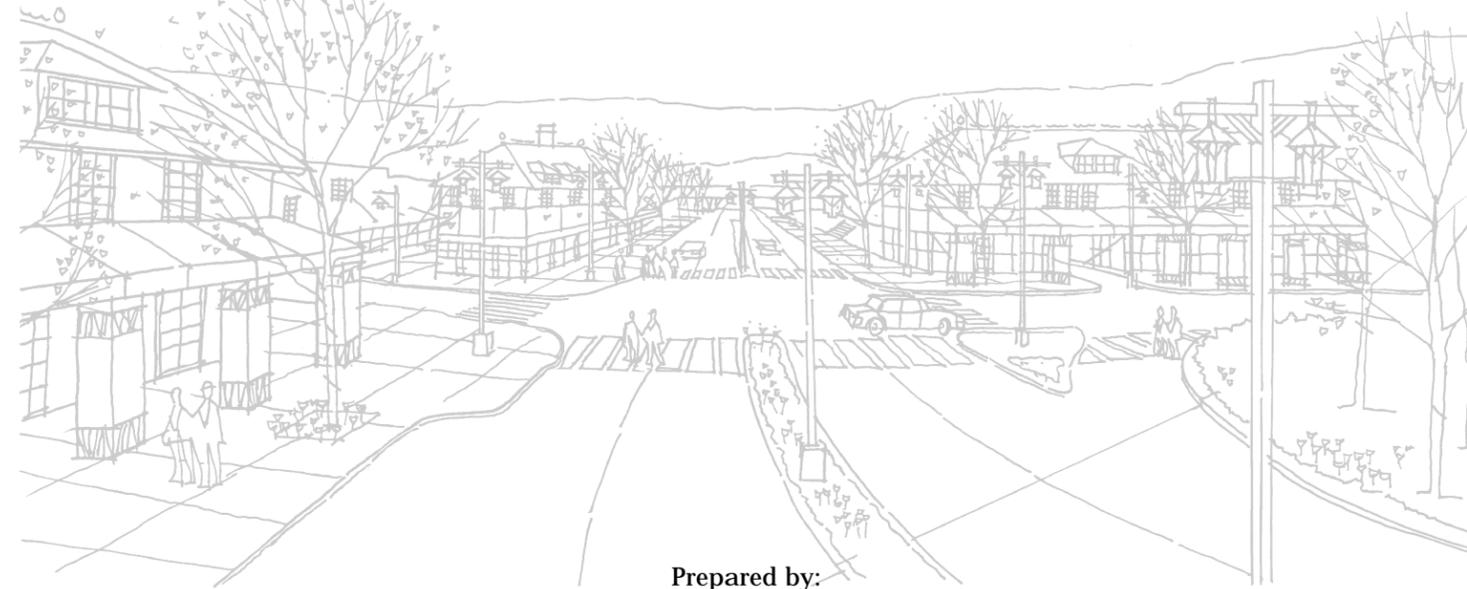


# CHELTENHAM TOWNSHIP COMMERCIAL DISTRICT ENHANCEMENT PLAN

## ***ELKINS PARK WEST***



Prepared by:

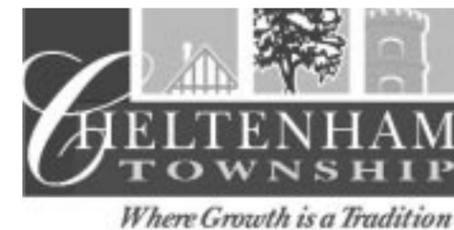
Carter van Dyke Associates  
*Planners and Landscape Architects*

Urban Partners  
*Community and Economic Development Planners*

Gannett Fleming  
*Transportation Planners*

Runyan & Associates  
*Architects*

Adopted October 23, 2000



## ACKNOWLEDGEMENTS

---

Numerous individuals and organizations have contributed to this vision plan. Listed below are some of the many people who have helped guide this plan:

- Cheltenham Township Commissioners  
*Paul R. Greenwald, President*  
*Jeffrey A. Muldawer, Vice President*  
*Thomas Jay Ellis, Member*  
*Robert C. Gerhard, Member*  
*Charles D. McKeown, Member*  
*Harvey Portner, Member*  
*Michael J. Swavola, Member*
- Cheltenham Township Manager *David G. Kraynik*
- Cheltenham Township Assistant Township Manager *Brian T. Havir*
- Cheltenham Township former Main Street Manager *Joel A. Johnson*
- Cheltenham Township Main Street Manager *Ruth Littner Shaw*
- Cheltenham Township Economic Development Task Force former Chairman *Jim Butt*
- Cheltenham Township Economic Development Task Force Chairman *Harold Lichtman*
- Cheltenham Township Economic Development Task Force
- Cheltenham Township Planning Commission
- Cheltenham Township Engineer *David M. Lynch*
- Citizens who participated in the 12 Public Forums
- Business and property owners who participated in the 12 Public Forums
- Montgomery County Planning Commission
- City of Philadelphia Department of Economic Development

The following report focusing on the commercial district of Elkins Park West is an excerpt from the full *Cheltenham Township Commercial District Enhancement Plan*. The complete report identifies policies, costs, and implementation strategies for Glenside, Elkins Park West, Elkins Park East, East Cheltenham Avenue, and Cheltenham Village. The full report and individual district reports are available for viewing at the Township Administration Building and all four public libraries.

## Implementation Strategy

### Implementation Plan

Elkins Park West should be implemented in two phases:

*Phase I:* Areas west of Old York Road will require less planning and land purchases and therefore should be implemented in the near term. These improvements include improvements to the Wall House Area, Yorktown Inn and Elkins Park Square Shopping Center and streetscape improvements along Church Road west of Old York Road.

*Phase II:* Improvements in areas east of Old York Road (including Old York Road) are more extensive and require land purchases major roadway improvements to Old York Road, and the sale and relocation of the Township Public Services Facility and District Court. These projects should begin planning in the near term; however, major work will require years of planning, design and construction.

## Phasing Strategy

The phasing strategy is designed to accomplish two primary goals: 1) Identify easily achievable projects that will have a high and visible impact in the near term and 2) identify the important phases of the more ambitious projects that will require multiple years to implement. The project years shown in the phasing plans are to begin once this plan is adopted. The project years are intended to communicate the year a task might begin. As with any large multi-tasked project, the key is to enlist partners early, keep people informed, and adjust the schedule as necessary to address changing priorities. This is provided as an initial outline with the expectation that ongoing changes will be made by the Township Administration to respond to community concerns, sequential construction and available funding.

## Implementation Partners

In order to coordinate the implementation of activities recommended for Elkins Park West, the plan encourages the participation of the following partners:

- Cheltenham Township Commissioners
- Cheltenham Township Manager
- Cheltenham Township Assistant Township Manager
- Cheltenham Township Main Street Manager
- Cheltenham Township Main Street Committees
- Cheltenham Economic Development Task Force
- Cheltenham Township Departments and Planning Commission
- Montgomery County
- Pennsylvania Department of Transportation
- Pennsylvania Department of Community and Economic Development
- Federal Transportation Enhancement Programs
- Federal Community Development Block Grant Program
- Local lenders & developers
- Private land owners & business owners
- Township residents

# Township of Cheltenham

Montgomery County, Pennsylvania

**Board of Commissioners**  
Paul R. Greenwald, President  
Jeffrey A. Muldrew, Vice President  
Thomas Jay Ellis  
Robert C. Gerhard, Jr.  
Charles D. McKeown  
Harvey Portner  
Michael J. Swavola

**Township Manager**  
David G. Kraynik



**Administration Building**  
8230 Old York Road  
Elkins Park, PA 19027-1589

Phone: 215 887-1000  
FAX: 215 887-1561  
Website: cheltenhamtownship.org

## President's Message January 16, 2001

In February 1999, Cheltenham Township embarked upon the development of a vision plan to enhance the economic vitality and revitalization of five commercial districts in the Township: Glenside, Elkins Park East, Elkins Park West, Cheltenham Village, and East Cheltenham Avenue. The planning process involved the hiring of a team of professional consultants with backgrounds in landscape architecture, land use planning, architecture, transportation, and economic trends.

The plan, called the Cheltenham Township Commercial District Enhancement Plan (CDEP), is a blueprint for the renaissance and stabilization of our commercial areas. The final plan has come to fruition under the guidance and cooperation of the Board of Commissioners, Township Staff, Economic Development Task Force (EDTF), Planning Commission, business owners, property owners, community leaders, and many interested residents, all of whom have been an integral part of the planning process.

The recommendations offered in the CDEP represent a workable plan toward commercial improvements and community revitalization. The success of the implementation strategies, however, is dependent upon negotiations to be completed by the Township, property owners, and other parties. Securing cross-easements between property owners for common parking areas, acquiring the rights to certain lands, and obtaining public and private grants are all necessary components of the public sector improvements. In addition, businesses such as Philadelphia Electric Company, Verizon, Comcast, Elkins Park Hospital, local banks, Arcadia University and other institutions of higher education, and transportation organizations such as the Southeastern Pennsylvania Transportation Authority are all important partners in the task of implementing the CDEP.

One key recommendation towards the economic vitality and enhancement of the commercial areas in Cheltenham is the establishment of an economic development corporation. Envisioned as a non-profit organization to help broker private funds for the implementation of the physical improvements, the Cheltenham Economic Development Corporation would (1) provide a charitable gifting deduction for contributions, (2) provide a vehicle for the contracting of privately supported contributions, (3) establish a source of revolving funds for facade enhancements to commercial properties, provided

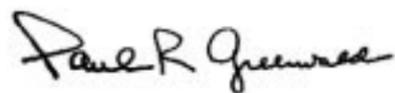
January 16, 2001  
Page 2

the changes made are done in accordance with the architectural theme and design guidelines of the CDEP, and (4) provide a focus for future contributions to the historic heritage of our commercial districts.

Another key recommendation is to create a more pedestrian-friendly or "walkable community" by attracting and retaining a good mix of retail shops and quality restaurants. One benefit of this vision would be the opportunity for increased window-shopping at lunch and dinner hours. These types of pedestrian-friendly uses also encourage the promotion of these commercial areas as destination spots, a focal point to host special events on a large Township-wide scale or on a smaller neighborhood scale. The flexibility is there to choose the types of promotions and events that would be applicable to the various commercial areas, in keeping with the ambiance of the surrounding neighborhoods. Obviously, many of our commercial areas could also draw from special events promoted through heritage tourism or eco-tourism.

The recommendations stated herein may appear ambitious, but are achievable. It is anticipated that the scope of work, with the proper resolve, can be completed within a ten-year time frame. The Cheltenham Township Board of Commissioners is pleased with the final vision plan and stands committed to doing its part within budgetary limitations to help the implementation strategies in the CDEP come to fruition. Additionally, the Board and Township Staff looks forward to working with the EDTF, Cheltenham Township residents, property owners, business owners, community leaders, and other stakeholders in implementing this commercial district enhancement plan.

Sincerely,



Paul R. Greenwald  
President  
Cheltenham Township  
Board of Commissioners

## Cheltenham Township Commercial District Enhancement Plan ELKINS PARK WEST

### Recommended Implementation Plan

Public Sector Activities	Year to Initiate	
	Detailed Design	Implementation
<b>Item Action</b>		
1 Acquire County, PennDOT, and SEPTA support		Twp-wide initiative in Yr 1
2 Recruit businesses to fulfill each District vision		Ongoing
3 Create a Township-wide non-profit Economic Development Corp.		Twp-wide initiative in Yr 1
4 Draft and change zoning ordinances		Twp-wide initiative in Yr 1
5 Draft and change parking ordinances		Twp-wide initiative in Yr 1
6 Draft and change sign ordinances		Twp-wide initiative in Yr 1
7 Create and approve Facade Enhancement Guidelines		Twp-wide initiative in Yr 1
8 Implement Facade Enhancement Grant Program		Twp-wide initiative in Yr 2
9 Design and implement Gateway and Sign Program	1	Ongoing
10 Study feasibility of CDEP Traffic Recommendations	1	2
11 <i>Phase I:</i> improvements along Church Road west of Old York	2	3
12 <i>Phase II:</i> improvements along York Road and along Church Road east of Old York	2	5
13 Enhance parking area at Church & Stahr	4	5
14 Township Administration Campus	5	6
15 Tookany Creek trails and pavilions	2	Ongoing
Private Sector Activities	Detailed Design	Implementation
16 <i>Phase I:</i> Elkins Park Square improvements	2	3
17 <i>Phase I:</i> Yorktown Inn improvements	2	3
18 <i>Phase I:</i> Wall House Village	2	3
19 <i>Phase II:</i> new retail buildings at Township Public Services Site	2	5
20 Potential commercial building construction		
21 Facade enhancement of commercial buildings	Ongoing	Ongoing

stores. Near-corner retailing and corner streetscape improvements can support pedestrian shopping activity crossing Church Road. These effective connections will support pedestrian movement between the shopping centers and office concentrations and interrelate with the public spaces.

This pedestrian shopping environment can eventually be continued along Church Road east across Old York Road if new shopping facilities are constructed at the current municipal yards property. Implementing this approach will likely take several years since the Township will first need to identify an appropriate substitute location for the functions currently located there. Therefore, it is important that the Township begin this relocation process early in the implementation period so that development of commercial facilities east of Old York Road is not further delayed.

### Zoning

The overlay zoning districts recommended are designed to respond to the desired scale and purpose for commercial, office and residential uses in each area. Overlay zoning creates optional higher standards matched with commercial incentives to create more successful land use patterns. To create a successful mixed use shopping, office and residential district, the plan encourages the use of traditional neighborhood design (TND) principles in land currently zoned C3 and C4. In addition the R5 zoning at the intersection of Stahr Road and Church Road should become a part of the *Elkins Park West Commercial Overlay District*. This district is designed to create a regional shopping center integrated with mixed use multiple story buildings to create a vibrant Town Center. This would allow a larger scale mixed-use building yet encourage buildings to front on the street.

East of the Wall House Drive along the Tookany Creek, the *Village Shops Overlay District* should be created to include land that is currently zoned R1. This would serve to create a village scaled environment with smaller office or retail uses in two story buildings.

The purpose of these overlay zoning changes would be to:

- Encourage retail uses only at the ground floor to face streets, sidewalks, and available on-street parking
- Encourage continuous retail storefronts on both sides of streets
- Encourage mixed-use buildings of at least two stories
- Encourage upper floors as office or residential uses
- Encourage shared parking behind buildings
- Encourage and allow adjacent landowners to link parking areas

### Parking

- Encourage shared parking behind buildings
- Encourage and allow adjacent landowners to link parking areas

## TABLE OF CONTENTS

---

<b>The Issues</b>	.....1
Study Area	.....1
The Defining Issues for Elkins Park West	.....2
<b>The Vision</b>	.....2
Economic Development Opportunities	.....2
Transportation Initiatives	.....4
Streetscape Enhancements	.....8
Architectural Revitalization	.....10
District Theme Architectural Character	.....12
<b>Implementation</b>	.....13
Policy Issues	.....13
Recommended Implementation Plan	.....15
Implementation Strategy	.....16
<b>Acknowledgements</b>	.....17



Proposed Vision for Elkins Park at Old York and Church Roads

### Other Buildings

**Description:** Non-contributing buildings that are intrusive and not worthy of preservation or restoration; significant rehabilitation or reconstruction is recommended

**Example:** Office building at corner of Old York and Church Roads

- Follow *Detailed Architectural Design Guidelines* (See Technical Appendix)
- Facade enhancements should be consistent with the District Theme Architectural Character
- For economy, reuse existing features, if non-intrusive, such as wall materials, windows and door openings, roofs and special features whenever possible
- Remove non-conforming facade components such as storefront windows, doors, wall materials, roofs and signage
- Preserve any significant features that might exist
- Provide new facade components such as storefront windows, doors, wall materials, roofs and signage
- Facade changes should be consistent with all visible portions of the building

### New Construction

- Follow *Detailed Architectural Design Guidelines* (See Technical Appendix)
- Building massing and design should be consistent with the District Theme Architectural Character, referring to the more distinctive architectural styles in the District

## IMPLEMENTATION

- Prepare a coordinated development plan to relocate the Public Services Facility and sell development rights to have a retail/office destination built.
- Reconfigure and renovate existing facades of buildings east of Old York Road to create retail properties that face in towards the parking courtyard and out towards major streets.
- Widen roads and structures to create adequate space for on-street parking along the east side of York Road between Church Road and Stahr Road.

### Policy Issues

#### Economic Development

Elkins Park West offers the opportunity to develop a strong, upscale town center at Elkins Park, building on the municipal office complex and the professional office and upscale retail businesses already there. Transforming this area from a series of individual shopping centers and office buildings into a central place for the Township will be accomplished incrementally through three types of activity:

- strengthening Church Road as the pedestrian-oriented retail spine of the District
- expanding retail, and perhaps office, activity here to create greater commercial mass

- introducing public spaces that define a center, highlight the architectural and historic resources that are already located in this District, and create a readily recognizable location for traffic at the more brisk pace of Old York Road. Ideally, these public spaces will serve as amenities to enhance current and future commercial development in the area.

Initial activities can focus on encouraging pedestrian movement along and across Church Road west of Old York Road. New retail facilities carefully placed along the edge of Church Road can both add new goods and services to the area as well as encourage store-to-store pedestrian shopping between the current independent centers and

## District Theme Architectural Character

### Arts & Crafts Theme

Architectural design is to be in conformance with a District design theme that generally refers to Arts and Crafts architecture throughout the District (except as noted below)

**Building massing:** 2 to 3 story; generally locate new construction at street line to define streets

**Exterior walls:** Brick, stucco, horizontal wood siding, wood shingles

**Windows/entrances:** Multi-paned windows & doors

**Roofs:** Slate, tile or appearance of; pitched; hipped and gabled; large overhangs

**Special features:** Dormers, chimneys; wood post and beam type construction; details featuring quality craftsmanship and handcrafted metalwork

### Colonial Theme

In the vicinity of the Wall House, architectural design is to be in conformance with a District design theme that generally refers to colonial architecture

**Building massing:** 2 to 3 story

**Exterior walls:** Stone, brick, stucco, horizontal wood siding

**Windows/entrances:** Multi-paned windows & doors

**Roofs:** Wood shakes/shingles, slate or appearance of; gabled

**Special features:** Dormers, chimneys, shutters, and forged metalwork

### General Architectural Design Guidelines

#### Historic or Architecturally Significant Buildings

**Description:** Significant or contributing buildings worthy of preservation, restoration and rehabilitation

**Examples:** *Historic Building:* Wall House

*Architecturally significant:* Building at northeast corner of Old York Road and Stahr Road

- Follow *Detailed Architectural Design Guidelines* (See Technical Appendix)
- Facade enhancements do not have to be consistent with the District Theme Architectural Character
- Follow the Secretary of the Interior’s “Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings”
- Follow Township Board of Historical and Architectural Review (BHAR) guidelines
- Historic or architecturally significant features should not be modified to conform with the District Theme Architectural Character
- Preserve original features; buildings with strong architectural character should be respected
- Repair deteriorated features and replace missing features based on careful research and documentation
- Restoration/rehabilitation is preferable to demolition and recreation of a historically correct reproduction
- Alterations/additions should not radically change, obscure or destroy character-defining spaces, materials, features or finishes; additions, if absolutely necessary, should be designed to be clearly differentiated from the historic building

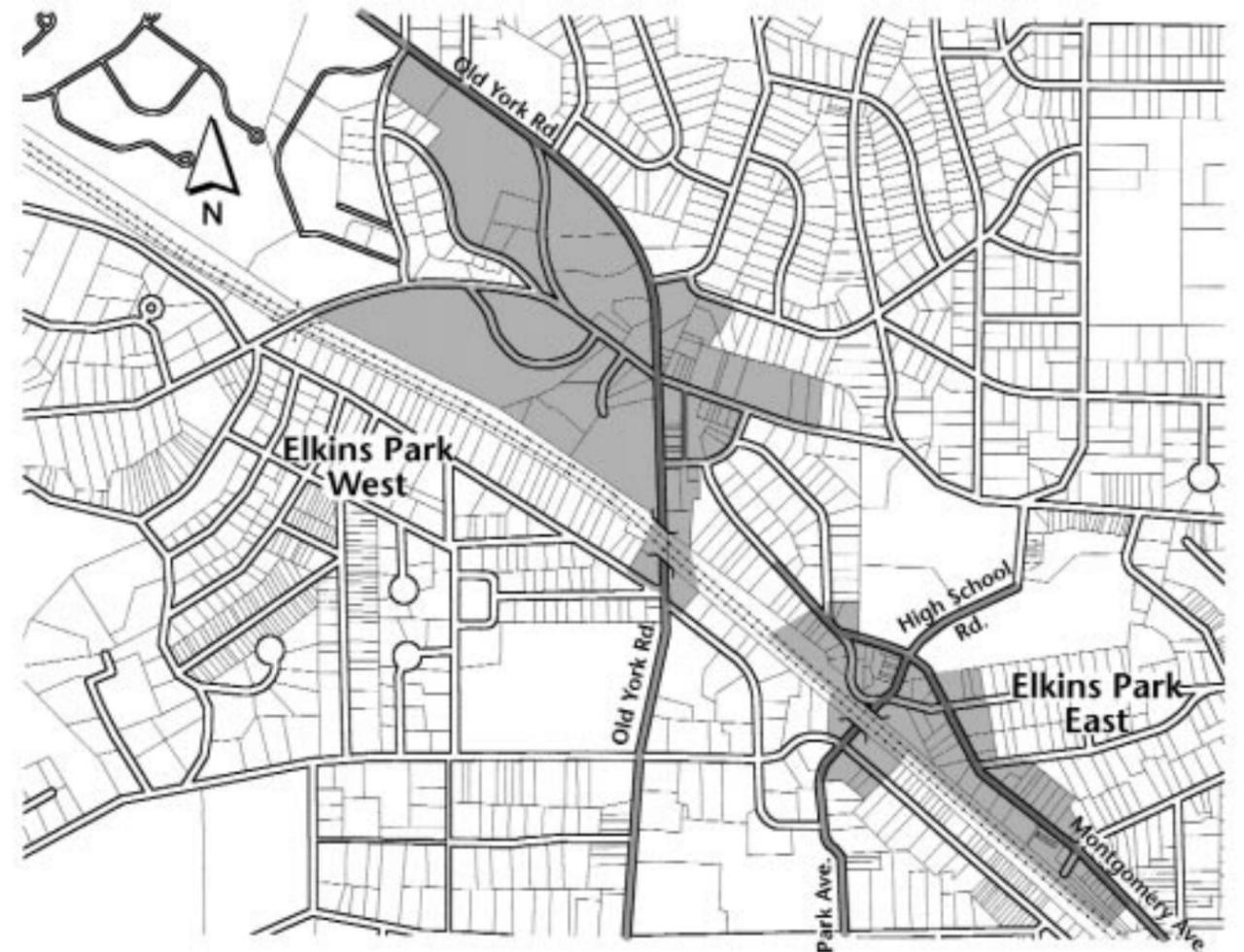
## THE ISSUES

### Study Area

The Elkins Park West District study area is located at the primary crossroads of the Township, at Church Road and Old York Road (Route 611). Despite its central location the study area is bounded by a number of challenging constraints that create a mix of land uses. A SEPTA Regional Rail Line forms the

western boundary, the Township Administration Building and Beth Shalom Synagogue form the northern boundary, while a residential neighborhood and Tookany Creek form the south and east boundaries. Steep terrain, rock outcroppings, the Tookany Creek and its floodplains, railroad tracks and his-

toric buildings all define this unique wooded landscape. The District land uses include two significant shopping destinations, three historically significant buildings, a heavily traveled highway (Route 611) and a Township service yard.



Elkins Park study areas

### The Defining Issues for Elkins Park West

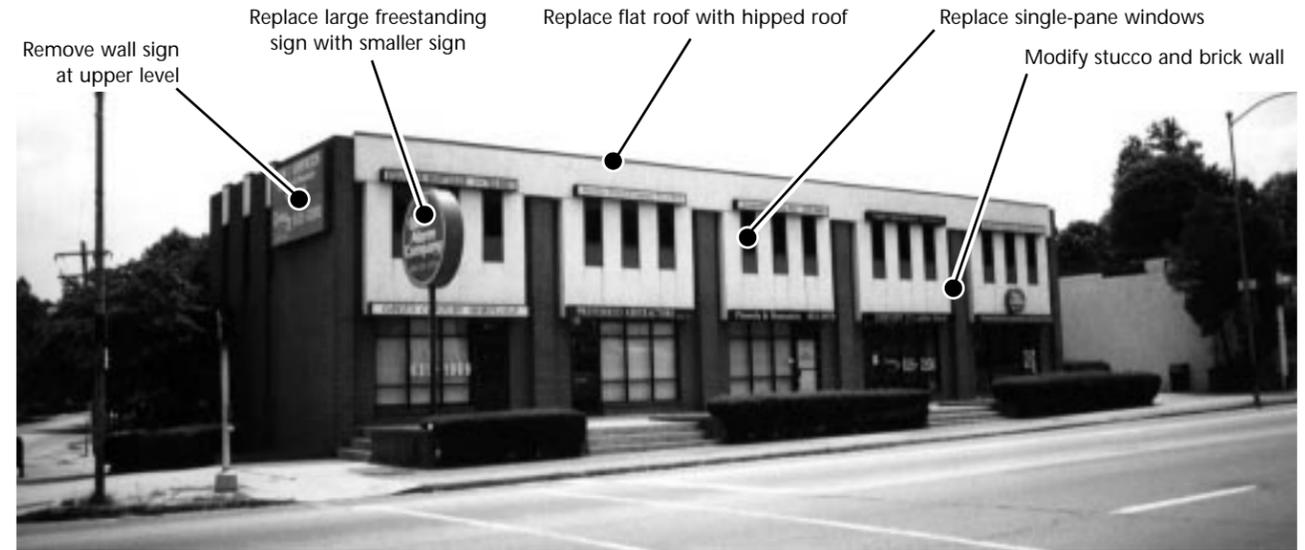
The issues central to the success of this District are how to:

- Create an effective pedestrian experience along Church Road
- Convert underutilized parcels into upscale retail destinations

- Capture the history and charm of the areas remarkable architecture in order to create a memorable visit
- Each of these issues can benefit from a more effective network of trails along the Tookany Creek

linking residential, recreational and commercial destinations.

Based on these challenges, the following Vision Plan has been created for the Elkins Park West District.



## THE VISION

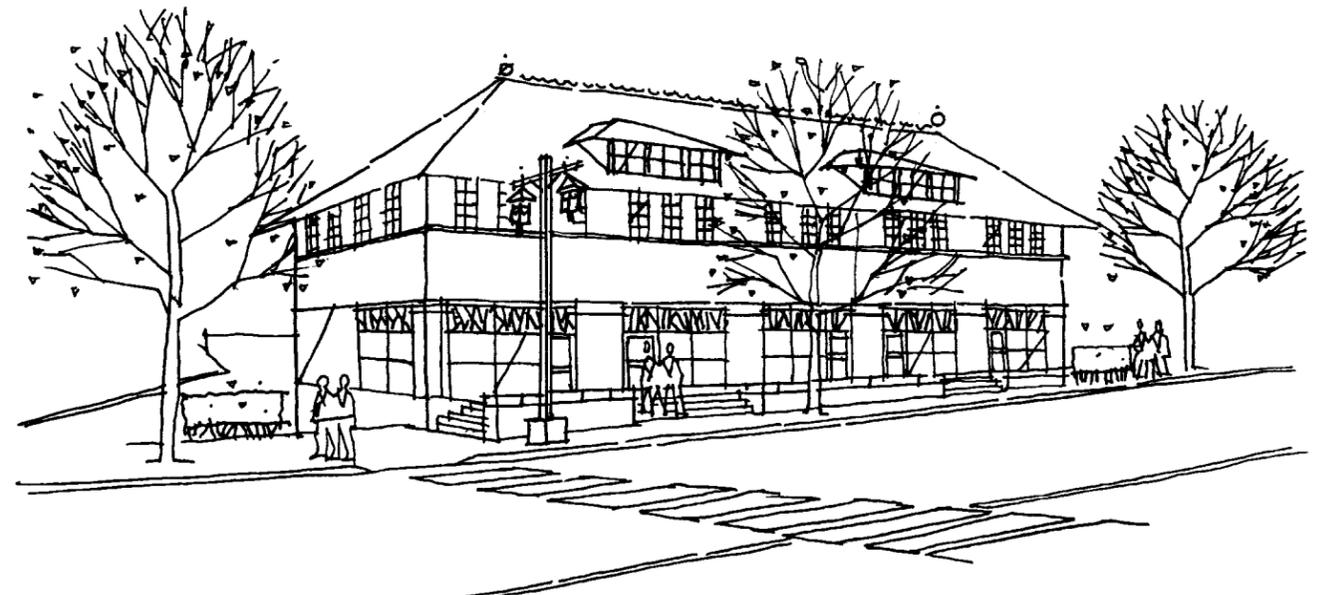
The Vision Plan for Elkins Park West builds on its existing strengths as a retail center, transportation crossroads, historic destination, municipal center and natural area. The plan promotes a vision that improves the commercial district by integrating economic development, transportation, streetscape and architectural strategies. These recommendations are a starting point, not the final plan for commercial district enhancement.

### Economic Development Opportunities

Elkins Park West offers the opportunity to develop a strong, upscale town center in Elkins Park, building on the municipal office complex and the professional office and upscale retail businesses already there. This District has a unique opportunity to become a high-end restaurant, retail and office destination for Cheltenham Township that could draw customers from adjoining Townships. Transforming this area from a series of individual shopping centers and office buildings into a central place for the Township will require three types of improvements:

### Create Public Spaces to Define a Center and Link Destinations along Church Road:

- Introduce public spaces that define a center, highlight the architectural and historic resources that are already located in this District, and create a readily recognizable location. Ideally, these public spaces will serve as amenities to enhance current and future commercial development in the area. They will be linked by the Tookany Creek Recreation Trail.
- Reconfigure Township Facilities to create a campus environment linking a full range of Township facilities.



Above: View at southeast corner of Old York Road  
 Below: Facade enhancement ideas using architectural design guidelines of this report

Appropriate building facade and signage improvements reflecting the District Theme will create a memorable physical image to both residents and non-residents. Key to the creation of this image is the improvement of as many building facades as possible to at least a basic level, rather than “over-improving” only a handful of buildings.

Storefront design and rehabilitation decisions in Elkins Park West must be made for each building individually and should include an assessment that includes the building’s architectural or historical significance and how it relates to the District Theme. For building owners, tenants, architects, contractors or other parties interested in the renovation or the construction of new commercial buildings and

building facades, the following general guidelines have been developed. Buildings or features that are historically or architecturally significant are referred to as “significant” or “contributing.” Buildings or features that are historically or architecturally insignificant are referred to as “other buildings.” Further Detailed Architectural Design Guidelines, are incorporated in Appendix I.

Road and Old York Road (Route 611). To effectively transform public perceptions of this District a combination of District signs, District piers, banners, street trees and street lights could be placed at the entrances and center of this District. The SEPTA overpass, the Township Administration Site, New Circle at Wall House Park, and the York and Church Roads intersection can all become featured gateways.

### Streetlights

The streetscape plan includes three types of ornamental streetlights, all based on the Arts and Crafts style. Along streets a single lantern pole-mounted streetlight will highlight building facades and sidewalks. Within landscape medians a double lantern pole-mounted streetlight is recommended to become a focal point for the District design theme and to complement other traffic calming measures. At commercial buildings a wall-mounted lantern in the Arts and Crafts style is recommended. The proposed streetlights are featured in the Streetscape Design Elements Binder available from the Township.

### Landscaping

The plan recommends the planting of additional street trees throughout residential and commercial streets. In most cases the street trees planted in the early 20th century have died and it is now time to reinvest in this essential part of what makes this Township extraordinary.

To create an attractive, well-shaded environment, the streetscape plan recommends street trees, and flow-

ering shrubs, landscaped medians, landscaped low maintenance ground cover throughout the District. Due to the high traffic speeds, additional street trees to match those already planted are recommended as part of the traffic calming enhancements.

To create a complete experience of place in Elkins Park West, the commercial destinations and connected network of streets, paths, parks and nature areas should be thoughtfully interpreted as highlighted above.

One of the unique landscapes that should be preserved and enhanced is the Township municipal complex on the former Breyer Estate. Any development located within the boundaries of the complex should clearly identify, enhance, and/or improve prominent existing architectural and landscape features of that property, including the Azalea Garden, Rose Garden, and Waterfall.

## Architectural Revitalization

### District Theme

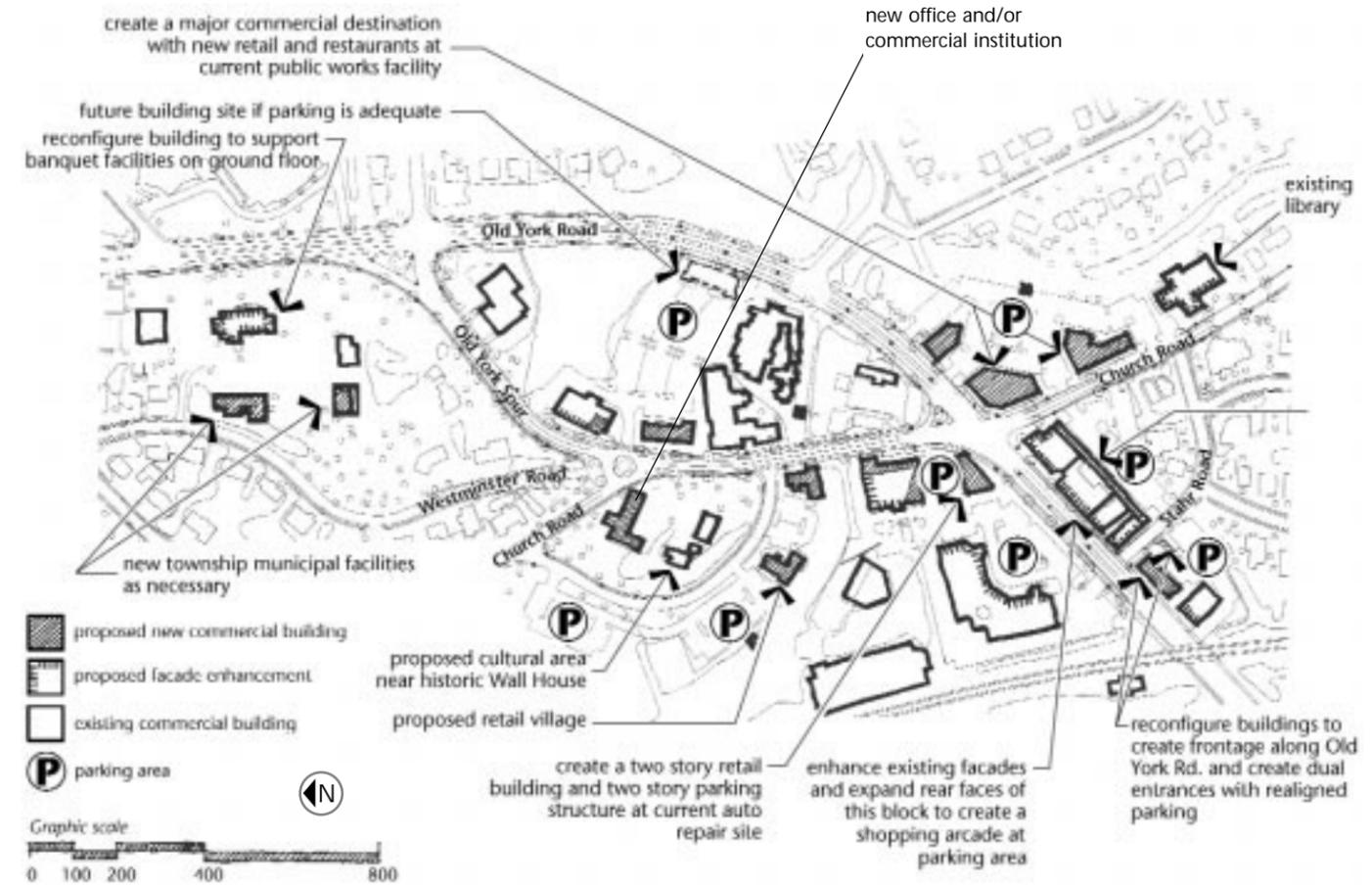
The history of the Elkins Park West study area holds many clues for developing a unifying architectural theme for the District. This area features Cheltenham's colonial heritage with one of the oldest structures in the Township, the Wall house dating back to 1682. In the 19th century this vicinity became a particularly wealthy suburb with many grand mansions home to families such as Widener, Elkins, Wanamaker, Curtis and Breyer. During the mid 20th century the Beth Sholom Synagogue with its striking design by Frank Lloyd Wright, became one of the

most distinguished architectural landmarks in the Township. Wright is renowned for his designs inspired by the natural features of the land, such as the remarkable streams, wooded areas and rock outcroppings of this area. Thus the District's significant architectural structures have drawn from a number of architectural stylistic traditions.

Elkins Park West should highlight its colonial history along Church Road north of Tookany Creek. To the south and east of the Tookany creek and along Old York road, feature an Arts and Crafts era theme that will draw from the high quality craftsmanship of the 19th century mansions, Wright's synagogue architecture and the natural features of the area. Elkins Park West should strengthen its commercial core by highlighting several architectural styles through the restoration/ rehabilitation of significant structures, the reconstruction of existing undistinguished intrusive structures and the infill of vacant lots to the street line with new construction that is compatible with the District theme Architectural Character described herein.

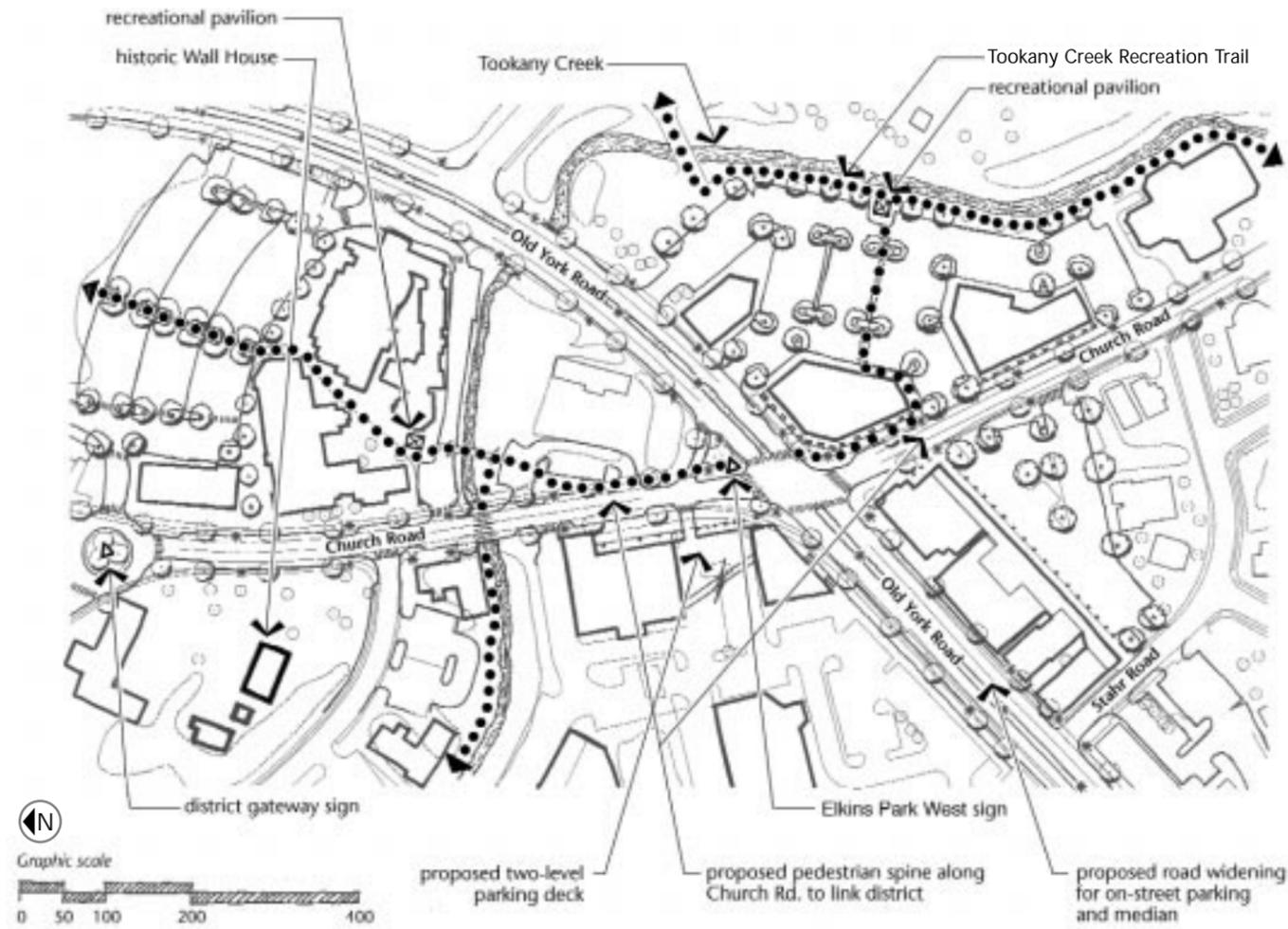
### Architectural Design Guidelines

A great deal of the commercial building development in Elkins Park West is not in conformance with the architectural character of the proposed District theme. Currently the District suffers from a lack of memorable physical image. The adoption and implementation of appropriate Architectural Design Guidelines that reflect the District Theme is essential for the successful enhancement of the overall townscape of Elkins Park West.



Economic Development Plan for Elkins Park West

- All changes to the Township facilities should enhance the existing architecture and landscape. In particular, the former Breyer Mansion, azalea garden, water feature and surrounding garden experience should be preserved and enhanced.
- Convert the first floor of the former Henry W. Breyer, Jr. Mansion for a Township public event space with an adjoining outdoor event garden.
- Expand retail, and perhaps office, activity to create a greater commercial mass. This will likely require converting some less densely utilized, but well-situated, municipal facilities and utility properties, to commercial development. The current Cheltenham Township Public Services Facility is a prime opportunity for a significant new upscale retail center and offices.
- At Elkins Park Square, invest in facade improvements according to the District Theme Guidelines, create stronger pedestrian connections to Old York Road, and expand the center to include additional retail and parking along Church Road.
- Create an Historic District and Village at the Wall House
  - Create a series of village-scaled buildings with quaint shops and community or cultural destinations around the Wall House to increase its value to the community.
  - Explore the creation of an historic district surrounding the Wall House



Detail view of enhancements at Old York Road and Church Road

- At the Yorktown Inn, reconfigure entrances and parking lots to allow for additional retail fronting onto Church Road and create a stronger pedestrian link to the remainder of the District. Maintain the historic theme that is consistent with Wall House
- All proposed construction in the vicinity of the Richard Wall House is to complement the existing historic architecture.

### Transportation Initiatives

The western portion of the area along the Old York Road corridor is an area that has been developed to handle high volumes of through traffic. In this area the Plan focuses on allowing through traffic to move in an efficient matter. Traffic control devices are limited to devices that provide warnings for drivers that they are moving through an environment

that has pedestrians and bicyclists. The Plan places a strong emphasis on creating a pedestrian friendly environment. To achieve this goal, a concept called “traffic calming” is recommended to slow driving speeds while improving driver awareness of their surroundings and maintaining traffic volume.

district, the sidewalks could be a mixture of brick and concrete, streetlights that match an Art Deco theme, and a continuation of the London Plane trees.

- Introduce street lights, identity signs and gateway entrance signs to define the District and safe pedestrian and bike paths to link the District. Note— these enhancements should vary according to the area of the District. For example, the area of the Wall House and Yorktown Inn should have colonial

lamps and details, the area along Old York Road should be in keeping with the Arts and Craft Theme.

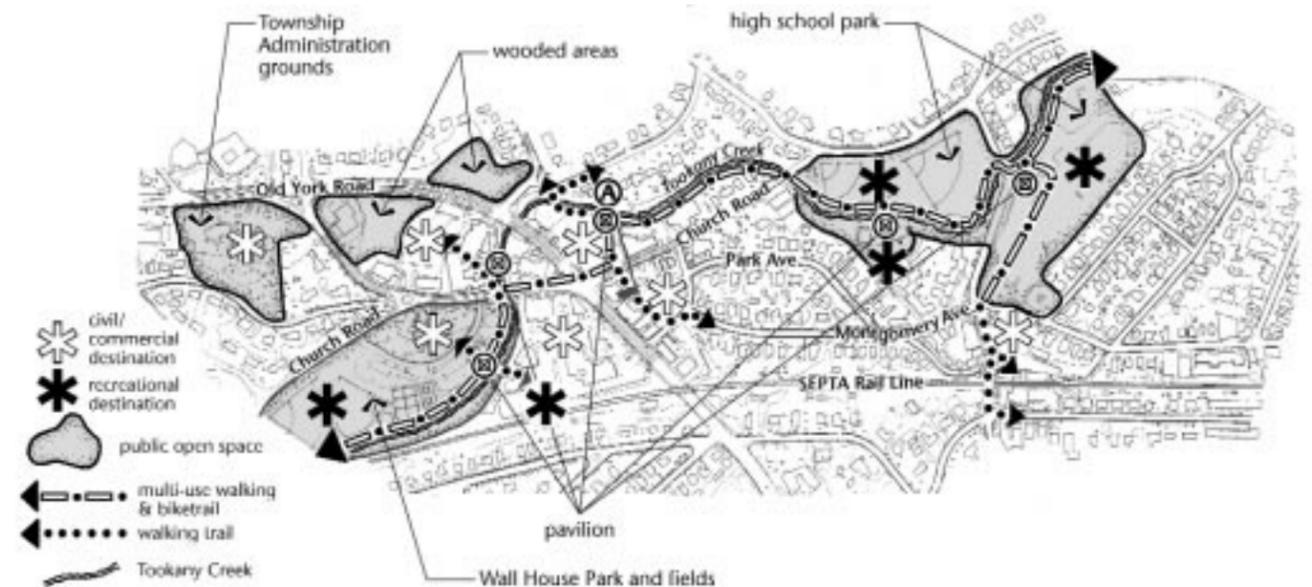
### Trail Linking District and Township Together

- Opportunity to link natural and historic features within a pedestrian friendly commercial district.
- The Tookany Creek Recreational Trails are proposed to link all commercial, cultural, historical, natural and recre-

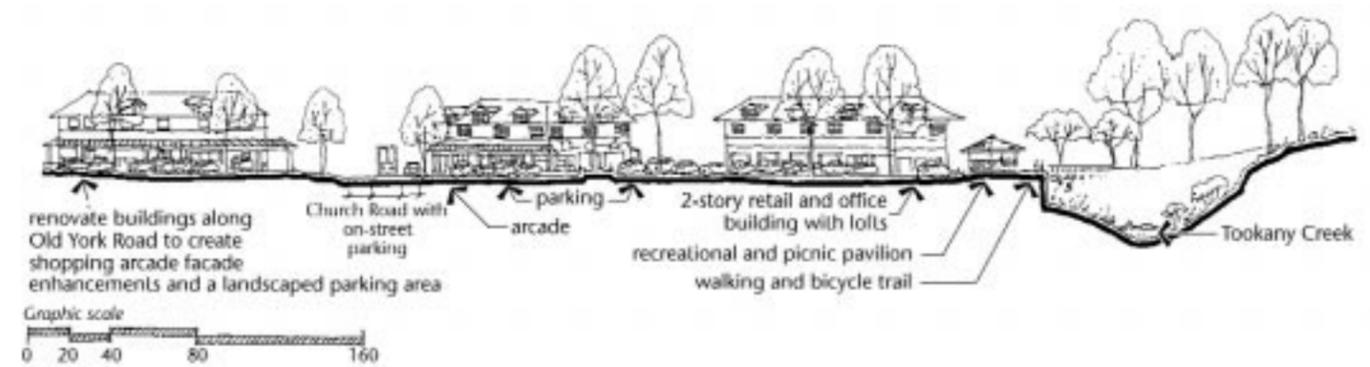
ational destinations in Elkins Park West. At key points along these trail, create a series of pavilions to offer places to rest, picnic and enjoy the beautiful surroundings. These trails would expand in the Township’s already impressive natural resources.

### District and Township Gateways

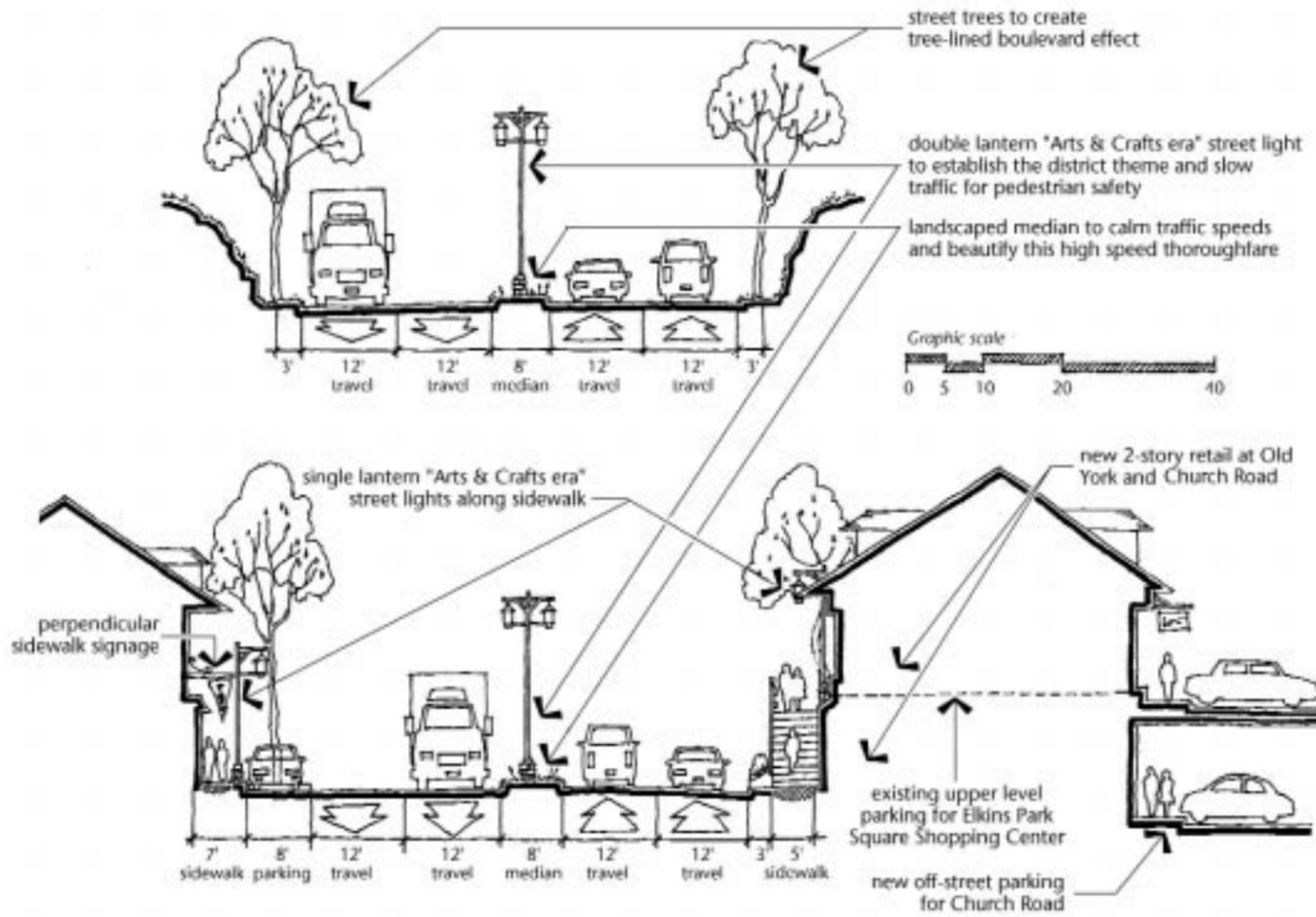
One of this District’s most important assets is its high visibility to motorists traveling on Church



Proposed Tookany Creek Recreational Trails



Cross section view of Tookany Creek Recreational Trails



Above: Cross section at Old York Road typical north of Church Road.  
 Below: Cross section at Old York Road typical south of Church Road

### Streetscape Enhancements

■ An effective streetscape plan at Elkins Park West can strengthen District identity, add beauty to the environment, link District destinations, increase business and encourage private investment. Primary emphasis should be placed on creating a pleasant and visually cohesive experience along Church Road. Another important asset for Elkins Park West is the Tookany Creek, adjoining woodlands, and park system. One of the goals for this area is to link

together commercial, residential and recreational destinations with a sidewalk and trail system (see illustration below.) This trail could feature a series of pavilions at significant commercial and recreational cross-roads to encourage walking throughout the District.

- Create a series of signs, piers and graphics to celebrate important gateways and places and reinforce identity within the District
- To reinforce these District themes, streetscape enhancements such as new ornamental

street lights, traffic light poles, street furnishings such as benches and trash receptacles, District gateway piers and signs, parking signs and landscape enhancements should be constructed which will create a more appealing and identifiable District.

- New streetscape improvements shall be designed for the separate theme areas of the district. For the Wall House and Yorktown area, brick sidewalks, colonial lamps and London Plane trees are appropriate. For the remainder of the dis-

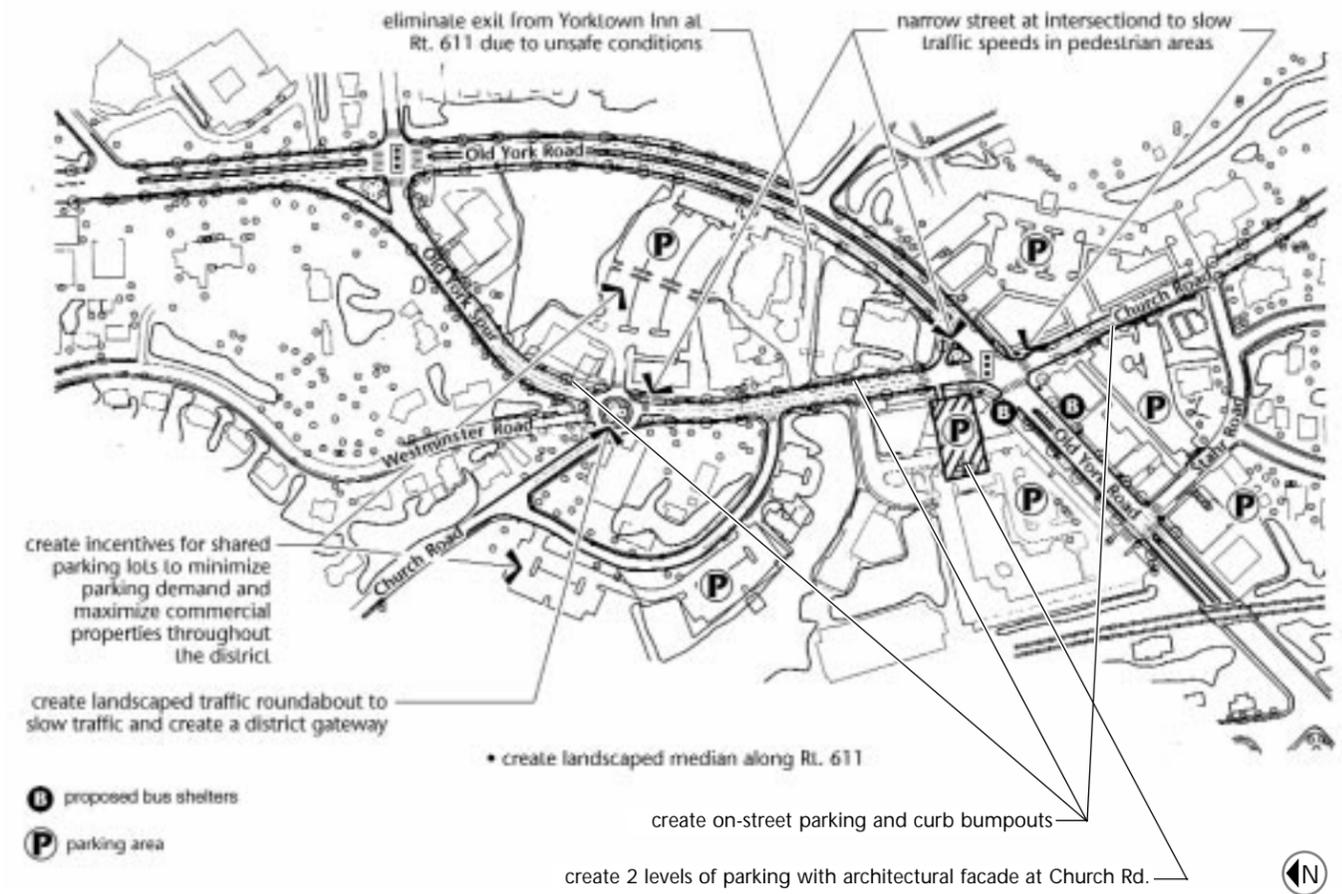
### Improve Traffic Circulation and Reduce Speeds

- Along Old York Road introduce a series of traffic calming techniques to slow traffic and increase awareness of the pedestrian retail district.
- Maintaining the volume of traffic while reducing speeds is important for commercial enhancement
- Construct a traffic circle at the intersection of Church and the Old York Road spur, near the Wall House. A traffic control device at this intersection could allow for a constant flow of traffic, yet slow traffic and

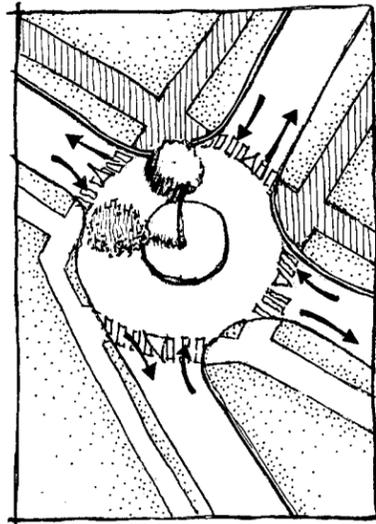
resolve an awkward intersection that is created by multiple roads intersecting at conflicting angles.

- Clarify circulation patterns at the intersection of Church Road and Brookside Road. As result of the fork-like geometry of this intersection, conflicts often occur between eastbound and westbound traffic along Church Road. Striping could be utilized to enhance and clarify the westbound Church Road travel lane.
- Clarify one-way street circulation along Montgomery and Park Avenues. Conflicts occur

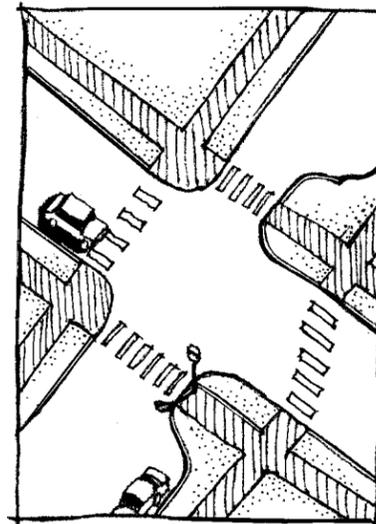
at the intersection of these two streets, where traffic becomes two-way. This is especially true for motorists traveling east on Montgomery. At this location, a curb bump-out should be installed on both sides of Montgomery Avenue, on the west side of the intersection. This would narrow the cartway to one lane as vehicles travel eastbound. It would also warn motorists traveling westbound that it is the beginning of a one-way traffic pattern. Prominent striping should be applied to the roadway that clarifies the introduction of two-way traffic.



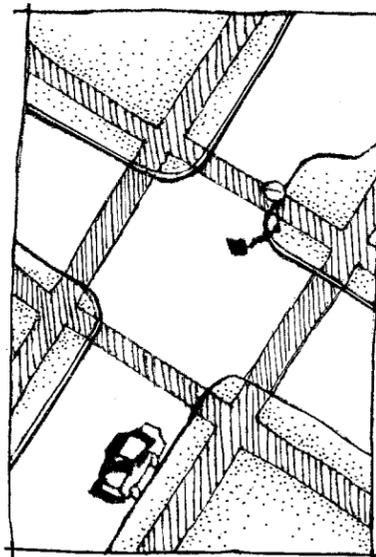
Transportation plan for Elkins Park West



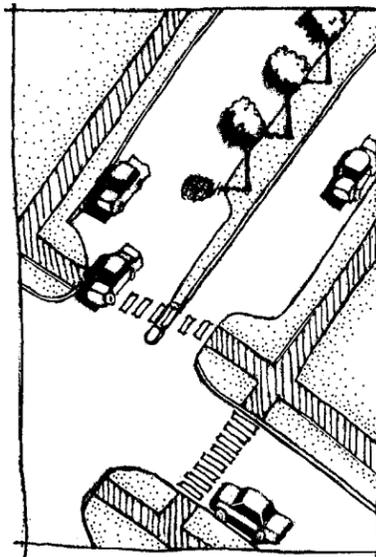
Traffic calming technique: roundabout with painted crosswalks



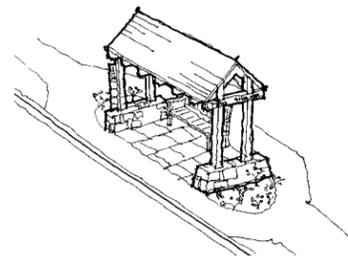
Traffic calming technique: curb bumpouts with painted crosswalks



Traffic calming technique: curb bumpouts with textured crosswalks



Traffic calming technique: landscaped median with painted crosswalks



Proposed bus shelter

**Link Parking Lots**

Improve internal circulation at the Elkins Park Square Shopping Center. This could be accomplished through the reconfiguration of existing parking islands. The opportunity also exists to add additional parking in the form of a structured facility near the corner of Church and Old York Roads. This two story facility could take advantage of existing grades and avoid the cost of a ramp between levels. Special attention should be paid to creating a false architectural facade at this highly visible location.

**Improve Pedestrian Mobility**

Neighborhood streets in Elkins Park should have enhanced pedestrian crosswalks. These crosswalks would include prominent striping and reflective devices. Bump-outs could also be employed to define on-street parking areas and promote traffic calming efforts. Recommended intersections include those along Stahr Road, including its intersection with Church Road, across from the library.

Create effective pedestrian connections across Old York and Church Road. These connections will support pedestrian movement between the shopping centers and office concentrations and interrelate with the public spaces

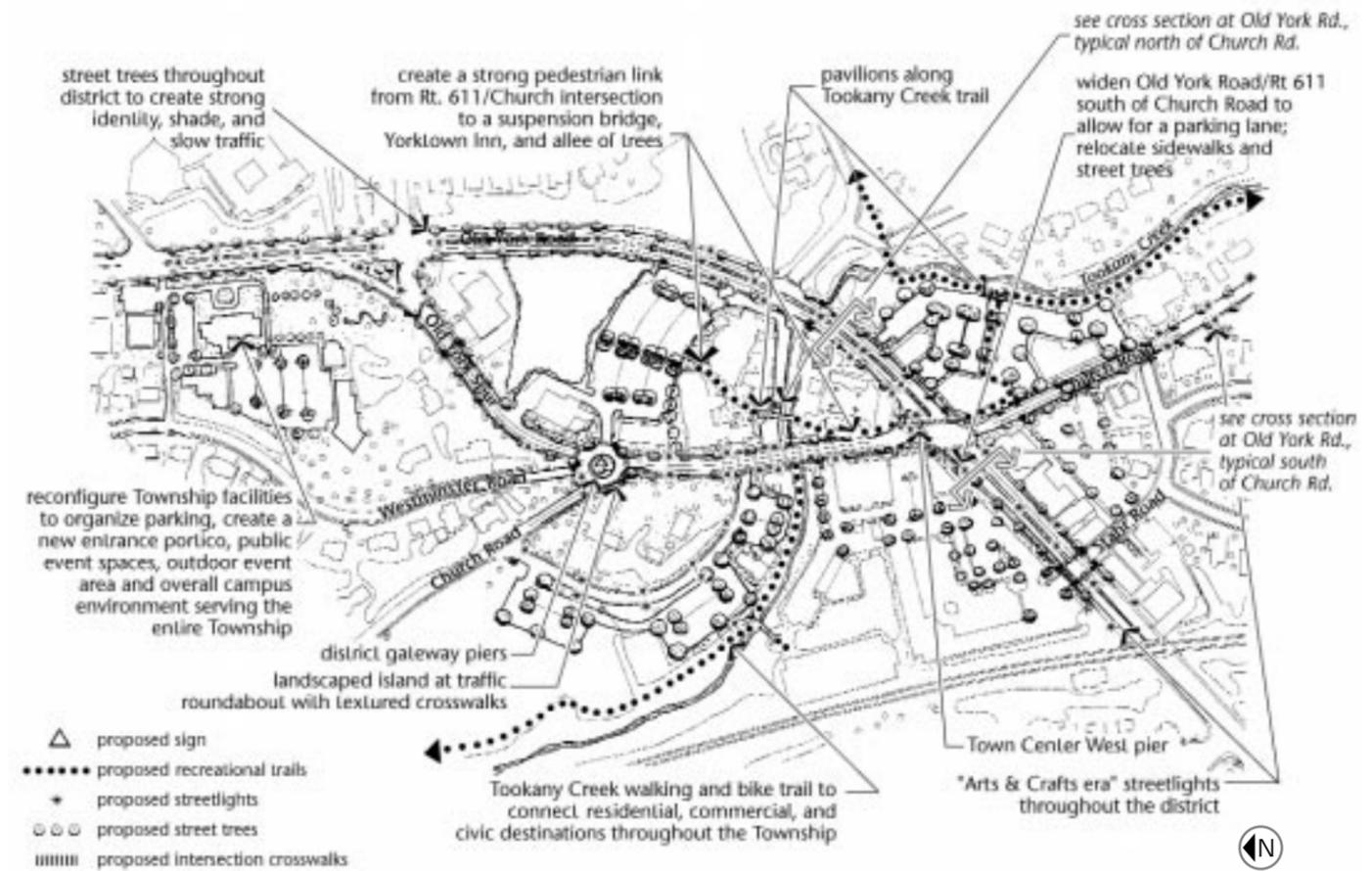
New sidewalks or renovations to existing sidewalks along Old York and Church Roads will improve pedestrian flow and safety.

Link natural and historic features within a pedestrian friendly commercial district.

- Develop pedestrian connections to Township Administration Facilities, Wall House and Beth Sholom Synagogue.
- Create the multi-use Tookany Creek Recreation Trail to link all commercial, cultural, historical, natural and recreational destination in Elkins Park East and West. At key points along the trail, create a series of pavilions to offer places to rest, picnic, and enjoy the beautiful surroundings. This trail would expand the Township's already impressive natural resources.

- Church Road is to become the primary spine for pedestrian-oriented retail.
- Pedestrian crosswalks along Old York Road and Church and Stahr Roads should be constructed to clearly delineate pedestrian areas. This would be accomplished through the use of texture paving materials and reflective devices. In addition intersection curb bump-outs should be employed in the areas with on-street parking to shorten the distance that pedestrians would need to be in the travel lane and also aid in slowing

- traffic. All crosswalks should be upgraded to include all ADA requirements.
- The pedestrian crosswalk at Stahr and Church Roads should be upgraded with textured crosswalks and enhanced striping. This intersection should be a vital link between the residential area and the library and other proposed development on the north side of Church Road.
- Create a bicycle route along the Tookany Creek Trail and through some of the less congested streets to link to local and Township destinations



Streetscape Plan for Elkins Park West