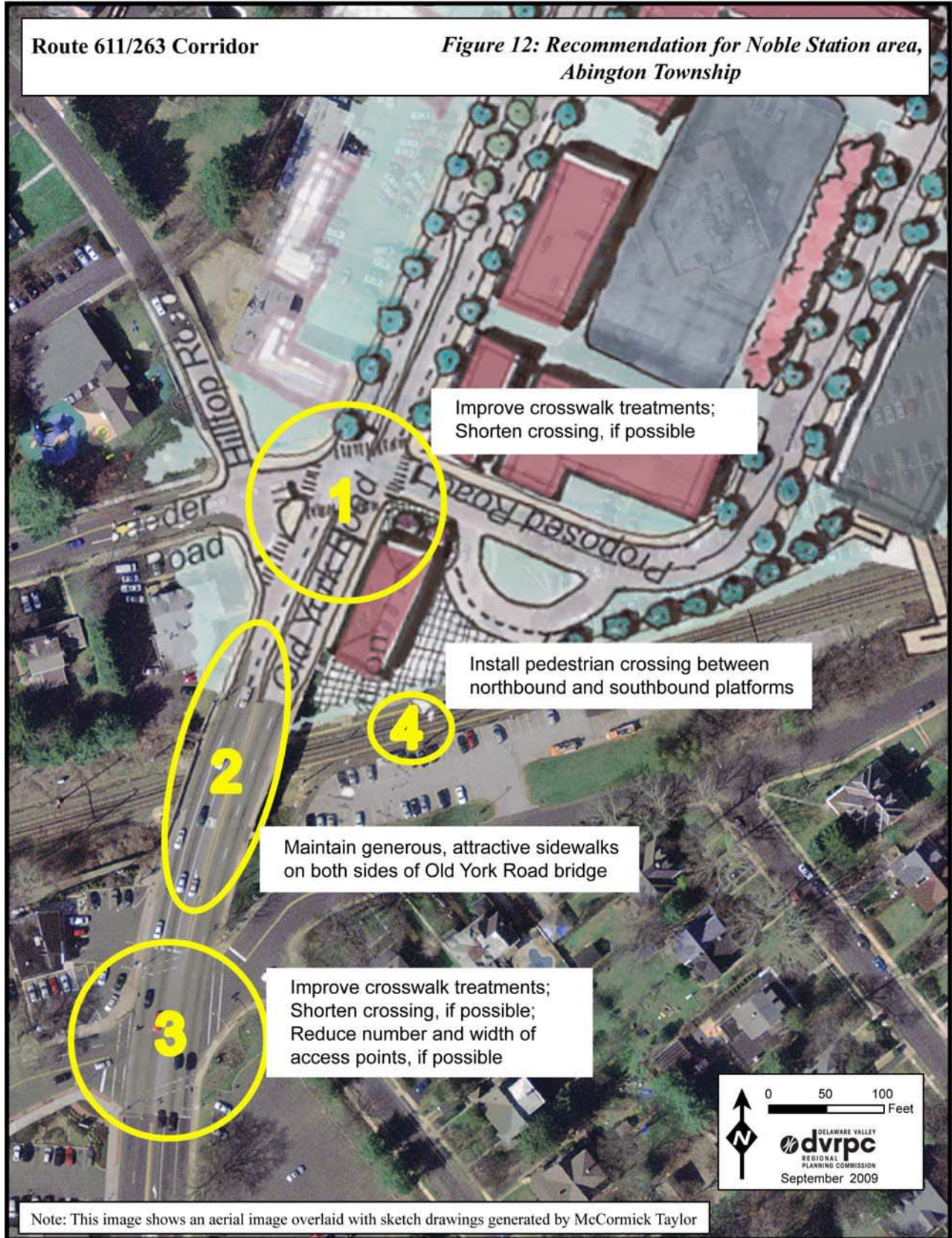
- Belzer, Dena and Gerald Autler. *Transit-Oriented Development: Moving From Rhetoric to Reality*. Prepared for the Brookings Institution Center on Urban and Metropolitan Policy and the Great American Station Foundation. Available online at: www.reconnectingamerica.org/public/reports.
- Bernick, M. and R. Cervero. *Transit Villages in the 21st Century*. McGraw-Hill, New York, 1997.
- Center for Transit-Oriented Development. *Hidden In Plain Sight: Capturing the Demand for Housing Near Transit*. 2004, revised 2005. Available online at: www.reconnectingamerica.org/public/reports.
- Dunphy, Robert T., et. al. *Developing Around Transit: Strategies and Solutions that Work*. Urban Land Institute, 2004.
- Cervero, Robert, et. al. *TCRP Report 102: Transit-Oriented Development in the United States: Experiences, Challenges, Prospects*. Transportation Research Board, 2004.
- Dittmar, Hank and Gloria Ohland, Eds. *The New Transit Town: Best Practices in Transit-Oriented Development*. Island Press, 2004.
- Reconnecting America's Center for Transit-Oriented Development. *Realizing the Potential: Expanding Housing Opportunities Near Transit*. 2007. Prepared for FTA and HUD. Available online at: www.reconnectingamerica.org/public/reports.

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- Pennsylvania Act No. 238 (2004). “An Act empowering municipalities, counties and public transportation agencies to work cooperatively to establish Transit Revitalization Investment Districts (TRID).” Pennsylvania General Assembly, House Bill 994 (Regular Session 2003-2004). Text available at: www.legis.state.pa.us.

Route 611/263 Corridor

Figure 12: Recommendation for Noble Station area, Abington Township



2.3.2 Rubicam Avenue Green Streets Strategies

1. Overview

The Crestmont Station is served by SEPTA's R2 Regional Rail Line. The station has very low ridership, with 59 weekday boardings. This figure is much lower than average weekday boardings at nearby rail stations, including Noble Station, with 170 boardings. Within a half-mile of the Crestmont Station live 4,285 people. About 11 percent (239 people) of the working population use public transportation to commute to work. Additionally, 44 percent of households report owning zero or one car. This suggests that many people are taking buses or driving to another Regional Rail station when they could walk to the Crestmont Station.

Abington Township's consultants, McCormick Taylor, identified Old York Road and its intersections with Roy and Rubicam avenues as a high-priority area with place-making potential. McCormick Taylor's recommendations focus on encouraging dense, mixed-use development and adding open space on Old York Road. DVRPC expands these recommendations by using green streets elements on Rubicam Avenue to encourage more pedestrians to make the physical connection between the Crestmont Station and Old York Road. To increase boardings at the land-locked Crestmont Station and encourage nearby residents to walk rather than drive to further away train stations, the pedestrian environment must be improved. Additionally, recreating Rubicam Avenue as a green street would provide a visual and thematic connection between the train station and the proposed pocket park.

2. Understanding the Green Streets Concept

Green Streets can mean a tree-lined street or a street with limited vehicular access with more right-of-way for pedestrians and cyclists. The City of Philadelphia uses Green Streets as a stormwater management strategy designed to manage the first inch of rainfall. DVRPC combines elements from these three definitions to recreate Rubicam Avenue into a green street.

The Green Streets elements are illustrated in the accompanying Figure 11 and are detailed below:

- Maintain ADA-accessible sidewalks on the north side of Rubicam Avenue, providing a continuous connection between Old York Road and Crestmont Station.
- Install stormwater bioswales along the south side of Rubicam Avenue that capture the first inch of a rain event.
- Install stormwater curb extensions or bump-outs at the intersections of Rubicam and Rockwell Road and Rubicam and Ferndale Avenue. Curb bump-outs slow traffic and allow for safer pedestrian crossings. Installing a stormwater curb bump-out accomplishes these aims and beautifies the streetscape while managing stormwater.

3. Implementation

Implementation can happen many ways for a variety of reasons. However, outlined here are two possible strategies. The first strategy suggests that Abington Township follow its current maintenance and capital projects schedule, and when Rubicam Avenue is scheduled to be repaved or sewer pipes need to be reconstructed, the township should take the opportunity to rebuild Rubicam into a Green Street. The other, more aggressive strategy is to apply for county, state, and foundation funding and partner with other organizations, like the Pennsylvania Environmental Council and the township's Environmental Advisory Council, to undertake the green street project as a demonstration project.

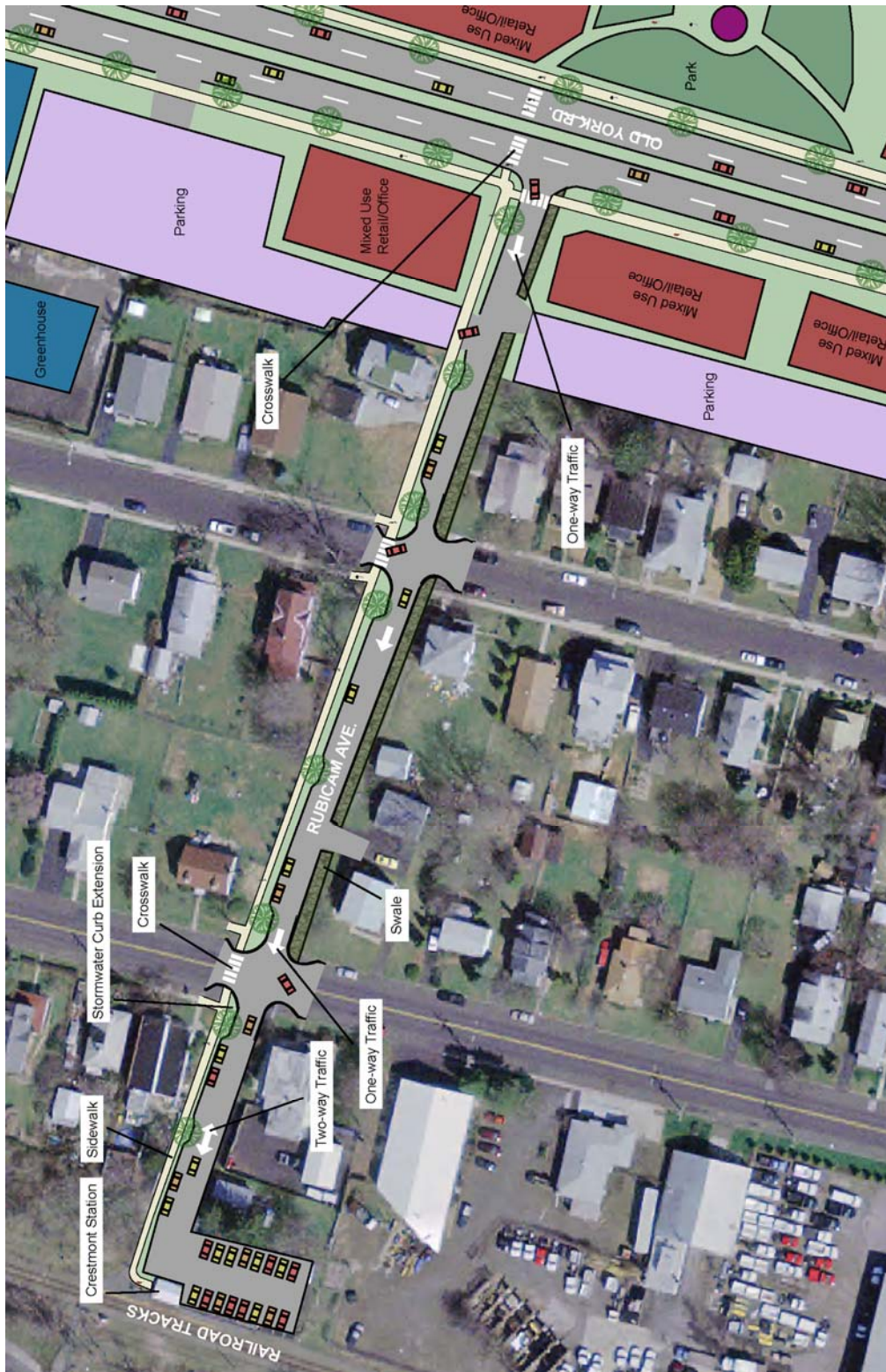


Figure 13: Site Plan Showing Proposed “Green Streets” Elements along Rubicam Avenue in Abington Township. (Note: Land use elements along Old York Road were proposed by the *Draft Old York Road Corridor Improvement Plan, Abington Twp.*) Source: DVRPC and McCormick Taylor

2.4 UPPER MORELAND TOWNSHIP

In Upper Moreland Township, the study team focused on the area around the Willow Grove SEPTA Station.

2.4.1 Willow Grove Redevelopment

1. Background

The first recent redevelopment plan for Willow Grove was the “Willow Grove Core Area Revitalization Plan,” prepared by Carter Van Dyke Associates in 1999. In 2002, Kise Straw and Kolodner (KSK), in association with Urban Partners and Glatting Jackson, produced for Upper Moreland Township the “Willow Grove Revitalization and Redevelopment Area Plan.” This plan, developed through a community-based process, examined challenges and opportunities and related several plan scenarios utilizing varying densities of development.

The “Preliminary Preferred Concept” showed a realignment of Davisville Road, placement of several new development parcels, adaptive reuse of the historic Ehrenpfort block with a new community center, and an overall improvement in pedestrian connectivity. The plan also focused on phasing and action steps toward implementation and revisions to the zoning ordinance.

In 2006, Upper Moreland Township approved a zoning amendment creating Town Center (TC-1 and TC-2) districts encompassing the Willow Grove Mall and historic area near the train station. The TC districts contain form-based elements and specific guidelines for building placement and design and streetscaping. They limit uses that are not pedestrian friendly, like drive-through restaurants and auto shops.

In addition, the districts maintain provisions for reduced parking requirements and shared parking. The TC districts are worded to ensure development that is sympathetic with historic structures, that is oriented to the pedestrian, and that contributes to a main-street environment. The districts only allow buildings that are of pedestrian scale, with a build-to line to minimize setbacks.

In January 2007, McMahan Associates prepared for Upper Moreland Township the “Willow Grove Redevelopment Area Vehicular and Pedestrian Traffic Improvement Feasibility Study” (Revised February 2007), in cooperation with KSK.

This study proposed several alternatives, including shifting the alignment of Old York Road spur; converting Park Avenue and Easton Road to paired one-way streets; moving the Willow Grove Train Station; prohibiting access to Davisville Road at its intersection with Route 611; and converting the remainder of Davisville Road into an access road for the relocated train station.

In April 2007, Upper Moreland made application to the county with KSK as consultants for funding to develop streetscaping along the area containing the Ehrenpfort building as a pedestrian linkage to the planned Memorial Park.

In August 2007, McCloskey and Faber produced for Upper Moreland Township design schematics for the entrance area to the proposed Memorial Park. These plans focused on pedestrian connectivity, plantings, and gateway features leading to the park. These plans showed detailed application of the principles developed by KSK, with recommendations for scale and relation of wall structures, plantings, pedestrian lighting, and signage.

2. DVRPC Study

Upper Moreland is on the right track with planning for Willow Grove. The DVRPC study team is familiar with the progress to date and feels that a number of the proposed recommended planning concepts could be beneficial for the long-term development of this section of the township.

At this point in Upper Moreland’s progress of planning for Willow Grove’s future, the DVRPC study team sought ways to add value to the endeavor. The township does not need another master plan; rather, at this stage, it

needs to undertake concrete efforts to advance the competitiveness of this area for new development, while investing in infrastructure improvements to improve the pedestrian environment.

The barriers to development for Willow Grove seem to do mostly with the lack of a coherent image for the area. At present, the area around the Willow Grove Train Station appears more like a highway than a walkable main street. As such, the development form seemingly most appropriate is big-box retail, or stand-alone chain stores and restaurants. If Upper Moreland wants to attract a different type of development, it will have to start investing in transforming the image of this corridor.

Here are some of the major issues that the township should address:

3. Issues: Pedestrian Connectivity from Route 611

Several of the past plans have highlighted the need for pedestrian planning and investment along Route 611. This stretch is auto oriented and does not convey the image of safety or attractiveness for pedestrians. Yet it is the visual focus of the area, due to its high traffic volumes, proximity to the train station, and the presence of key, historic structures oriented to the street.

In the short term, the township should invest in the following elements to start changing the impact of Route 611:

- Install crosswalks and pedestrian countdown timers on all legs of the intersection with Easton Road
- Install crosswalks and pedestrian countdown timers on all legs of the intersection with Davisville Road
- Install streetscaping elements, including trees, lighting, and textured/colored pavement along Route 611
- Install pedestrian-oriented signage to point travelers to key destinations, including the mall and train station

4. Issues: Connections with Transit

One of the proposed alternatives in the McMahon Associates plan proposed moving the Willow Grove Train Station to the south, along the east side of Davisville Road, about 400 feet from its present location. This element could become the focus of a new redevelopment area on Davisville Road, with additional parking opportunities. The train station in its current location is at the top of a hill, less than one-quarter mile away from the key development sites. Travelers from the station have a short, downhill journey to the development sites, with visual connectivity from the moment they step off the train.

However, the current pedestrian connections to and from the train station leave much to be desired. There should be better pedestrian connectivity from the train station to key destination sites. In addition, the DVRPC study team saw significant activity related to drop-off points for the SEPTA Bus Routes 22 and 55. In relation with these drop-off points, the study team witnessed significant gaps in pedestrian infrastructure and key points of pedestrian crossing lacking designated crosswalks. These needs should be addressed.

In the short term, the following elements to improve pedestrian connectivity with transit should be addressed:

- Install crosswalks and pedestrian countdown timers on all legs of the intersection of Route 611 and Davisville Road
- Install sidewalks on both sides of Davisville Road
- Ensure at least a four-foot clear zone on all sidewalks for pedestrians
- Install a midblock crosswalk on Easton Road connecting the bus shelter with the shopping center parking lot, approximately at the point of Weinrich's Bakery
- Ensure crosswalks on all legs and improve pedestrian crossings over Moreland Road
- Study pedestrian movements associated with the SEPTA bus lines, tracing destination points as a guide for future pedestrian-oriented infrastructure improvements

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The image on the next page shows a graphic representation of these improvements.

5. Issues: Improving Davisville Road

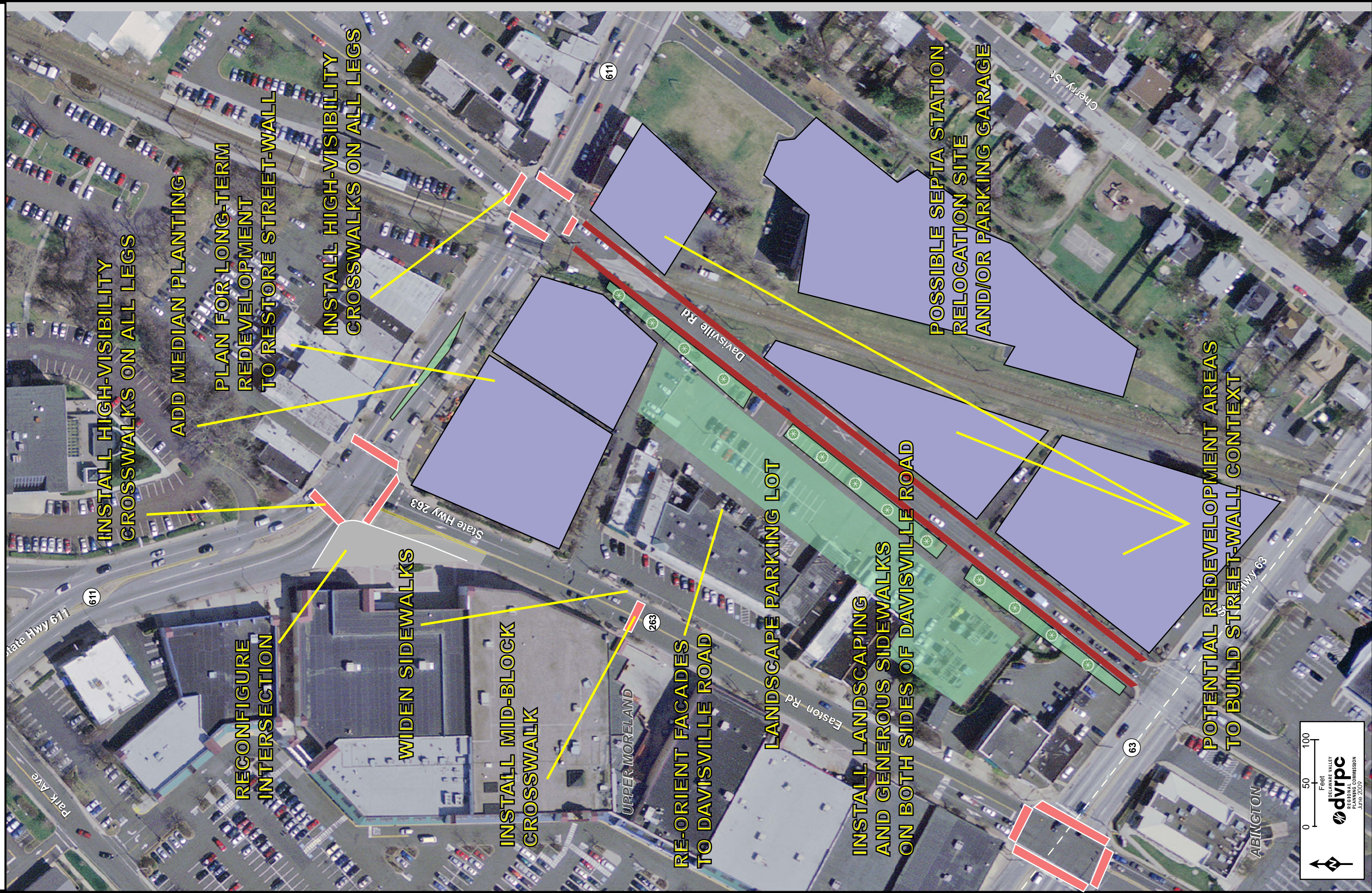
The DVRPC study team agrees that Davisville Road contains several key development parcels. The zoning amendments in 2006 were a strong first step to structuring new development when it arrives. However, with that zoning in place, the township needs to now focus on attracting development interest to the marketplace.

The environment around the key locations identified for new development along Davisville Road does not currently convey an image of economic competitiveness. The lack of sidewalks on the west side of Davisville Road, the large parking lot and unsightly building rear entrances, coupled with the overgrown nature of the area, leads to a disinvested image that undoubtedly influences developers' perceptions of the location.

The township needs to improve the pedestrian environment and make short-term investments to begin shifting the image of this area to prime developer interest. These investments and improvements should include:

- Convert Davisville Road to a one-way street, running southbound only, from Route 611 to Moreland Road
- Install continuous sidewalks on both sides of Davisville Road
- Install highly visible crosswalks and pedestrian countdown timers at the intersection with Route 611
- Invest in a program of façade treatments, plantings, and consistent signage for the rear-entrance areas of the retail establishments along Davisville Road

In addition, the township could look into TRID as an instrument for leveraging funding for transit-oriented development (See section on Noble Station Transit-Oriented Development for a discussion of TRID).



Below are a current photograph of Davisville Road and two renderings. The first rendering shows the roadway converted to a one-way street with on-street parking installed, along with a set of façade and streetscaping improvements on one side of the roadway only. The second rendering shows the other side developed with new structures containing street-edge retail and uses on upper floors. The reason for this two-step rendering is to show how basic improvements can change the image of this corridor so as to prime the area and attract higher-value development.

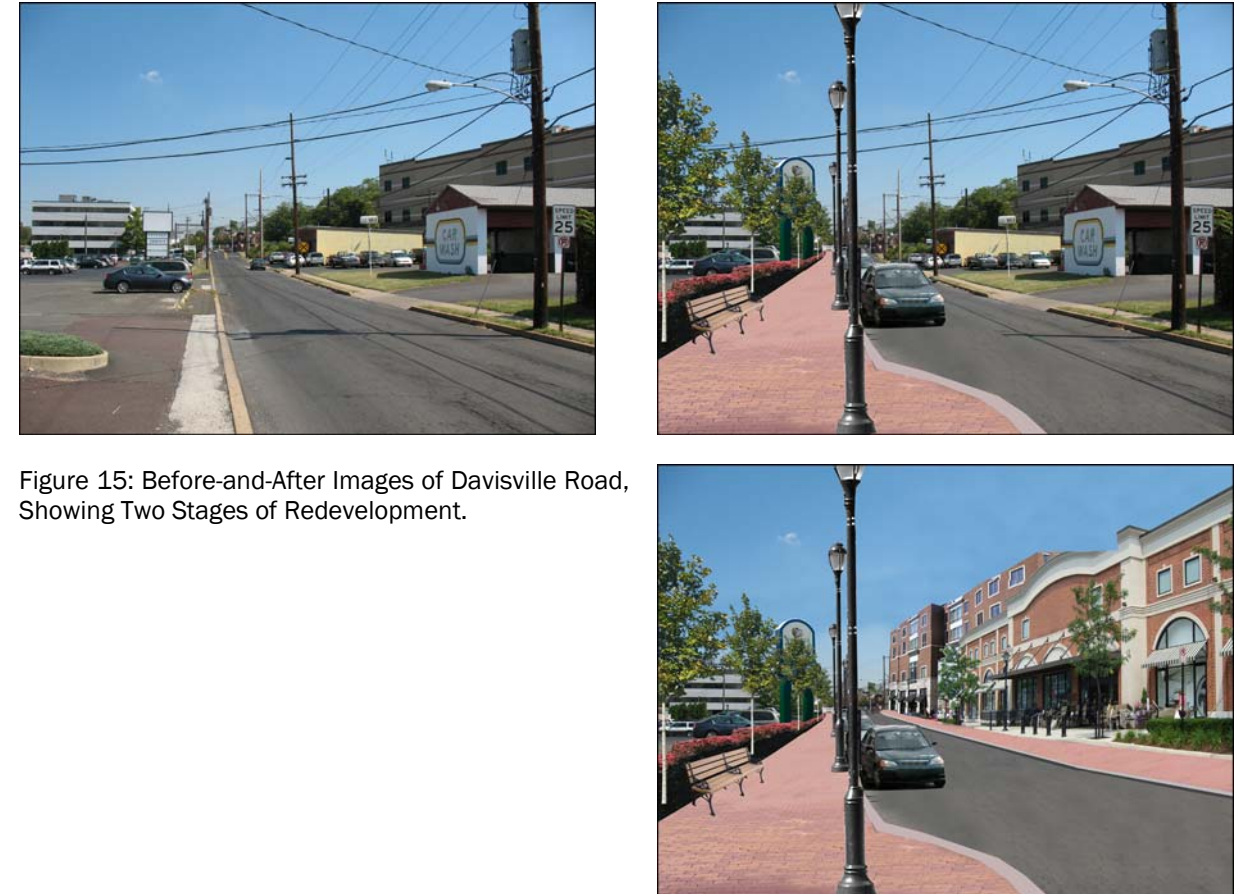


Figure 15: Before-and-After Images of Davisville Road, Showing Two Stages of Redevelopment.

6. “Green Streets”

The streetscaping plans developed for the township are fairly sound. However, they should incorporate Green Streets elements to play the additional role of mediating stormwater runoff. These elements may include stormwater planters, porous paving for sidewalks and/or parking lots, stormwater curb extensions, and swales.

7. Conclusions

Upper Moreland Township has come a long way on its journey toward planning for Willow Grove’s revitalization. At this phase, developer interest and perception of the area’s image are critical to developing its economic competitiveness. Low-cost, high-impact strategies can go a long way to priming this area for future growth. The strategies laid out in this document may have a significant impact in improving the pedestrian environment and transforming the perception of this area from a highway retail strip to a walkable, town-center corridor.

2.5 HATBORO BOROUGH/UPPER MORELAND TOWNSHIP

Route 263 (York Road) is an urban principal arterial highway that connects with Route 611 in Willow Grove and continues north through Upper Moreland Township and Hatboro into Bucks County. The segment analyzed for traffic calming encompasses a 0.6-mile link from Warminster Road and West Mill Road in Upper Moreland Township to Horsham Road in Hatboro Borough. This segment is comprised of a 44- to 50-foot-wide four-lane cross-section through the Route 263 legs of the Warminster Road/West Mill Road intersection, which carries a total of five travel lanes. Four intersections in this segment are signalized: at Horsham Road, School Road, Newington Drive, and Warminster/West Mill Road. Based on September 2008 counts, approximately 17,700 vehicles traverse this roadway on a typical day. The posted speed limit ranges from 25 to 35 MPH, while the 85th percentile speeds taken during September 2008 were within the 41 to 45 MPH range. Sixty crashes occurred from 2005 to 2007 along this portion of Route 263.

Sidewalks are present intermittently along both sides of Route 263, and there are significant portions where they are completely lacking, most notably from Newington Drive to Crooked Billet Road. Crosswalks exist at each of the signalized intersections, though they require restriping. However, no crosswalks are provided at the four unsignalized intersections (Bonnet Lane, Armour Road, East Mill Road, and Crooked Billet Road). There are currently no accommodations for bicyclists along this roadway, thus requiring vehicles and cyclists to share the same travel lanes. The SEPTA #22 bus route provides service at four bus stops per direction along this portion of Route 263.

The surrounding land use is primarily residential, specifically single-family detached dwellings with driveways directly accessing Route 263. The northern portion includes the Hatboro Municipal Building, Miller Meadow, and the newly constructed Victorian Village, a mixed-use age-restricted community, and is directly adjacent to the commercial center of Hatboro.

2.5.1 Traffic Calming Alternatives Analysis

In order to address the safety and excessive speeding concerns as expressed by Hatboro and Upper Moreland municipal officials, and to provide safer opportunities to access and exit private driveways while increasing nonvehicular mobility, a road diet was considered for this portion of Route 263. The road diet would entail the replacement of the two middle travel lanes with a two-way-left-turn-lane (TWLTL), thus leaving a shared through and right-turn lane per direction of travel. The remaining pavement width may be used for a shoulder, bicycle lane, or sidewalk. This revised cross-section would extend from Warminster/West Mill Road to Horsham Road. It would also require revisions to the upstream approaches of these respective intersections. The benefits of a road diet include lower prevailing speeds, improved sightlines, reductions in conflict points, crashes, and crash severity, and opportunities to better accommodate nonvehicular modes.

1. Scenario Models

Existing conditions and three road diet scenarios were evaluated via SimTraffic, a stochastic modeling software program, to quantify the impact upon average travel times and speeds. Alternative #1 exclusively considers the geometric application of a road diet. Alternative #2 builds upon the prior scenario by including timing optimization of the signalized intersections at Warminster/West Mill Road and Horsham Road. Alternative #3 includes the geometric application of a road diet, combined with timing optimization and coordination for all four signalized intersections.

As shown in Table 4, average travel times were obtained for each alternative. For the morning peak hour:

- Average travel times for existing conditions are approximately two minutes in either direction of travel.
- Alternative #1 increases overall travel time, particularly in the southbound direction.
- Alternative #2 reduces the average delay and travel time for southbound vehicles from the previous scenario, though northbound travel time remains similar.
- Alternative #3's arterial travel times are comparable to current conditions.

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For the afternoon peak hour:

- Existing conditions provide for an average travel time of slightly over two minutes in either direction of travel.
- Alternative #1 doubles total travel times in both directions.
- Alternative #2 provides a southbound travel time that is slightly less than existing conditions, while northbound travel is 50 seconds longer than existing conditions.
- Alternative #3 presents more balanced north and southbound travel times that are each within 35 seconds of current conditions.

During both peak hours, improved arterial travel times are not the result of higher vehicle speeds, but are instead accomplished through delay reductions along the network of signalized intersections. Additionally, side street delay increases for all alternatives. This is an expected consequence of a signal's green time being reallocated to the principal Route 263 approaches, which all the scenarios incorporate. The resulting increases are especially significant at the eastbound West Mill Road approach and, to a lesser degree, at the eastbound Horsham Road approach. By Alternative #3, the former intersection's afternoon peak hour LOS declines from an E to an F, and the latter intersection's LOS declines from a C to a D.

Table 5: Traffic Calming Alternatives

Morning Peak Hour	Scenario:	Direction of Travel	Distance (miles)	Average Travel Time (seconds)	Average Speed (MPH)	Difference in Travel Time from Existing Conditions (s)	Difference in Speed from Existing Conditions (MPH)
	Existing Conditions	Westbound Eastbound	0.8 0.7	115.4 134.5	25.0 18.7	N/A N/A	N/A N/A
Alternative #1	Westbound Eastbound	0.8 0.7	123.8 281.3	23.3 9.0	8.4 146.8	-1.7 -9.8	
Alternative #2	Westbound Eastbound	0.8 0.7	121.5 142.9	23.7 17.6	6.1 8.4	-1.3 -1.1	
Alternative #3	Westbound Eastbound	0.8 0.7	122.0 124.8	23.6 20.2	6.6 -9.7	-1.4 1.5	

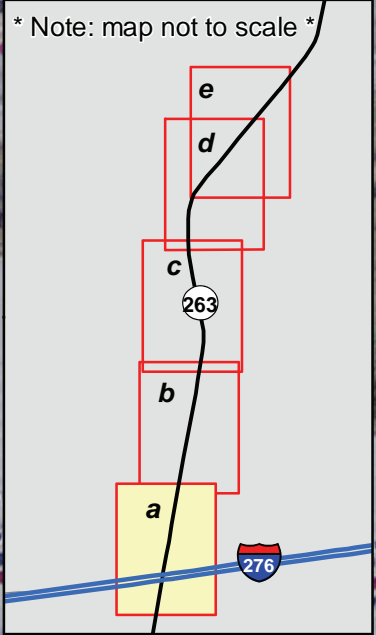
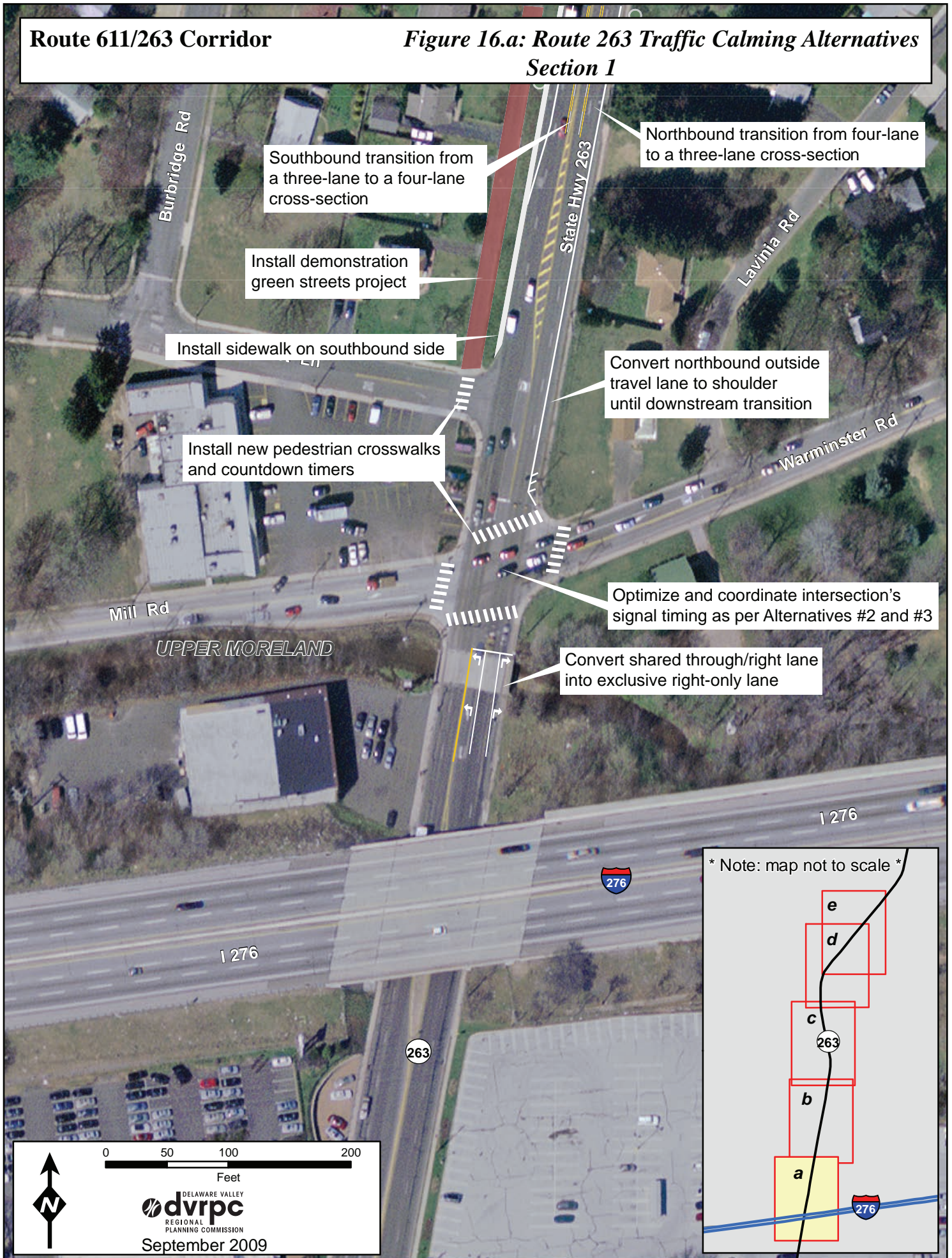
Afternoon Peak Hour	Existing Conditions	Westbound Eastbound	0.8 0.7	130.4 127.2	22.1 19.8	N/A N/A	N/A N/A
	Alternative #1	Westbound Eastbound	0.8 0.7	290.9 226.0	9.9 11.2	160.5 98.8	-12.2 -8.7
Alternative #2	Westbound Eastbound	0.8 0.7	179.7 113.3	16.0 22.2	49.3 -13.9	-6.1 2.4	
Alternative #3	Westbound Eastbound	0.8 0.7	165.4 132.7	17.4 19.0	35.0 5.5	-4.7 -0.8	

Source: DVRPC, 2009

The following figures, 16.a to 16.e, illustrate the physical improvements that are common to all three road diet alternatives. In addition, the signal timing adjustments, the only element that varies between the three alternatives, are demonstrated where applicable.

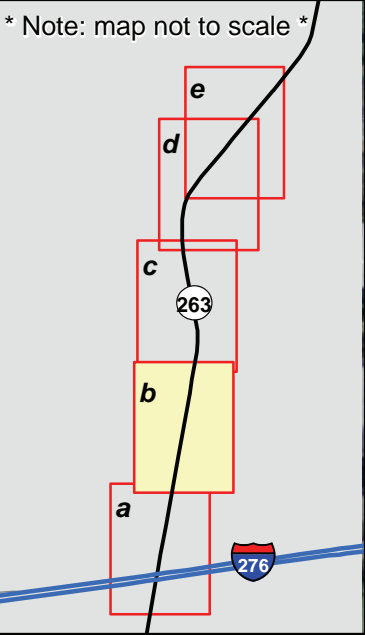
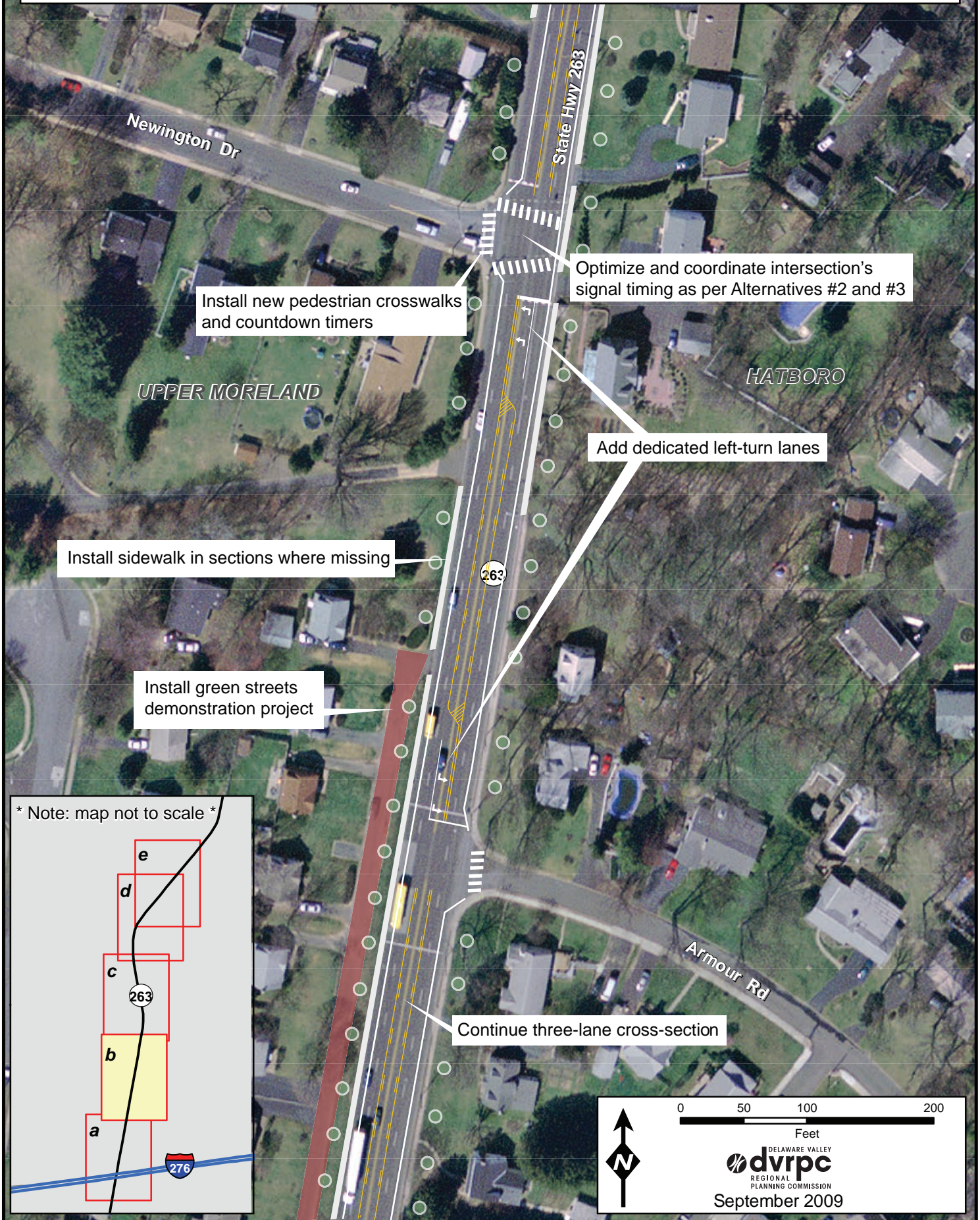
Route 611/263 Corridor

Figure 16.a: Route 263 Traffic Calming Alternatives
Section 1



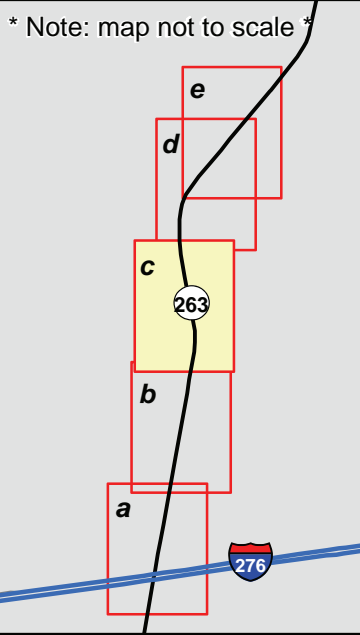
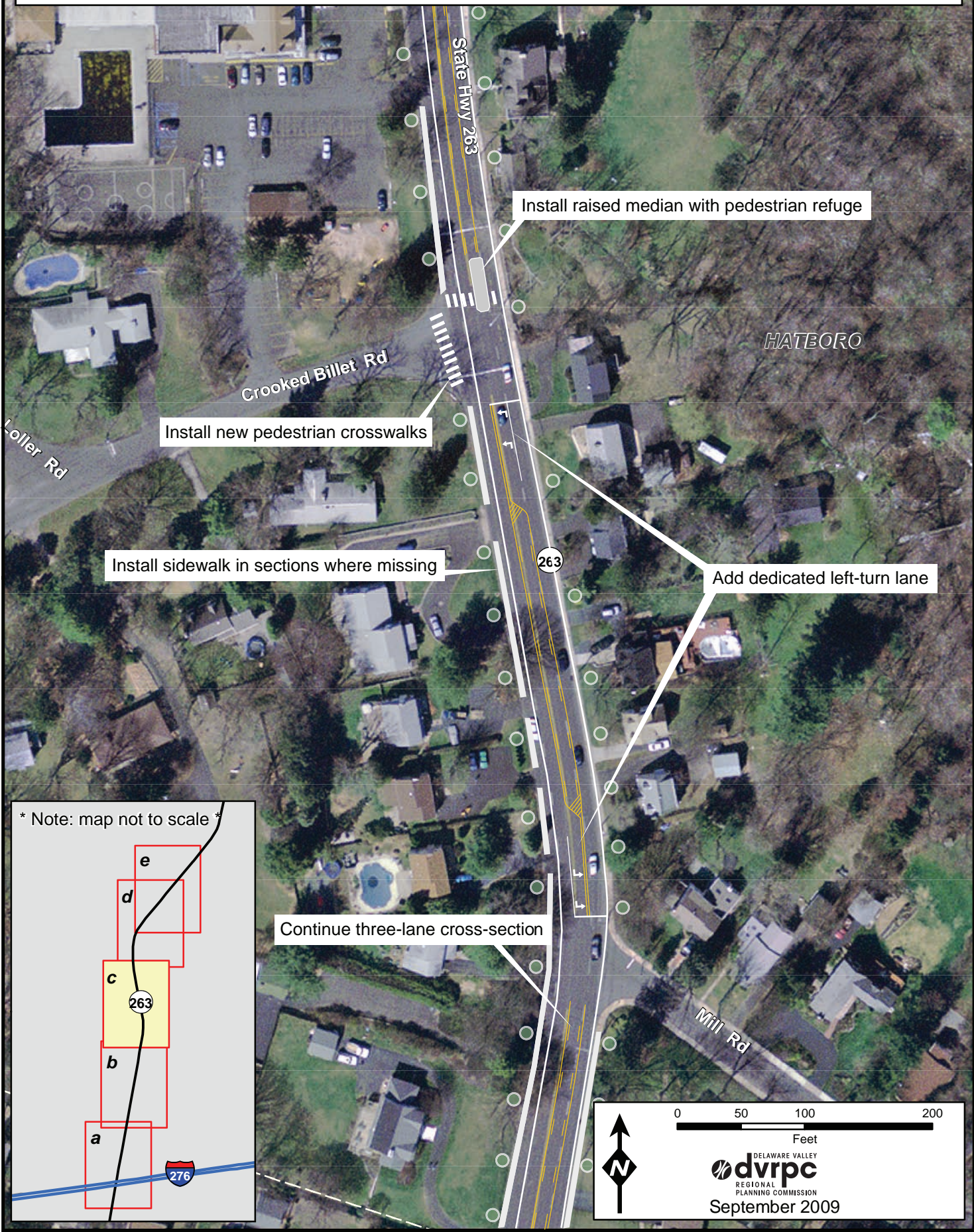
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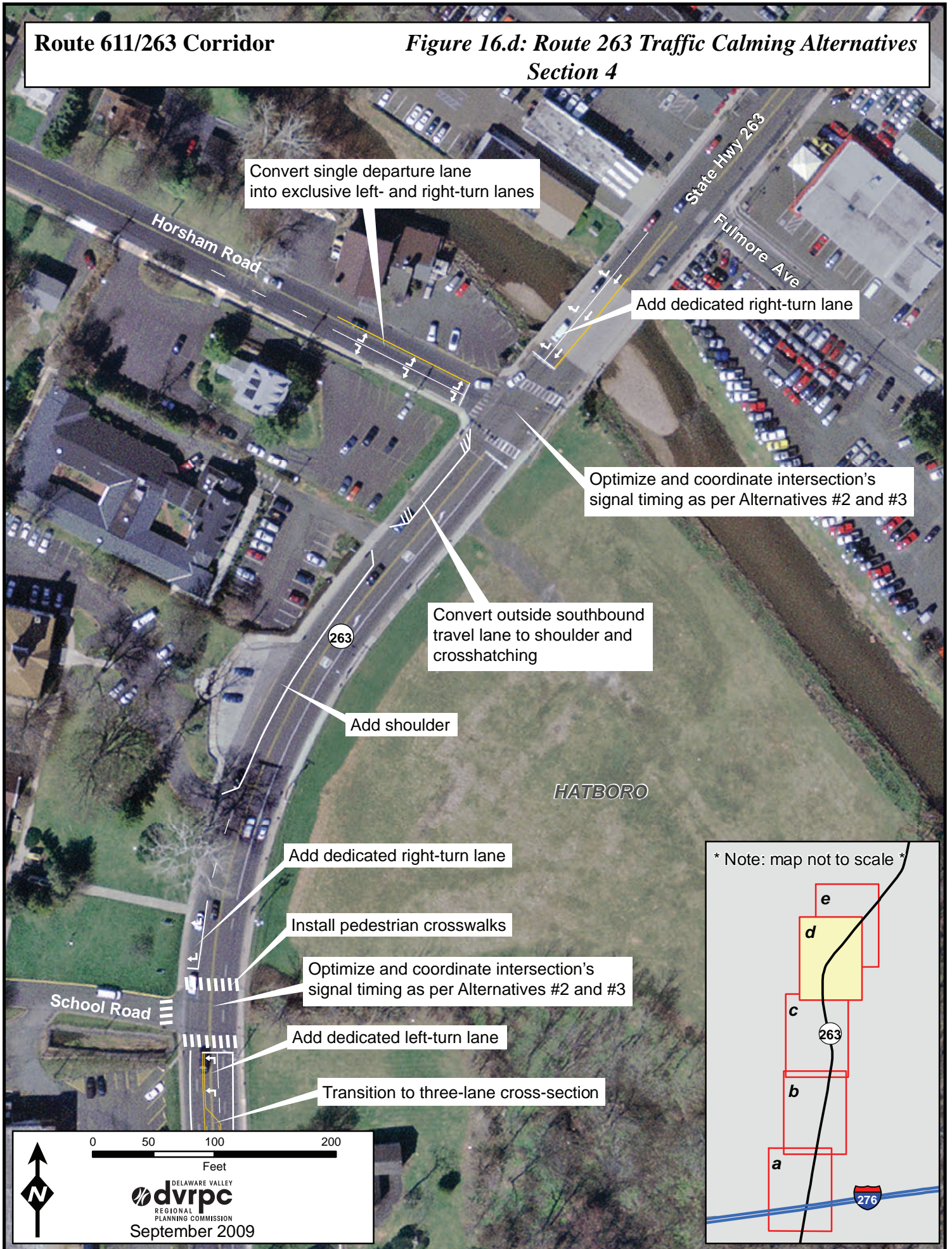
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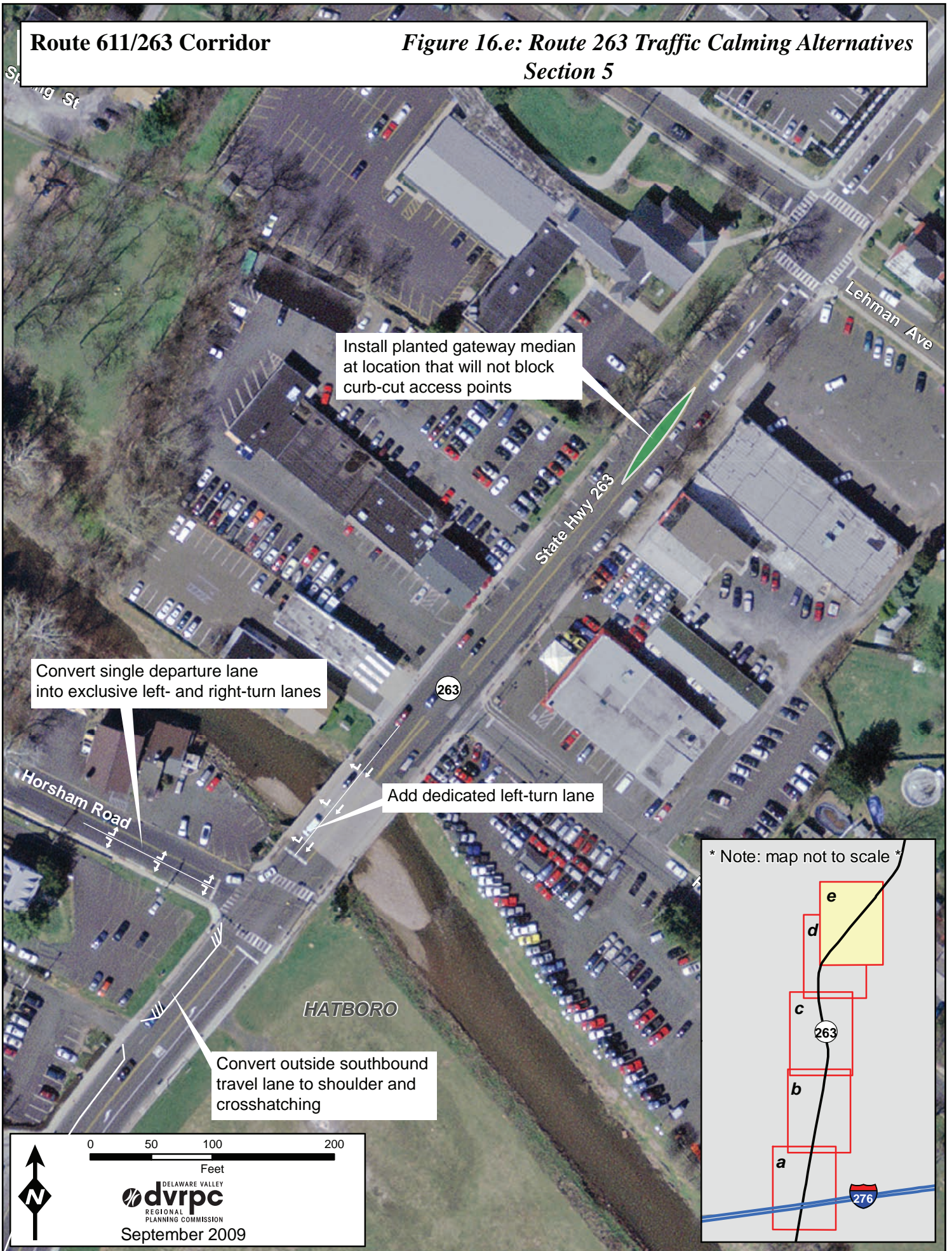


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2. Summary and Recommendations

Route 263 from Warminster/West Mill Road to Horsham Road was analyzed under multiple road diet scenarios. Though each alternative was slightly different in design, they all provide for improved safety conditions, as well as increased opportunities for nonvehicular modes of transportation. The SimTraffic-generated models of the latter alternatives reveal peak-hour conditions that range from a slight increase in travel time to those that are very comparable to current conditions. As a result, it is recommended to pursue Alternative #3 for implementation along the study portion of Route 263. This would provide a three-lane cross-section along the majority of the study portion of Route 263, with optimized and coordinated signal timing amongst the four signalized intersections. The remaining ROW may be utilized as a shoulder, a bicycle lane, a sidewalk or sidewalk buffer, or for green streets implementation. The reduced number of travel lanes will also facilitate pedestrian crossings of Route 263, particularly at intersections where a median refuge is provided. Consequently, a road diet will provide for greater multimodal mobility and a safer roadway for all users.

2.5.2 Gateway Treatment

Traffic entering Hatboro traveling north on Route 263 sees a large gateway sign on the right side of the roadway with a listing of civic organizations that serve the borough. This sign is an effective and welcoming introduction to downtown. However, Hatboro could take this gateway treatment a step further and install a planted island in the roadway with additional gateway signage. This treatment would serve two purposes. First, it would establish the borough's identity and welcome visitors. Second, it would serve to calm traffic and establish the look and feel of the borough's downtown.

This second point is significant because the configuration of the roadway and its image do change dramatically, from a higher-speed through street to a calm downtown main street, with on-street parking, pedestrian activity, and a traditional village feeling. The change in roadway character happens quickly, and it could improve driver awareness by putting a visual representation of this change of character in the cartway, and therefore in the driver's view.

It is recommended that this island not be installed right at the bridge where the existing "booster" signage is located. Rather, it should be placed just north of the car dealership's access point, just before the left-turn lane. This location has two major attributes that make it the proper site for a gateway island. First, this location would not block any driveways, and therefore not impede access to any businesses. Second, this point is truly the location where the character of the roadway changes. At this point, the business density becomes much more traditional in character, the tree cover is heavier, the pedestrian-scaled lighting begins, and the on-street parking begins to be utilized (farther south there are dedicated parking lots for adjacent businesses).

Another important point is that when one travels by car, spatial perception is far different than when one travels by foot. A driver passing the booster sign will gain the first glimpse of entering a new and special location. However, it will take a few seconds for the driver to begin to alter his or her driving pattern. Thus, the proposed island location will serve to calm traffic and welcome visitors at the correct point in the driver's experience into the borough. The image below shows a before-and-after rendering of the proposed gateway island.

In addition to improvements to the southern entrance, a similar project is recommended for the northern gateway entering into Hatboro in the vicinity of Home Road and James Road. For many of the same reasons, signage, raised, vegetated medians, and other features would serve to bookend the entire Hatboro downtown and create a distinct district for travelers coming from either direction. Additional traffic calming initiatives, including streetscape and landscaping improvements, would increase pedestrian safety and make the retail more attractive to potential patrons, increasing economic activity for local businesses. This project, like the establishment of a southern gateway, would compliment recent and current efforts by Hatboro Township to revitalize the downtown area.



Figure 17: Before-and-After Images of Proposed Gateway Island into Harboro Borough, Looking North along Route 263.

3 IMPROVEMENT PLAN

The development of a strategic improvement plan for the corridor is based upon the land use scenarios, the transportation needs, and the economic development strategy, in conformance with the policy goals and objectives of DVRPC's long-range plan, *Connections: The Regional Plan for a Sustainable Future*, and county and local municipal plans and objectives. This improvement plan includes a definition of the roles and responsibilities of all affected for each improvement project.

This document can serve as a guide for the government agencies with a stake in the implementation of improvements. Municipal governments are key players in the implementation process. The local municipality should assure that the improvements are advanced expediently by being involved in the process no matter which agency has a lead role.

Project Scheduling

Projects are scheduled in terms of short, medium, and long term. If a project is relatively small scale and low cost and can be readily implemented, it is listed as a short-term project (one to four years). Other short-term projects include those already in the pipeline that are ready to go. Medium-term improvements are those that require some engineering analysis and policy changes. These have been identified as projects that would be ready to be executed in five to 10 years. Long-term projects have been identified as those projects that offer a projected high benefit, but require major developer participation, as well as participation from various governmental entities. These are seen as projects that would take more than 10 years to implement.

Cost Estimates

Costs are assigned to categories of high and low. The cost for each project has a high-end estimate that assumes the ceiling of what the project will cost. The low estimate is the baseline or minimum financial resources needed to execute the project. These cost ranges are generalized estimates and could be significantly changed for a specific location due to environmental, right-of-way, or other factors uncovered during detailed design of the improvement.

Roles of Agencies

Pennsylvania Department of Transportation (PennDOT)

The state ultimately makes the decision on what improvements are done to its facilities, but it often coordinates with the county or local municipalities when the improvements include facilities under their jurisdiction.

Montgomery County

The county has the ultimate decision concerning improvements on county roads and facilities, but it typically coordinates with the municipality in which the improvement is located.

Metropolitan Planning Organization (MPO)

DVRPC, serving as the MPO for this region, is required to coordinate a comprehensive and continuing transportation planning process. This process results in the development of a Transportation Improvement Program (TIP), which identifies all priority projects for which federal funds will be sought. The TIP represents a consensus among state and regional officials as to what regional improvements are to be made.

Municipalities

Local governments not only have jurisdiction over their local road system, they also control local land use decisions. Local officials must understand the traffic impacts that could be generated from a particular development and understand the synergy that exists between land use decisions and transportation improvements. Local officials need to be involved in the planning process for all levels to make sure that the concerns of their residents are addressed and to assist in the problem identification and improvement recommendations.

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Developers

As properties are developed or redeveloped, the transportation needs of the properties can change, sometimes drastically. Providing proper transportation access to a new development is often critical to the success of that development. Therefore, developers must work with the transportation providers to assure that the necessary changes are beneficial to both the development and the existing transportation infrastructure. Developers frequently design and construct improvements for traffic attributable to their developments or to provide enhanced access to their site.

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TABLE 6: Study Area Mobility Improvement Plan ROUTES 611/263 CORRIDOR STUDY STUDY AREA MOBILITY IMPROVEMENT PLAN (MIP)	Improvement Project Description	PROJECT SCHEDULING						PROJECT COST ESTIMATES			PROJECT SPONSORS*
		Current TIP and/or in construction		Short Term 1 - 4 Years		Medium Term 5 - 10 Years		Order of magnitude costs, typically accounting for Eng. and Constr. Only 2009 Dollars in 000's)			
		'09	10	Later FYs	Y	Y	Y	HIGH	LOW		
CORRIDORWIDE TRANSIT IMPROVEMENTS											
1 Bus Stop Shelters											
2a Pedestrian Access to Bus Stops and Rail Stations											
2a	Access to Bus Stops				Y			\$1,050	\$300		Corridor Municipalities, SEPTA, PDT, TMA
2b	Access to Rail Stations				Y	Y		\$500	\$300		Corridor Municipalities, SEPTA
3 Parking Expansion at Rail Stations											
3a	Hatboro Station				Y			\$100	\$20		Hatboro, SEPTA, D
3b	Willow Grove Station				Y			\$15,000	\$2,000		Upper Moreland, SEPTA, D
3c	Jenkintown/Wyncote Station	\$1,411	\$2,400	\$41,049	Y		Y	\$2,000	\$1,000		Jenkintown, SEPTA, PDT
3d	Elkins Park Station				Y			\$2,000	\$1,000		Cheltenham, SEPTA, MC
4 Rail Station Amenities											
4a	Hatboro Station				Y			\$400	\$200		Hatboro, SEPTA
4b	Willow Grove Station				Y			\$1,000	\$500		Upper Moreland, SEPTA
4c	Crestmont Station				Y			\$1,000	\$500		Abington, SEPTA
4d	Noble Station				Y			\$1,000	\$500		Abington, SEPTA
4e	Jenkintown/Wyncote Station				Y			\$1,000	\$500		Jenkintown, SEPTA, PDT
4f	Elkins Park Station				Y			\$1,000	\$500		SEPTA
5 Local Circulator Bus Service											
5a	Provide connections in the corridor through Abington, Cheltenham				Y			\$950**	\$450**		Abington, Cheltenham, Jenkintown, SEPTA, TMA
6	Improved SEPTA Bus Service to Jenkintown Rail Station				Y			N/A	N/A		Cheltenham, Jenkintown, SEPTA
6a	Improved frequency of #77 bus service to Jenkintown Rail Station				Y			\$24,350	\$6,520		
CORRIDORWIDE WAYFINDING SIGNS											
7	Wayfinding signage along PA 611 and PA 263				Y			\$40	\$20		Corridor Municipalities, PDT
MUNICIPAL SPECIFIC PROJECTS											
Abington Township											
8	Noble Station Transit-Oriented Development				Y			\$3,000	\$2,800		Abington, MC, SEPTA, PDT, D
9	Rubcam Avenue Green Street Strategies				Y			\$500	\$350		Abington, D
Cheltenham Township											
10	Church Road Town Center				Y			\$500	\$100		Cheltenham, PDT
10a	Planted medians				Y			\$7,722	\$760		Cheltenham, MC, SEPTA, PDT, D
10b	Business district improvements							\$8,222	\$860		
Hatboro Borough/Upper Moreland Township											
11 Gateway Improvements											
11a	PA 263 road diet				Y			\$2,500	\$200		Hatboro, Upper Moreland, PDT
11b	Gateway Treatment	\$ 1,250			Y			\$1,000	\$500		Hatboro, PDT
11c	Traffic calming treatment				Y			\$3,500	\$700		Hatboro, Upper Moreland, PDT
Jenkintown Borough											
12	Road diet improvements to the business district				Y			\$500	\$200		Jenkintown, MC, PDT
Upper Moreland Township											
13 Willow Grove Redevelopment											
13a	Davisville Road Improvements				Y			\$450	\$150		Upper Moreland, MC, SEPTA, PDT, D
13b	Improve pedestrian access				Y			\$50	\$50		Upper Moreland, PDT, D
Total Program											
								\$500	\$200		
								\$40612	\$11650		

* Abbreviations: D- Developer/property owner; MC- Montgomery Co; PDT- PennDOT; TMA- Greater Valley Forge TMA
 ** * Estimated annual cost

4 IMPLEMENTATION

This report’s recommendations, both large and small, aim to lessen congestion, improve safety, increase public transportation ridership, and enhance the communities along Routes 611 and 263. The implementation of these recommendations relies on the corridor communities, their ability to bring these ideas to fruition, and the successful partnerships that they forge with non profit organizations, large employers, and the county.

This section summarizes each recommendation by subsection, estimates possible project costs (engineering and construction), and identifies possible actors and funding sources that may be available to the local governments. Cost estimates are included, and more detail can be found in Section III: Improvement Plan. Often-used abbreviations are noted at the end of this matrix. The full explanation and contact information of each funding mechanisms or program, organized by general categories – (1) municipal mechanisms, (2) county programs, (3) regional programs, (4) state programs; (5) federal programs, and (6) private sources – are listed after the implementation matrix.

4.1 CORRIDORWIDE IMPROVEMENTS

4.1.1 Bus Stop Shelters

Recommendation	Actors	Possible Funding Mechanism or Program
A. Municipalities pay for the production and installation of bus stop shelters (\$300,000 to \$1,050,000)	<ul style="list-style-type: none"> • Municipal Officials (i.e., Abington, Cheltenham, Hatboro, Jenkintown, and Upper Moreland) • SEPTA • Greater Valley Forge TMA • Partnership TMA 	<ul style="list-style-type: none"> • Business Improvement Districts (BID) • Incorporated into Streetscape Plans • Business-sponsored (see Abington Hospital bus shelter)
B. Work with Clear Channel Outdoor Advertising, Inc., to design, manufacture, install, and maintain the bus stop shelters (minimal cost to municipal partners)	<ul style="list-style-type: none"> • Municipal Officials • SEPTA • Greater Valley Forge TMA • Partnership TMA • Clear Channel 	<ul style="list-style-type: none"> • Clear Channel

Total Proposed Project Costs: \$300,000 to \$1,050,000

4.1.2 611/263 Streetscape Project

Details for specific segments of Route 611 or Route 263 are described in more detail in Section 4.2: Municipal Projects. Total project costs for all streetscape projects along Route 611 and Route 263 range from a cautious \$2.36 million to a more realistic \$12.63 million.

Recommendation	Actors	Possible Funding Mechanism or Program
A. Sidewalks, where deficient, should be upgraded; Sidewalks, where absent, should be constructed. Sidewalks should be of a minimum width of five feet. Obstructions, such as overgrown vegetation, should be removed to improve pedestrian flow. (\$300,000 to \$500,000)	<ul style="list-style-type: none"> • Municipal Officials • SEPTA • PennDOT • Private Landowners • Business Owners 	<ul style="list-style-type: none"> • BID • DVRPC TCDI (preliminary engineering) • DVRPC’s Home Town Streets • Transportation Enhancement (TE) • PennDOT’s Highway Safety Improvement Program (HSIP)
B. Adequate lighting should be considered in high-pedestrian areas of the corridor. (\$300,000 to \$2,000,000)		

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Recommendation	Actors	Possible Funding Mechanism or Program
C. Continental-style marked crosswalks should be added at signalized intersections, and especially to those intersections connecting to rail stations and bus stops. (\$250,000 to \$400,000)	<ul style="list-style-type: none"> • Municipal Officials • SEPTA • PennDOT • Private Landowners • Business Owners 	<ul style="list-style-type: none"> • BID • DVRPC TCDI (preliminary engineering) • DVRPC's Home Town Streets • Transportation Enhancement (TE) • PennDOT's Highway Safety Improvement Program (HSIP)

Total Proposed Project Costs: \$850,000 to \$2.9 million

4.1.3 Parking Expansion at Rail Stations

Recommendation	Actors	Possible Funding Mechanism or Program
A. Hatboro Train Station: Increase parking spaces from 100 to 300 by acquiring or leasing 200 parking spaces located on adjacent property. (\$20,000 to \$100,000)	<ul style="list-style-type: none"> • Hatboro Municipal Officials • SEPTA • Private Landowners 	<ul style="list-style-type: none"> • Congestion Mitigation and Air Quality Improvement Program (CMAQ)
B. Willow Grove Train Station: Relocate train station to the west of Route 611 along Davisville Road; share retail centers' parking. (\$2,000,000 to \$15,000,000)	<ul style="list-style-type: none"> • Upper Moreland Municipal Officials • SEPTA • Private Landowners • Business Owners 	<ul style="list-style-type: none"> • PaDCED's Infrastructure Development Program (IDP) • Pennsylvania Infrastructure Bank (PIB) • TE • Transportation Improvement Program (TIP) • Surface Transportation Program (STP) Flexible Funding
C. Jenkintown Train Station: Design and construct 700-space parking garage coordinated with PennDOT's replacement of the Greenwood Avenue bridge. (Already allocated: \$44,860,000)	<ul style="list-style-type: none"> • Cheltenham and Jenkintown Municipal Officials • PennDOT • SEPTA 	<ul style="list-style-type: none"> • PA TIP FY2009 Funding (MPMS# 84642)
D. Elkins Park Train Station: Explore the feasibility of building a parking structure/garage at the satellite parking lot at Harrison and Montgomery avenues. (\$1,000,000 to \$2,000,000)	<ul style="list-style-type: none"> • Cheltenham Municipal Officials • SEPTA • Montgomery County 	<ul style="list-style-type: none"> • MontCo Community Revitalization Program • DVRPC's Transportation and Community Development Initiative (TCDI) program

FY 2009 TIP Funding \$44.86 million
Proposed Project Costs: \$3.02 million to \$17.1 million
Total: \$47.88 million to \$29.73 million

4.1.4 Rail Station Amenities

Recommendation	Actors	Possible Funding Mechanism or Program
A. Hatboro Train Station: Upgrade the station façade; improve the platform and waiting area; provide modern amenities; improve lighting. (\$200,000 to \$400,000)	<ul style="list-style-type: none"> Hatboro Municipal Officials SEPTA 	<ul style="list-style-type: none"> IDP PIB STP TE TIP
B. Willow Grove Train Station: Upgrade station façade; improve the platform and waiting area; provide modern amenities; in long term, consider relocating station and building high-level platforms. (\$500,000 to \$1,000,000; long-term improvements: \$2,000,000 to \$15,000,000)	<ul style="list-style-type: none"> Upper Moreland Municipal Officials SEPTA Private Landowners 	<ul style="list-style-type: none"> IDP PIB STP TE TIP
C. Crestmont Station: Upgrade station façade. When ridership increases, improve waiting areas, and provide bicycle storage amenities. (\$500,000 to \$1,000,000)	<ul style="list-style-type: none"> Abington Municipal Officials SEPTA 	<ul style="list-style-type: none"> IDP PIB STP TE TIP
D. Noble Train Station: In order to accommodate an expected increase in ridership in the future, construct high-level platforms; upgrade bicycle storage amenities. (\$500,000 to \$1,000,000)	<ul style="list-style-type: none"> Abington Municipal Officials SEPTA Developers 	<ul style="list-style-type: none"> IDP PIB STP TE TIP
E. Jenkintown/Wyncote Train Station: Construct high-level platforms as currently planned for in PA TIP project MPMS# 84642; upgrade station furniture. (\$500,000 to \$1,000,000)	<ul style="list-style-type: none"> Jenkintown Municipal Officials PennDOT SEPTA 	<ul style="list-style-type: none"> PA TIP FY2009 Funding (MPMS# 84642)
F. Elkins Park Train Station: Construct high-level platforms; upgrade façade. (\$500,000 to \$1,000,000)	<ul style="list-style-type: none"> Cheltenham Municipal Officials SEPTA 	<ul style="list-style-type: none"> IDP PIB STP TE TIP

Total Proposed Project Costs: \$4.7 million to \$20.4 million

4.1.5 Local Circulator Bus Service

Recommendation	Actors	Possible Funding Mechanism or Program
Increase bus service in Abington, Jenkintown, and Cheltenham – operating Monday through Saturday. (Estimated annual costs \$450,000 to \$950,000)	<ul style="list-style-type: none"> Abington, Cheltenham, and Jenkintown Municipal Officials SEPTA Greater Valley Forge TMA Third-Party Provider Large Employers (medical, educational, and retail providers) 	<ul style="list-style-type: none"> Increased fare revenue Public Private Partnership (PPP) – Funding from local employers CMAQ

Total Proposed Project Costs: \$450,000 to \$950,000

4.1.6 SEPTA Bus Service to Jenkintown Rail Station

Recommendation	Actors	Possible Funding Mechanism or Program
Option 1: Reroute SEPTA Bus #55 to serve Jenkintown Rail Station. (Minimal cost)	<ul style="list-style-type: none"> Cheltenham and Jenkintown Municipal Officials SEPTA 	<ul style="list-style-type: none"> Transit Research and Demonstration program If additional buses are needed, SEPTA's Bus Purchase Program
Option 2: Increase the frequency of SEPTA Bus #77 to at least half-hour headways. (Minimal cost)		

Total Proposed Project Costs: Minimal cost

4.2 WAYFINDING SIGNAGE

Recommendation	Actors	Possible Funding Mechanism or Program
Initiate and install uniform wayfinding signs along PA611/263. (\$20,000 to \$40,000)	<ul style="list-style-type: none"> Municipal Officials PennDOT Destinations (i.e., civic institutions, public facilities, public parks, hospitals, train stations) Valley Forge Visitors and Convention Bureau 	<ul style="list-style-type: none"> PPP – Businesses and other destinations paying for their spaces DVRPC's Home Town Streets MontCo Community Revitalization Program

Total Proposed Project Costs: \$20,000 to \$40,000

4.3 MUNICIPAL PROJECTS

4.3.1 Cheltenham Township (Section 2.1)

2.1.1 Planted Medians

Detailed Recommendations	Actors	Possible Funding Mechanism or Program
Install planted medians with mountable curbing and low planting (\$100,000 to \$500,000)	<ul style="list-style-type: none"> Cheltenham Municipal Officials Cheltenham Main Street Manager PennDOT 	<ul style="list-style-type: none"> BID PPP MontCo Community Revitalization Program Main Street Funds

Total Proposed Project Costs: \$100,000 to \$500,000

2.1.2 Church Road Area

Part of the 611/263 Streetscape Project

Detailed Recommendations	Actors	Possible Funding Mechanism or Program
Rezone key parcels for street-edge, mixed-use retail/office on east and west sides of PA611. (Minimal cost to municipal partner)	<ul style="list-style-type: none"> Cheltenham Municipal Officials Cheltenham Main Street Manager Cheltenham Environmental 	<ul style="list-style-type: none"> BID DVRPC's Home Town Streets DVRPC's TCDI Main Street Funds MontCo Community
Market key parcels to encourage Town		

Detailed Recommendations	Actors	Possible Funding Mechanism or Program
Center Infill Development on parcel currently used by Public Works, west side of PA611. (Minimal cost to municipal partner)	<ul style="list-style-type: none"> Advisory Council Eastern Montgomery County Chamber of Commerce Local Business Community Montgomery County Montgomery County Conservation District PennDOT Pennsylvania Environmental Council Private Landowners Private Developers SEPTA Tookany-Tacony-Frankford Watershed Partnership 	<ul style="list-style-type: none"> Revitalization Program MontCo Strategic Economic Development Policy Task Force [forthcoming program rules] Montgomery County Conservation District Funds Pennsylvania Governor's Center for Local Government Services' Local Economic Revitalization Tax Assistance (LERTA) PaDCEd's Community Action Team (CAT) PaDCEd's Community Revitalization Program PaDCEd's Growing Greener 2 PaDCEd's Housing and Redevelopment Assistance PaDCEd's Land Use Planning and Technical Assistance Programs (LUPTAP) PaDCEd's Urban Development Program (UDP) PaDEP's Growing Greener 2 PennDOTS's HSIP PennDOT's Transportation Research and Demonstration Program PENNVEST PPP
Market key parcels to encourage street-edge infill development on parcel currently used as retail center parking lot, east side of PA611. (Minimal cost to municipal partner)		
Create financial incentives for redevelopment. (Minimal cost to municipal partner)		
Improve streetscape: install decorative sidewalks, pedestrian lighting, and stormwater planters. (\$500,000 to \$5,000,000)		
Create grant program for businesses to replace façades and awnings. (\$100,000 to \$1,000,000)		
Crosswalks (Minimal cost to municipal partner)		
Remove right-turn lane and create rain garden. (\$100,000 to \$1,000,000)		
Wayfinding signs directing to Elkins Park Train Station and maps at the station directing to Cheltenham's shopping districts. (\$10,000 to \$20,000)		
Library Parking Lot Bioswale (\$50,000 to \$200,000)		

Total Proposed Project Costs: \$760,000 to \$7.722 million

4.3.2 Jenkintown Borough (Section 2.2)

2.2.1 Road Diet Alternatives Analysis & Streetscape Improvements

Part of the 611/263 Streetscape Project

Jenkintown is also considering the construction of a parking garage between Summit and Harper streets. Additionally, Jenkintown is implementing a façade rebate program. Such a program is recommended for other communities along the corridor.

Detailed Recommendations	Actors	Possible Funding Mechanism or Program
Alternative #1: three-lane cross-section – merge into single lane	<ul style="list-style-type: none"> Jenkintown Municipal Officials PennDOT 	<ul style="list-style-type: none"> TIP
Alternative #2: three-lane cross-section – two through lanes and two receiving lanes, merge into single lane		
Alternative #3 Streetscape improvements: install uniform sidewalks, intersection bump-outs, adequate lighting, continental-style	<ul style="list-style-type: none"> Jenkintown Municipal Officials Montgomery County PennDOT 	<ul style="list-style-type: none"> BID DVRPC's Home Town Streets DVRPC's TCDI MontCo Community

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Detailed Recommendations	Actors	Possible Funding Mechanism or Program
marked crosswalks, street trees, and street furniture to slow traffic and encourage pedestrian activity.	<ul style="list-style-type: none"> Private Landowners Retailers Jenkintown Community Alliance 	<ul style="list-style-type: none"> Revitalization Program PaDCNR's Community Conservation Partnership Program (C2P2) Elm Street TreeVitalize

Total Proposed Project Costs: \$200,000 to \$500,000

4.3.3 Abington Township (Section 2.3)

2.3.1 Noble Station Transit-Oriented Development Part of the 611/263 Streetscape Project

Recommendation	Actors	Possible Funding Mechanism or Program
Adopt Transit Revitalization Investment District (TRID) program. (Minimal cost to municipal partner)	<ul style="list-style-type: none"> Abington Municipal Officials Abington Business Community PaDCEd PennDOT Private landowners SEPTA 	<ul style="list-style-type: none"> BID DVRPC's TCDI Program DVRPC's Home Town Streets DVRPC's Safe Routes to School MontCo Community Revitalization Program PaDCEd Community Revitalization Program PaDCEd's Growing Greener 2 PaDCEd's Housing and Redevelopment Assistance PaDEP's Growing Greener 2 PennDOT's Liquid Fuels Tax PennDOT's Transit Research and Demonstration Grant Program CAT HSIP IDP LUPTAP PENNVEST PIB STP TE TIP
Adopt TOD zoning or CMX overlay district as proposed by McCormick Taylor. (Minimal cost to municipal partner)		
Build new streets		
Install sidewalks with stormwater buffer strips, pedestrian amenities, and lighting. (\$1,000,000)		
Install road crossings and raised median pedestrian refuge at PA611 and Harte Road (\$1,000,000)		
Install sidewalks on both sides of the Old York Road bridge (over SEPTA tracks) and improve pedestrian amenities and lighting. PA TIP FY2010 Funding (MPMS# 16214)		
Build rail crossing connecting northbound and southbound train station platform (\$800,000 to \$1,000,000)		

FY 2011 TIP Funding \$1.25 million
Proposed Project Costs: \$2.8 million to \$3 million

2.3.1 Rubicam Avenue Green Street Strategies

Detailed Recommendations	Actors	Possible Funding Mechanism or Program
Install or improve sidewalk on north side of Rubicam Avenue (\$150,000)	<ul style="list-style-type: none"> Abington Municipal Officials Abington Environmental Advisory Council PEC 	<ul style="list-style-type: none"> Private Funding Growing Greener 2 - DEP DVRPC's Home Town Streets/Safe Routes To
Install stormwater bioswales along		

Detailed Recommendations	Actors	Possible Funding Mechanism or Program
south side of Rubicam Avenue (\$100,000)	<ul style="list-style-type: none"> Private landowners 	School <ul style="list-style-type: none"> PENNVEST
Install stormwater curb extensions at intersections with Rockwell Road and Ferndale Avenue. (\$100,000 to \$250,000)		
Total Proposed Project Costs: \$350,000 to \$500,000		

4.3.4 Upper Moreland Township (Section 2.4)

2.4.1 Willow Grove Redevelopment Part of the 611/263 Streetscape Project

Recommendation	Actors	Possible Funding Mechanism or Program
Install sidewalks, crosswalks, and pedestrian countdown timers at intersections with Easton Road and Davisville Road. Install a midblock crosswalk on Easton Road, connecting bus shelter with shopping center. (\$40,000)	<ul style="list-style-type: none"> Upper Moreland Municipal Officials Montgomery County PennDOT Private landowners Retailers SEPTA Willow Grove Chamber of Commerce 	<ul style="list-style-type: none"> BID DVRPC's Home Town Streets DVRPC's TCDI MontCo Community Revitalization Program PaDCNR's Community Conservation Partnership Program (C2P2) Elm Street TreeVitalize
Install streetscaping elements, including trees, lighting, and textured/colored pavement, along PA611.		
Install pedestrian-oriented signage (\$10,000)		
Study pedestrian movements associated with SEPTA bus lines.		
Improve and invest in Davisville Road: (1) Convert road to one-way street; (2) Install continuous sidewalks on both sides; undertake a streetscape project; include green street elements to manage runoff; and (3) Create a program for façade treatments, plantings, and signage for rear-entrance retail establishments. (\$150,000 to \$450,000)		
Total Proposed Project Costs: \$200,000 to \$500,000		

4.3.5 Hatboro Borough/Upper Moreland Township (Section 2.5)

2.5.1 Traffic Calming Alternatives Analysis Part of the 611/263 Streetscape Project

Recommendation	Actors	Possible Funding Mechanism or Program
Suggested Road Diet Alternative #3: Two-way-left-turn-lane + timing and coordination at three intersections;	<ul style="list-style-type: none"> Hatboro Municipal Officials Upper Moreland Municipal Officials 	<ul style="list-style-type: none"> HSIP

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Recommendation	Actors	Possible Funding Mechanism or Program
Utilize remaining ROW for bicycle lane or sidewalk. (\$200,000 to \$2,500,000)	<ul style="list-style-type: none"> PennDOT 	
Gateway Treatment signage and planted median PA FY 2009 Funding (MPMS# 72994) PA FY 2009 Funding (MPMS # 74817)	<ul style="list-style-type: none"> Hatboro Municipal Officials PennDOT Greater Hatboro Chamber of Commerce 	<ul style="list-style-type: none"> PA FY 2009 Funding (MPMS# 72994) PA FY 2009 Funding (MPMS# 74817)
Streetscape improvements and traffic calming treatment (\$500,000 to \$1,000,000)	<ul style="list-style-type: none"> Hatboro Municipal Officials Upper Moreland Municipal Officials PennDOT Greater Hatboro Chamber of Commerce 	<ul style="list-style-type: none"> BID DVRPC's Home Town Streets DVRPC's TCDI MontCo Community Revitalization Program PaDCED's Community Revitalization Program PaDCED's Land Use Planning and Technical Assistance Programs (LUPTAP) PaDCED's Urban Development Program (UDP) HSIP PPP

FY 2009 TIP Funding **\$1.25 million**
Proposed Project Costs: **\$700,000 to \$3.5 million**
Total: **\$2.25 million to \$4.75 million**

Often Used Abbreviations

Abbreviation	Program Name	See Section For Detail
BID	Business Improvement District	4.3.1 Municipal Mechanisms
CAT	PaDCED's Community Action Team	4.3.4 State Programs
CMAQ	Congestion Mitigation and Air Quality	4.3.3 Regional Programs
HSIP	PennDOT's Highway Safety Improvement Program	4.3.4 State Programs
IDP	PaDCED's Infrastructure Development Program	4.3.4 State Programs
LERTA	Governor's Center for Local Government Services' Local Economic Revitalization Tax Assistance	4.3.4 State Programs
LUPTAP	PaDCED's Land Use Planning and Technical Assistance Programs	4.3.4 State Programs
PIB	PennDOT's Pennsylvania Infrastructure Bank	4.3.4 State Programs
PPP	Public/Private Partnerships	4.3.1 Municipal Mechanisms
TE	Transportation Enhancement Program	4.3.3 Regional Programs
TCDI	DVRPC's Transportation and Community Development Initiative	4.3.3 Regional Programs
TIP	Transportation Improvement Program	4.3.2 County Programs
STP	Surface Transportation Program Flexible Funding	4.3.5 Federal Programs

4.4 POSSIBLE FUNDING MECHANISMS AND PROGRAMS

This section details possible funding sources, ranging from the traditional economic development mechanisms available to municipalities, like business improvement districts, to private sources of funding, like foundations with funding initiatives based in community development and economic competitiveness. Many funding programs identified below receive funding from federal sources but are administered by county, state, or regional agencies. Those specific funding programs are identified by administering agencies rather than the original federal source, and are organized into six areas – (1) Municipal Mechanisms; (2) County Programs; (3) County Programs; (4) Regional Programs; (5) Federal Programs; and (6) Private Sources.

Much of this information was culled from several sources, including Montgomery County's *Sources of Funding for Revitalization* (August 2005), DVRPC's *Municipal Resource Guide: Funding Opportunities in New Jersey and Pennsylvania* (December 2006), and DVRPC's *Paoli Transportation Center: Funding and Technical Assistance Resource Guide* (June 2008). However, one must always check with the identified resource or funding agency to receive the most up-to-date information regarding available funding, funding applications, and deadlines.

4.4.1 Municipal Mechanisms

Public/Private Partnerships (PPPs)

Definition: A PPP may be a government service or private business venture that is funded and operated through a partnership of government and one or more private sector companies. Examples of such ventures include transportation companies that operate a shuttle service.

Business Improvement Districts (BIDs)

Definition: A BID is a type of public/private partnership in which business in a defined area elect to pay an additional tax in order to fund improvements within that geographic area. Funds are collected by the taxing authority and used to provide services such as street and sidewalk maintenance, public safety officers, marketing, and capital improvements, like streetscape improvements or installation of lighting. An example of a BID is the Center City District, which provides Center City with nightly street cleaning and public garbage collection, public safety officers, and marketing events, like Restaurant Week.

Tax Increment Financing (TIFs)

Definition: A TIF is a public financing method to fund redevelopment and community improvement projects. TIF is a tool to use future gains in property taxes to finance a current improvement that will create those gains. Such improvements may include new roads, streetscape upgrades, and even brownfield clean-up. The mechanism dedicates tax increments within a defined district to pay off debt issued for the initial improvement project.

Resources: *Montgomery County Redevelopment Authority*
T: 610.278.3680
W: www.montcorda.org
Pennsylvania Department of Community and Economic Development
Center for Private Financing
T: 717.783.1109
W: www.newpa.com

Municipal Authorities

Definition: A municipal authority in Pennsylvania is special government unit that has a public purpose to provide a specific service. These services include water supply and sewer systems, airports, transit systems, parking garages, flood control systems, and parks. Typically, an authority collects fees or exact charges in order to issue bonds for capital improvements. Municipal authorities allow a municipality or multiple municipalities to finance projects without using a general operating or capital budget. Examples of municipal and multi municipal authorities

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include parking authorities, stormwater authorities, and the Southeastern Pennsylvania Transportation Authority, SEPTA.

Resources: *Pennsylvania Municipal Authorities Association*
T: 1.800.577.PMAA
W: www.municipalauthorities.org

4.4.2 County Programs

Montgomery County Community Revitalization Program

Purpose: Community revitalization

Type: Planning; construction; demolition; acquisition; streetscape projects; parking lots; façade restoration (commercial buildings); technical assistance; signage; culture and arts; public safety; business assistance.

Terms: Funding eligibility ranges from \$411,000 to \$1 million based on municipal population.

Deadline: Annual; Upcoming deadline April 15, 2009.

Contact: Brian O’Leary, Section Chief of County Planning
Montgomery County Planning Commission
PO Box 311
Norristown, PA 19404-0311
T: 610.278.3728
W: <http://planning.montcopa.org/planning/cwp/view,a,3,q,1737.asp>

Transportation Improvement Program (TIP)

Purpose: To maintain, expand, and enhance transportation facilities. This is the major source of funding for transportation projects in both the region and nation.

Type: Construction

Terms: The TIP is the regionally agreed upon list of priority projects, as required by federal law (ISTEA, TEA-21, SAFETEA-LU). The TIP document must list all projects that intend to use federal funds, along with non-federally funded projects that are regionally significant. The projects are multi modal; that is, they include bicycle, pedestrian, freight-related projects, and innovative air quality projects, as well as the more traditional highway and public transit projects. Local governments nominate projects to the county, which are then forwarded to DVRPC.

Deadline: Biannual appropriation

Contact: Leo Bagley
Section Chief of Transportation Planning
Montgomery County Planning Commission
PO Box 311
Norristown, PA 19404-0311
T: 610.278.3746
W: www.dvrpc.org/transportation/capital/TIP.htm

Challenge PLUS Grants

Purpose: Grants to stimulate and assist in developing comprehensive urban and community forestry programs.

Type: Tree plantings

Terms: Grant amount of \$10,000 per municipality. Grants for the purchase and delivery of trees can be made available to cities of the third class and boroughs and townships of the first and second class with populations of 30,000 or more as determined by the last census and who meet the requirements listed below. Trees can be planted on public lands as street trees in the tree lawn or public right-of-way, in parks, and in greenways. Trees may also be planted on private property in the absence of an adequate tree lawn, provided that the municipality obtains a written easement from the landowner and the trees are planted within six (6) feet of the sidewalk or right-of-way.

Deadline: Ongoing

Contact: Challenge Plus Grants Program
Montgomery County Cooperative Extension Office
1015 Bridge Road, Suite H
Collegeville, PA 19426-1179
T: 610.489.4315
W: www.dcnr.state.pa.us/forestry/pucfc/applications/ChallengePLUSGrant.pdf

4.4.3 Regional Programs

Congestion Mitigation and Air Quality (CMAQ) Funding

Purpose: Competitive funding for transportation-related projects that help the region reduce emissions from highway sources and meet National Clean Air Act standards.

Type: Construction; acquisition; other measures

Terms: The SAFETEA-LU CMAQ program provides funds to state DOTs, MPOs, and transit agencies to invest in projects that reduce criteria air pollutants regulated from transportation-related sources over a period of five years (2005 to 2009).

Deadline: Varies; funds are apportioned to the state DOTs on an annual basis. Municipalities should work with counties to program projects that may qualify for CMAQ funds.

Contact: Delaware Valley Regional Planning Commission
190 North Independence Mall West
8th Floor, ACP Building
Philadelphia, PA 19106
T: 215.592.1800
W: www.dvrpc.org/transportation/capital/cmaq.htm#process

DVRPC's Home Town Streets

Purpose: Grants to encourage the reinvestment in and redevelopment of downtowns.

Type: Construction; other measures

Terms: The Home Town Streets program supports a variety of streetscape improvements that are vital to reestablishing downtown and commercial centers. These projects should be undertaken within a defined "downtown" area that collectively enhances that environment and promotes positive interactions with people in the area. Projects may include sidewalk improvements, planters, benches, street lighting, pedestrian crossings, transit bus shelters, traffic calming, bicycle amenities, kiosks, signage, and other visual elements. This program will not fund costs related to buildings or their façades or personnel costs related to a Main Street manager.

Deadline: Varies

Contact: Delaware Valley Regional Planning Commission
190 North Independence Mall West
8th Floor, ACP Building
Philadelphia, PA 19106
T: 215.592.1800
W: www.dvrpc.org/transportation/capital/hts_srs.htm

DVRPC's Safe Routes to School

Purpose: Grants to establish safe walking routes for children commuting to school.

Type: Construction; other measures

Terms: Safe Routes to School is designed to work with both school districts and pedestrian and bicycle safety advocates to make physical improvements that promote safe walking and biking passages to our schools. Collectively, these efforts would save on school busing costs and promote a healthy lifestyle for our children. In addition, some funding may be used for pedestrian education efforts. Examples of these types of improvements include: sidewalks, crosswalks, bike lanes or trails, traffic diversion improvements, curb extensions, traffic circles, and raised median islands.

Deadline: Varies

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Contact: Delaware Valley Regional Planning Commission
190 North Independence Mall West
8th Floor, ACP Building
Philadelphia, PA 19106
T: 215.592.1800
W: www.dvrpc.org/transportation/capital/hts_srs.htm

DVRPC's Transportation and Community Development Initiative (TCDI)

Purpose: Grants to support planning, design, and feasibility studies that encourage reinvestment and redevelopment in older communities.

Type: Planning

Terms: \$100,000 grant maximum for projects located within a single municipality; \$125,000 maximum for multi municipal projects. Grantees are required to provide a 20 percent match.

Deadline: Varies

Contact: Delaware Valley Regional Planning Commission
190 North Independence Mall West
8th Floor, ACP Building
Philadelphia, PA 19106
T: 215.592.1800
W: www.dvrpc.org/planning/tcdi.htm

Transportation Enhancement (TE) Program

Purpose: Grants for funding nontraditional projects designed to enhance the transportation experience, mitigate the impacts of transportation facilities on communities and the environment, and enhance community character through transportation-related improvements.

Type: Construction

Terms: This is a cost-reimbursement program geared toward funding the construction phase of projects. Any federal or state agency, county or municipal government, school district, or nonprofit organization may submit a program application. Proposals must be for a complete, identifiable, and usable facility or activity. Funds are not available for partial projects. Funding is available, however, for a particular phase of a multi phase project. The program is designed to fund transportation related projects that are over and above what is considered routine construction and maintenance. Eighty to 90 percent of costs can be funded.

Deadline: Varies

Contact: Delaware Valley Regional Planning Commission
190 North Independence Mall West
8th Floor, ACP Building
Philadelphia, PA 19106
T: 215.592.1800
W: www.dvrpc.org/transportation/capital/te.htm

4.4.4 State Programs

Pennsylvania Department of Community and Economic Development

PaDCED's Community Action Team (CAT)

Purpose: Planning, technical, and financial assistance, and implementation to create priority "impact" projects through more efficient delivery of state services and program funding.

Type: Planning; some implementation

Terms: The Community Action Team is an all-purpose economic and community development tool for every community. Whether large or small, urban or rural, the Community Action Team will work with, or help develop, a community comprehensive plan, and assist with the financing and implementation of that plan. CAT encourages the exploration of all ideas, including the use of tax credits, creating a funding package through the Governor's Action Team, or inter municipal cooperation.

Deadline: Varies
Contact: Pennsylvania Department of Community and Economic Development
400 North Street, 4th Floor
Harrisburg, PA 17120-0225
T: 717.787.7120
W: www.newpa.com/strengthen-your-community/community-action-team/index.aspx

PaDCED's Community Revitalization Program

Purpose: Community revitalization
Type: Construction; renovation; equipment purchasing; technical assistance; education; and salaries.
Terms: The program seeks to improve the economic stability of a community through economic development projects that create or retain jobs, utilize vacant properties, and spur additional private sector investment and community strengthening. Grants are typically small (i.e., \$20,000).
Deadline: Annual.
Contact: Pennsylvania Department of Community and Economic Development
Customer Service Center
400 North Street, 4th Floor
Harrisburg, PA 17120
T: 800.379.7448
W: www.newpa.com

PaDCED's Elm Street

Purpose: Community revitalization
Type: Planning; renovation; streetscape improvements; tree plantings; property acquisition
Terms: Elm Street was created as a complementary program to DCED's Main Street program, and it focuses on residential neighborhoods adjacent to revitalizing downtowns.
Deadline: Ongoing
Contact: Pennsylvania Department of Community and Economic Development
Customer Service Center
400 North Street, 4th Floor
Harrisburg, PA 17120
T: 800.379.7448
W: www.newpa.com

PaDCED's Growing Greener 2

Purpose: Community revitalization
Type: Property acquisition; construction; renovation; and infrastructure capital costs.
Terms: The Department of Community and Economic Development oversees Growing Greener II funding dedicated specifically for downtown improvement projects. Local government entities and non profit organizations are eligible to apply for the grant funds, which can be used for acquisition, predevelopment, construction, renovation, and capital costs of infrastructure projects that are located in a municipality's central business district.
Deadline: Varies
Contact: Pennsylvania Department of Community and Economic Development
400 North Street, 4th Floor
Harrisburg, PA 17120-0225
T: 717.787.7120
W: www.growinggreener2.com or www.newpa.com

PaDCED's Housing and Redevelopment Assistance

Purpose: Grants for community revitalization and economic development. The program provides flexible funding to cities and smaller urban areas to redevelop and reuse blighted and/or vacant property, to expand housing opportunities, to promote neighborhood stability, and to assist in becoming competitive for business retention, expansion, and attraction.
Type: Property acquisition; construction of public improvements; extension of services

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Terms: This is the state’s most flexible funding stream available to municipalities for community revitalization and economic development. There is no minimum or maximum; typical grants average between \$150,000 and \$200,000. In 2007, \$34 million was allocated for the Housing and Redevelopment Assistance program.

Deadline: Varies

Contact: Housing and Redevelopment Assistance Program
Pennsylvania Department of Community and Economic Development
400 North Street, 4th Floor
Harrisburg, PA 17120-0225
T: 717.787.7120
W: www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/index.aspx

PaDCED’s Infrastructure Development Program (IDP)

Purpose: Grant and low-interest loan financing for public and private infrastructure improvements.

Type: Property acquisition; construction of public improvements; extension of services

Terms: Loans and grants up to \$1.25 million; No more than 20 percent of the annual appropriation for a single municipality; grants for public infrastructure; loans to private businesses at 3 percent interest rate; Up to 15-year term; Two-to-one private to public match required; \$25,000 cost per job to be created within five years, or 10 new full-time equivalent jobs (whichever is greater).

Deadline: Ongoing

Contact: Pennsylvania Department of Community and Economic Development
Center for Business Financing, Site Development Division
Infrastructure Development Program
400 North Street, 4th Floor
Commonwealth Keystone Building
Harrisburg, PA 17120-0225
T: (717) 787-7120
W: www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/index.aspx

PaDCED’s Land Use Planning and Technical Assistance Programs (LUPTAP)

Purpose: Grant funds for the preparation of community comprehensive plans and the ordinances to implement them

Type: Planning; ordinance writing

Terms: Priority is given to any county government acting on behalf of its municipalities, any group of two or more municipalities, or a body authorized to act on behalf of two or more municipalities. Eligible uses include preparing and updating of comprehensive community development plans, policies, and implementing mechanisms such as zoning ordinances, subdivision regulations, and functional plans, such as downtown revitalization, water resource plans, and land development regulations. Municipalities can also compete for grants to fund the planning and implementation of TRID programs. Planning grants require a 25 percent local match. The current planning grant maximum is \$75,000.

Deadline: Varies

Contact: Land Use Planning and Technical Assistance Program (LUPTAP)
Pennsylvania Department of Community and Economic Development
400 North Street, 4th Floor
Harrisburg, PA 17120-0225
T: 717.787.7120
W: www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/index.aspx

PaDCED’s Main Street Program

Purpose: Community revitalization

Type: Planning; operational; façade design improvement grants; downtown reinvestment grants; and anchor building grants

Terms: Operational grants up to \$115,000 and capital grants up to \$250,000 (or up to 30 percent of total project costs). Applicants must qualify as Main Street communities. Within the PA611/263 corridor, Cheltenham and Jenkintown have Main Street programs.

Deadline: Ongoing

Contact: Pennsylvania Department of Community and Economic Development
Customer Service Center
400 North Street, 4th Floor
Harrisburg, PA 17120
T: 800.379.7448
W: www.newpa.com

PaDCED's Urban Development Program (UDP)

Purpose: Grants to promote and encourage the prosperous development of Pennsylvania business.
Type: Acquisition; construction of community facilities; planning; other implementation projects
Terms: No minimum or maximum; grants range between \$5,000 and \$25,000
Deadline: Varies
Contact: Department of Community and Economic Development
Customer Service Center
Commonwealth Keystone Building
400 North Street, 4th Floor
Harrisburg, PA 17120-0225
T: 1-800-379-7448
W: www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/index.aspx

Pennsylvania Department of Conservation and Natural Resources

PaDCNR's Community Conservation Partnership Program (C2P2)

Purpose: This program primarily focuses on parks and recreation facilities, but it has been used in the past for tree plantings and gateway projects.
Type: Planning; acquisition; construction; signage; and trail facilities.
Terms: Reimbursement grants; most grants range between \$10,000 and \$40,000.
Deadline: Annual. Upcoming Deadline: April 22, 2009
Contact: Pennsylvania Department of Conservation and Natural Resources
Fran Rupert
Recreation and Parks Advisor
T: 215.560.1183
E: frupert@state.pa.us
W: www.dcnr.state.pa.us/brc/grants/

PaDCNR's Municipal Challenge Grants

Purpose: Grants aimed at supporting municipal tree inventories, tree planting, and tree care.
Type: Tree plantings and tree care
Terms: Grants from \$1,000 to \$5,000; in-kind match requested
Deadline: Annual
Contact: Mini-grants
Department of Conservation and Natural Resources
Rachel Carson State Office Building
P.O. Box 8767
400 Market Street
Harrisburg, PA 17105
T: 717.787.2869
W: www.dcnr.state.pa.us

TreeVitalize

Purpose: Grants, technical assistance, and rebate programs for tree planting and care.
Type: Tree planting and tree care
Terms: TreeVitalize is a broad-based partnership to restore tree cover in urbanized parts of Pennsylvania. Launched by the Department of Conservation and Natural Resources in Southeast Pennsylvania in late 2003, TreeVitalize offers a number of planting and education programs. The TreeVitalize Neighborhoods program aims to improve the quality of life in older

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neighborhoods through tree planting projects in neighborhood settings. The Treevitalize Tree Tenders Training provides nine hours of classroom/field training to community residents who want to become urban forestry leaders. TreeVitalize recently worked with Yeadon Borough and the Philadelphia Water Department for a green streets project on Baltimore Avenue.

Deadline: Varies
Contact: TreeVitalize
Pennsylvania Horticultural Society
100 North 20th Street, 5th Floor
Philadelphia, PA 19103
T: 215.988.8800
W: www.treevitalize.net

Pennsylvania Department of Environmental Protection

PaDEP's Growing Greener II

Purpose: Grants for drinking water, wastewater, or stormwater improvements.
Type: Property acquisition; construction; renovation; and infrastructure capital costs.
Terms: Funding for infrastructure improvements such as drinking water, wastewater, or stormwater. Recent projects included construction of stormwater BMPs like filter strips and rain gardens.
Deadline: Varies
Contact: Department of Environmental Protection Grants Center
Rachel Carson State Office Building, 15th Floor
400 Market Street, PO Box 8776
Harrisburg, PA 17105-8776
T: 717.705.5400
W: www.depweb.state.pa.us/growinggreener/site/default.asp

Pennsylvania Department of Transportation

PennDOT's Highway Safety Improvement Program (HSIP)

Purpose: To correct and improve hazardous road locations and/or features.
Type: Engineering; Construction
Terms: Federal funding for projects or strategies included in the State Strategic Highway Safety Plan.
Deadline: Municipalities should work with county and PennDOT directly.
Contact: Pennsylvania Department of Transportation – District 6 (PennDOT)
T: 610.205.6539
W: www.dot.state.pa.us

PennDOT's Liquid Fuels Tax Program

Purpose: To provide low-cost financing to municipalities and contractors for eligible road-related activities.
Type: Construction
Terms: Varies
Deadline: Annual
Contact: Pennsylvania Department of Transportation – District 6 (PennDOT)
T: 610.205.6539
W: www.dot.state.pa.us

PennDOT's Pennsylvania Infrastructure Bank (PIB)

Purpose: To provide low-cost financing to municipalities and contractors for eligible transportation improvements.
Type: Roadway and bridge construction and repair, traffic signals, roadway drainage improvements, airport runways, hangars and equipment, railroad track, equipment and signals, and public transportation capital facilities and purchases.
Terms: Low-interest loans from \$49,000 to \$3.9 million through a revolving loan fund.
Deadline: Ongoing

Contact: Pennsylvania Department of Transportation
T: 717.772.1772
W: www.dot.state.pa.us

PennDOT's Transit Research and Demonstration Grant Program

Purpose: Funding designated for innovative projects that improve the attractiveness of public transit.
Type: Planning; some implementation
Terms: Grants for 80 percent of funding with a 20 percent local match; grants tend to be less than \$150,000, with most around \$45,000. Some past projects include marketing programs, webpage development, database development,
Deadline: Annual; April 4th
Contact: Transit Research and Demonstration Program
Pennsylvania Department of Transportation
Keystone Building
400 North Street
Harrisburg, PA 17120
T: 610.205.6700
W: www.dot.state.pa.us

Pennsylvania's Governor's Center for Local Government Services

Governor's Center for Local Government Services' Local Economic Revitalization Tax Assistance (LERTA)

Purpose: Encourage economic development in targeted areas
Type: Tax abatement
Terms: Tax abatements up to 100 percent on improvements to property for as much as 10 years, provided that local taxing jurisdictions can agree to the arrangement. The Governor's Center for Local Government Services offers technical assistance with establishing a LERTA Tax District.
Deadline: Ongoing
Contact: Governor's Center for Local Government Services
Ronald Bednar, AICP, Community Planning
State Office Building
1400 Spring Garden Street, 18th Floor
Philadelphia, PA 19130
T: 215.560.2259
W: www.newpa.com

Pennsylvania Infrastructure Investment Authority

PENNVEST

Purpose: Provide low-cost financial assistance to public and private agencies to improve drinking water, stormwater, sewage facilities, and support brownfield redevelopment.
Type: Stormwater facilities, infrastructure extensions
Terms: PENNVEST provides low-interest loans to municipal governments, authorities, and private companies to upgrade drinking water, stormwater, and wastewater facilities.
Deadline: Ongoing
Contact: Pennsylvania Infrastructure Investment Authority
Vickie Johnson
Region III Coordinator
T: 717.783.8618
E: vjohnson@state.pa.us
W: www.pennvest.state.pa.us

4.4.5 Federal Programs

Surface Transportation Program (STP) Flexible Funding

Purpose: Flexible funds for qualified transportation projects.
Type: Construction
Terms: STP provides flexible funding that may be used by states and localities for projects on any federal-aid highway, including the NHS, bridge projects on any public road, transit capital projects, and intracity and intercity bus terminals and facilities. A portion of funds reserved for rural areas may be spent on rural, minor collectors.
Deadline: Funds are apportioned to the state DOTs. Municipalities should work with counties to program projects that may qualify for STP funds.
Contact: Federal Highway Administration
U.S. Department of Transportation
Federal Highway Administration
1200 New Jersey Ave., SE
Washington, DC 20590
W: www.fhwa.dot.gov/Tea21/factsheets/stp.htm

US Department of Commerce's Economic Development Administration Assistance Programs

Purpose: Federal program with multiple aims to empower people in distressed communities and fund infrastructure improvements in underutilized or vacant areas. Priority funding to projects that increase regional competitiveness, upgrade core business infrastructure, help communities plan and implement strategies, and technical development.
Type: Planning; construction; infrastructure; technical assistance.
Terms: A variety of grants and low-interest loans to support sewer and water facilities, roads, telecommunication facilities, technical assistance, and planning. About \$10 to 15 million awarded annually to Pennsylvania.
Deadline: Varies.
Contact: U.S. Department of Commerce, Economic Development Administration
Philadelphia Regional Office
Curtis Center, Suite 140 South
601 Walnut Street
Philadelphia, PA 19106-3821
T: 215.597.4603
W: www.eda.gov/AboutEDA/Programs.xml

4.4.6 Private Sources

Bikes Belong Coalition

Purpose: Grants for bike facilities, paths, routes, lanes, parks, education, and advocacy.
Type: Undetermined
Terms: \$10,000 or less grants, usually for projects that leverage federal, state, and private funds.
Deadline: Quarterly
Contact: Bikes Belong Coalition
P.O. Box 2359
Boulder, CO 2359
T: 303.449.4893
W: www.bikesbelong.org

Claneil Foundation

Purpose: Grants primarily for the arts, education, health, the environment, and community development. New focus area in food systems.
Type: Grants
Terms: Grants from \$1,000 to \$290,000 for building renovation, capital campaigns, conferences, consulting services, continuing support, land acquisition, program development, publications, research, and seed money.

Deadline: Twice a year
Contact: Claneil Foundation
2250 Hickory Road, Suite 450
Plymouth Meeting, PA 19462
T: 610.941.1141
W: www.claneil.org

Connelly Foundation

Purpose: Giving to education, health and social services, and civic and cultural programs.
Type: Grants
Terms: Grants for building renovation, capital campaigns, equipment, general operating revenue, and program development. Grants range from \$5,000 to \$500,000.
Deadline: Ongoing
Contact: Connelly Foundation
One Tower Bridge, Suite 1450
West Conshohocken, PA 19428
T: 610.834.3222
W: www.conellyfdn.org

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The McLean Contributionship

Purpose: Promote the understanding of the natural environment, more cost-effective and compassionate care for the elderly, and education.

Type: Grants

Terms: Grants for building renovation, capital campaigns, equipment, land acquisition, and program development. Grants range from \$1,000 to \$50,000.

Deadline: Ongoing

Contact: The McLean Contributionship
945 Haverford Road, Suite A
Bryn Mawr, PA 19010
T: 610083403222
W: <http://foundationcenter.org/grantmaker/mclean/>

William Penn Foundation

Purpose: Grants in three priority areas: Arts and Culture; Children, Youth and Families; and Environment and Communities

Type: Undefined; opportunity for municipalities to partner with non profit organizations

Terms: No minimum or maximum

Deadline: Twice a year

Contact: William Penn Foundation
Two Logan Square, 11th Floor
100 North 18th Street
Philadelphia, Pennsylvania 19103
T: 215.988.1830
W: www.williampennfoundation.org

APPENDIX A: COUNTY AND MUNICIPAL RESOLUTIONS

Following the publication of Phase 1 of the Routes 611 and 263 Corridor Study, Montgomery County and each of the five participating municipalities passed formal resolutions endorsing the study and its recommendations. Those resolutions are contained on the following pages and demonstrate the continued support for this project from the municipalities and Montgomery County.

ABINGTON TOWNSHIP
RESOLUTION NO. 08-021
ENDORING PHASE 1 OF THE ROUTES 611 AND 263 CORRIDOR STUDY

WHEREAS, the “Multi-Municipal Workshop” forum consisting of the five Routes 611 and 263 corridor municipalities, Abington, Cheltenham and Upper Moreland Townships and Hatboro and Jenkintown Boroughs and Montgomery County provides an opportunity to address transportation, land use and environmental challenges in a coordinated effort, and

WHEREAS, the Delaware Valley Regional Planning Commission’s adopted long-range plan, *Destination 2030*, recommends goals and policies to achieve a more sustainable region, predicated on better linking land use and transportation plans and projects to achieve smart growth, and

WHEREAS, the Route 611 Corridor has been identified as a regional priority which is consistent with *Destination 2030* goals and policies, and

WHEREAS, in June 2008, the Delaware Valley Regional Planning Commission conducted a corridor study referred to as *Routes 611 and 263 Corridor Study, Phase 1 Report*, which includes plan elements for Land Use, Environmental Assessment, Highways, Mass Transit, Bicycle and Pedestrian modes, and

WHEREAS, the study’s goal is to integrate the planning and design of streets and highways in a manner that fosters development of sustainable and livable communities by incorporating financial constraints, community needs and aspirations, land use and environmental constraints during project development for effective use of resources and creation of lasting community assets, and

WHEREAS, Montgomery County and all five corridor municipalities have contributed towards the funding of this study;

NOW, THEREFORE, BE IT RESOLVED, that the Township of Abington/Montgomery County supports the findings of the *Routes 611 and 263 Corridor Study, Phase 1 Report*, and recognizes the need to begin implementation of the Phase 1 recommendations through the continuing work program that will be defined for Phase 2 of the study.

ADOPTED THIS 14TH DAY OF AUGUST, 2008

**ABINGTON TOWNSHIP BOARD OF COMMISSIONERS
MONTGOMERY COUNTY**



**Carol T. DiJoseph, President
Board of Commissioners**



**Burton T. Conway
Township Secretary**

CHELTENHAM TOWNSHIP

RESOLUTION NO. 27-08
of the Cheltenham Township Board of Commissioners

**A RESOLUTION ENDORSING PHASE 1 OF THE
ROUTES 611 AND 263 CORRIDOR STUDY**

WHEREAS, the “Multi-Municipal Workshop” forum consisting of the five Routes 611 and 263 corridor municipalities - Abington, Cheltenham and Upper Moreland townships and Hatboro and Jenkintown boroughs - and Montgomery County provides an opportunity to address transportation, land use and environmental challenges in a coordinated effort; and

WHEREAS, the Delaware Valley Regional Planning Commission’s adopted long-range plan, *Destination 2030*, recommends goals and policies to achieve a more sustainable region, predicated on better linking land use and transportation plans and projects to achieve smart growth; and

WHEREAS, the Route 611 Corridor has been identified as a regional priority which is consistent with *Destination 2030* goals and policies; and

WHEREAS, in June 2008, the Delaware Valley Regional Planning Commission conducted a corridor study, referred to as *Routes 611 and 263 Corridor Study, Phase 1 Report*, which includes plan elements for Land Use, Environmental Assessment, Highways, Mass Transit, Bicycle and Pedestrian modes; and

WHEREAS, the study’s goal is to integrate the planning and design of streets and highways in a manner that fosters development of sustainable and livable communities by incorporating financial constraints, community needs and aspirations, land use and environmental constraints during project development for effective use of resources and creation of lasting community assets; and

WHEREAS, Montgomery County and all five corridor municipalities have contributed towards the funding of this study.

NOW, THEREFORE, BE IT RESOLVED, that Cheltenham Township supports the findings of the *Routes 611 and 263 Corridor Study, Phase 1 Report*, and recognizes the need to begin implementation of the Phase 1 recommendations through the continuing work program that will be defined for Phase 2 of the study.

I HEREBY CERTIFY that the foregoing resolution was adopted by the Board of Commissioners of the Township of Cheltenham, County of Montgomery, Commonwealth of Pennsylvania, at a meeting held on **Tuesday, August 19th, 2008.**

**BOARD OF COMMISSIONERS
OF CHELTENHAM TOWNSHIP**

By: 
Jeffrey A. Muldawer
President

ATTEST:



David G. Kraynik
Township Manager/Secretary

RESOLUTION #2008-10

RESOLUTION ENDORSING PHASE 1 OF THE ROUTES 611 AND 263 CORRIDOR STUDY

WHEREAS, the "Multi-Municipal Workshop" forum consisting of the five Routes 611 and 263 corridor municipalities, Abington, Cheltenham and Upper Moreland townships and Hatboro and Jenkintown boroughs and Montgomery County provides an opportunity to address transportation, land use and environmental challenges in a coordinated effort, and

WHEREAS, the Delaware Valley Regional Planning Commission's adopted long-range plan, *Destination 2030*, recommends goals and policies to achieve a more sustainable region, predicated on better linking land use and transportation plans and projects to achieve smart growth, and

WHEREAS, the Route 611 Corridor has been identified as a regional priority which is consistent with *Destination 2030* goals and policies, and

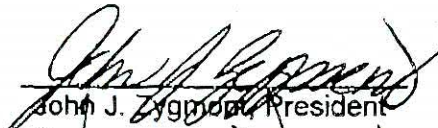

WHEREAS, in June 2008, the Delaware Valley Regional Planning Commission conducted a corridor study, referred to as *Routes 611 and 263 Corridor Study, Phase 1 Report*, which includes plan elements for Land Use, Environmental Assessment, Highways, Mass Transit, Bicycle and Pedestrian modes, and

WHEREAS, the study's goal is to integrate the planning and design of streets and highways in a manner that fosters development of sustainable and livable communities by incorporating financial constraints, community needs and aspirations, land use and environmental constraints during project development for effective use of resources and creation of lasting community assets, and


WHEREAS, Montgomery County and all five corridor municipalities have contributed towards the funding of this study;

NOW, THEREFORE, BE IT RESOLVED, that the Borough of Hatboro, Montgomery County supports the findings of the *Routes 611 and 263 Corridor Study, Phase 1 Report*, and recognize the need to begin implementation of the Phase 1 recommendations through the continuing work program that will be defined for Phase 2 of the study.

BOROUGH COUNCIL
HATBORO BOROUGH


John J. Zigmund, President

Norm Hawkes, Mayor

Attest:


James E. Gardner, Secretary

Seal

BOROUGH OF JENKINTOWN

RESOLUTION NO. R-2008-011

**A RESOLUTION OF THE BOROUGH OF JENKINTOWN
ENDORING PHASE I OF THE ROUTES 611 AND 263 CORRIDOR STUDY**

WHEREAS, the “Multi-Municipal Workshop” forum consisting of the five Routes 611 and 263 corridor municipalities, Abington, Cheltenham and Upper Moreland townships and Hatboro and Jenkintown boroughs and Montgomery County provides an opportunity to address transportation, land use and environmental challenges in a coordinated effort; and

WHEREAS, the Delaware Valley Regional Planning Commission’s adopted long-range plan, Destination 2030, recommends goals and policies to achieve a more sustainable region, predicated on better linking land use and transportation plans and projects to achieve smart growth; and

WHEREAS, the Route 611 Corridor has been identified as a regional priority which is consistent with Destination 2030 goals and policies; and

WHEREAS, in June 2008, the Delaware Valley Regional Planning Commission conducted a corridor study, referred to as Routes 611 and 263 Corridor Study, Phase I Report, which includes plan elements for Land Use, Environmental Assessment, Highways, Mass Transit, Bicycle and Pedestrian modes; and

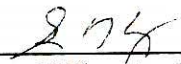
WHEREAS, the study’s goal is to integrate the planning and design of streets and highways in a manner that fosters development of sustainable and livable communities by incorporating financial constraints, community needs and aspirations, land use and environmental constraints during project development for effective use of resources and creation of lasting community assets; and

WHEREAS, Montgomery County and all five corridor municipalities have contributed towards the funding of this study.

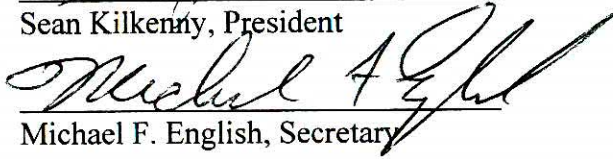
NOW, THEREFORE, BE IT RESOLVED, that Jenkintown Borough supports the findings of the Routes 611 and 263 Corridor Study, Phase I Report, and recognizes the need to begin implementation of the Phase I recommendations through the continuing work program that will be defined for Phase 2 of the study.

ADOPTED this 28 th. day of **July**, 2008, A.D.

BOROUGH OF JENKINTOWN



Sean Kilkenny, President



Michael F. English, Secretary

UPPER MORELAND TOWNSHIP
MONTGOMERY COUNTY, PENNSYLVANIA
RESOLUTION NO. R-2008-23

COPY

RESOLUTION ENDORSING PHASE 1
OF THE ROUTES 611 AND 263 CORRIDOR STUDY

WHEREAS, the "Multi-Municipal Workshop" forum consisting of the five Routes 611 and 263 corridor municipalities, Abington, Cheltenham and Upper Moreland townships and Hatboro and Jenkintown boroughs and Montgomery County provides an opportunity to address transportation, land use and environmental challenges in a coordinated effort, and

WHEREAS, the Delaware Valley Regional Planning Commission's adopted long-range plan, *Destination 2030*, recommends goals and policies to achieve a more sustainable region, predicated on better linking land use and transportation plans and projects to achieve smart growth, and

WHEREAS, the Route 611 Corridor has been identified as a regional priority which is consistent with *Destination 2030* goals and policies, and

WHEREAS, in June 2008, the Delaware Valley Regional Planning Commission conducted a corridor study, referred to as *Routes 611 and 263 Corridor Study, Phase 1 Report*, which includes plan elements for Land Use, Environmental Assessment, Highways, Mass Transit, Bicycle and Pedestrian modes, and

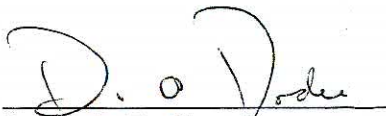
WHEREAS, the study's goal is to integrate the planning and design of streets and highways in a manner that fosters development of sustainable and livable communities by incorporating financial constraints, community needs and aspirations, land use and environmental constraints during project development for effective use of resources and creation of lasting community assets, and

WHEREAS, Montgomery County and all five corridor municipalities have contributed towards the funding of this study;

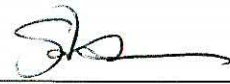
NOW, THEREFORE, BE IT RESOLVED, that **Upper Moreland Township of Montgomery County** supports the findings of the *Routes 611 and 263 Corridor Study, Phase 1 Report*, and recognize the need to begin implementation of the Phase 1 recommendations through the continuing work program that will be defined for Phase 2 of the study.

RESOLVED this 9th day of October, 2008.

Attest:


David A. Dodies, Secretary

BOARD OF COMMISSIONERS
UPPER MORELAND TOWNSHIP

By: 
Stacey Efkwitz, President

COUNTY COMMISSIONERS

June 11, 2009

09-C. 243

**A RESOLUTION ENDORSING PHASE 1 OF THE
ROUTES 611 AND 263 CORRIDOR STUDY**

On motion of Mr. Castor, seconded by Mr. Hoeffel, it was unanimously adopted that

WHEREAS, the "Multi-Municipal Workshop" forum consisting of the five Routes 611 and 263 corridor municipalities - Abington, Cheltenham and Upper Moreland townships and Hatboro and Jenkintown boroughs - and Montgomery County provides an opportunity to address transportation, land use and environmental challenges in a coordinated effort; and

WHEREAS, the Delaware Valley Regional Planning Commission's adopted long-range plan, *Destination 2030*, recommends goals and policies to achieve a more sustainable region, predicated on better linking land use and transportation plans and projects to achieve smart growth; and

WHEREAS, the Route 611 Corridor has been identified as a regional priority which is consistent with *Destination 2030* goals and policies; and

WHEREAS, in June 2008, the Delaware Valley Regional Planning Commission conducted a corridor study, referred to as *Routes 611 and 263 Corridor Study, Phase 1 Report*, which includes plan elements for Land Use, Environmental Assessment, Highways, Mass Transit, Bicycle and Pedestrian modes; and

WHEREAS, the study's goal is to integrate the planning and design of streets and highways in a manner that fosters development of sustainable and livable communities by incorporating financial constraints, community needs and aspirations, land use and environmental constraints during project development for effective use of resources and creation of lasting community assets; and

WHEREAS, Montgomery County and all five corridor municipalities have contributed towards the funding of this study.

NOW, THEREFORE, BE IT RESOLVED, that Montgomery County supports the findings of the *Routes 611 and 263 Corridor Study, Phase 1 Report*, and recognizes the need to begin implementation of the Phase 1 recommendations through the continuing work program that will be defined for Phase 2 of the study.

C: File
Controller
Purchasing
Treasurer
Planning Commission
Finance

APPENDIX B: SAMPLE BUS SHELTER AGREEMENTS

Sample Agreement

(Date)

Re: Bus Shelter Hold Harmless/Indemnification for Private Property Owner at:

Dear Sir or Madam:

Clear Channel Outdoor, Inc. (“CCO”) has entered into an agreement (the “Agreement”) with the local municipality (“Township”) for the installation and maintenance of bus shelters at various sites throughout the Township. One of those shelter locations will be located along the right-of-way at the street front of your property (the “Shelter”). CCO hereby agrees to indemnify and hold harmless _____ from any and all liability and/or damages, including reasonable attorneys’ fees, arising out of the installation and maintenance of the Shelter and due to the negligent act or omission of CCO.

Sincerely yours,

CLEAR CHANNEL OUTDOOR, INC.

By:

Name:

Title: Director of Transit Shelters

Routes 611 & 263 Corridor Study, Montgomery County – Phase 2 Report

Sample Passenger Shelter Management Agreement

Township recognizes the assistance of the Greater Valley Forge Transportation Management Association (GVFTMA) in expanding and managing the passenger shelter program in the Township. This recognition is memorialized in the following agreement:

GVFTMA will manage the passenger shelter program for the Township.

GVFTMA will assess the structural condition, cleanliness, lighting, and seating conditions of the passenger shelters as appropriate.

GVFTMA will provide the Township with a monthly report.

GVFTMA will coordinate service requests between participating corporations, SEPTA, and Clear Channel Outdoor Advertising, Inc.

_____ Township will compensate GVFTMA for this work by sharing equally revenue derived from advertising in the new passenger shelters.

It is understood that the amount will fluctuate over time to reflect the increase/decrease in the number of passenger shelters utilized.

This agreement can be terminated by either party, without cause, after a 30-day notification period.

Date: ___/___/___

Approved: _____

Title: _____
Township

Date: ___/___/___

Approved: _____

Title: _____
GVFTMA

ROUTES 611/263 CORRIDOR STUDY PHASE 2 REPORT

Publication Number: 08045C

Date Published: December 2009

Geographic Area Covered: The study area includes portions of the Montgomery County municipalities of Abington Township, Cheltenham Township, Upper Moreland Township, Hatboro Borough, and Jenkintown Borough.

Key Words: intersection analysis, pedestrian facilities, bicycle mobility, parking, smart growth, transit-oriented development, circulator bus, bus stop shelters, stormwater, green streets

Abstract: This report represents Phase 2 of a two-phase effort to identify corridorwide and municipal-specific projects within the Route 611 (Old York Road) and Route 263 transportation corridor. This Phase 2 report is an action plan that presents a detailed analysis of issue areas identified by corridor municipalities, with specific recommendations that could guide project implementation. This study analyzed corridorwide transit projects, as well as municipal-specific land use and infrastructure projects that would enhance the image and economic viability of the area. These recommendations can be pursued through a partnership of Montgomery County, the study corridor municipalities, and various state and regional agencies and entities.

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190 N. Independence Mall West, 8th Floor
Philadelphia PA 19106
Phone: 215-592-1800
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Internet: www.dvrpc.org

Staff Contact: David Anderson, AICP
Manager, Office of Corridor Planning
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danderson@dvrpc.org



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