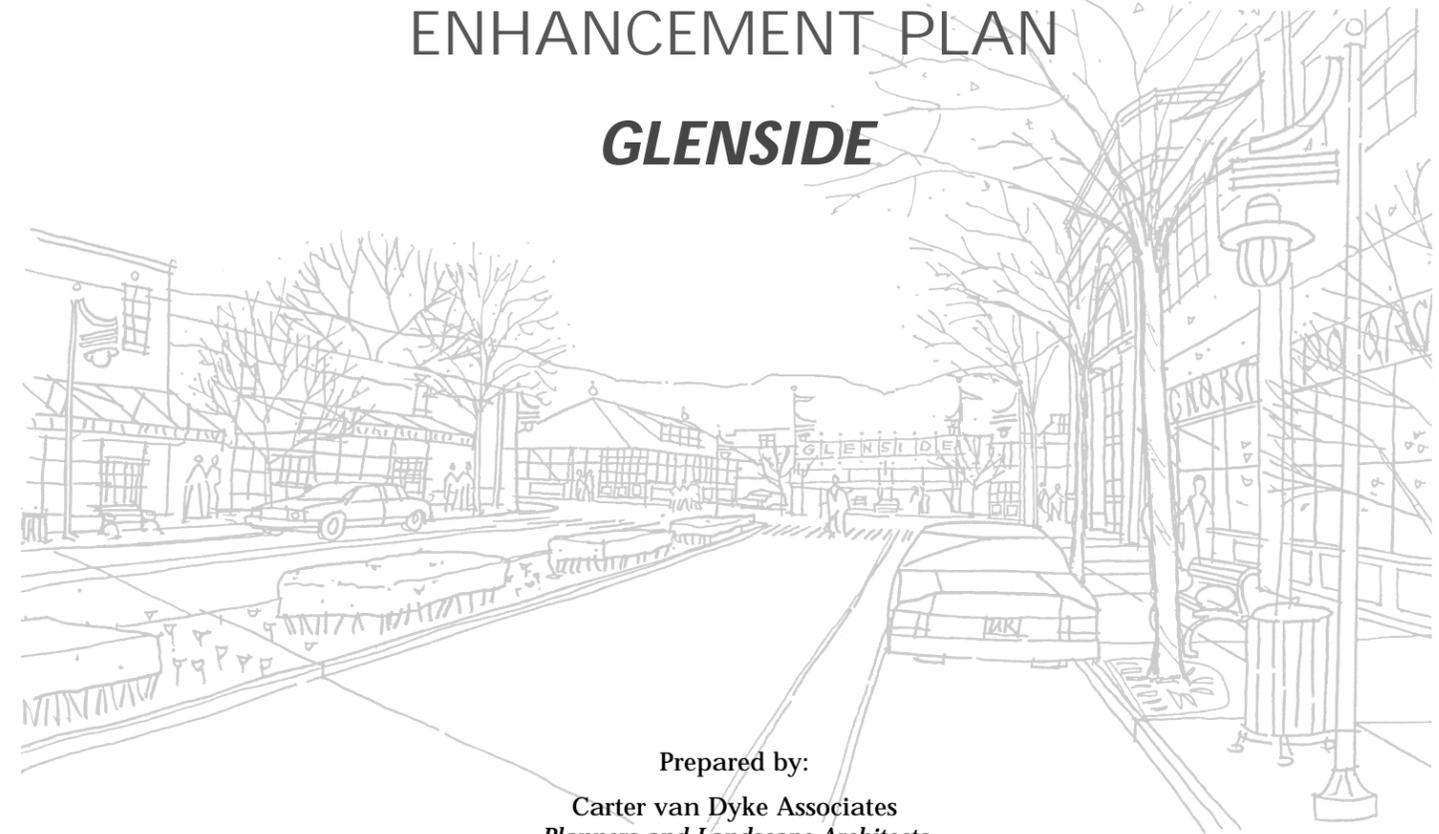


# CHELtenham TOWNSHIP COMMERCIAL DISTRICT ENHANCEMENT PLAN

## ***GLENSIDE***



Prepared by:

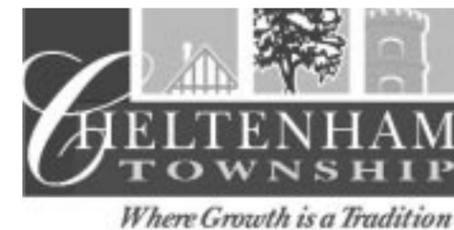
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Adopted October 23, 2000



The following report focusing on the commercial district of Glenside 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.

# Township of Cheltenham

Montgomery County, Pennsylvania

## 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*
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- 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

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### 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

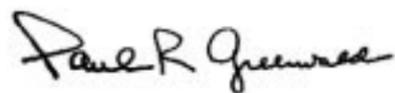
January 16, 2001  
Page 2

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 GLENSIDE

### Recommended Implementation Plan

Public Sector Activities		Year to Initiate	
		Detailed Design	Implementation
<b>Item</b>	<b>Action</b>		
1	Acquire County, PennDOT, and SEPTA Support		Twp-wide initiative in Yr 1
2	Create governmental partnerships with Abington Twp.		Twp-wide initiative in Yr 1
3	Recruit businesses to fulfill each District vision		Ongoing
4	Create a Township-wide non-profit Economic Development Corp.		Twp-wide initiative in Yr 1
5	Draft and change zoning ordinances		Twp-wide initiative in Yr 1
6	Draft and change parking ordinances		Twp-wide initiative in Yr 1
7	Draft and change sign ordinances		Twp-wide initiative in Yr 1
8	Create and approve Facade Enhancement Guidelines		Twp-wide initiative in Yr 1
9	Glenside Facade Enhancement Guidelines and Grant Program	1	2-10
10	Glenside Gateway and Sign Program	1	By phase
11	Glenside Streetscape Elements	1	By phase
12	Glenside Transportation Study	1	By phase
13	<i>Phase I:</i> Wesley Avenue Plaza	1	2
14	<i>Phase I:</i> Roberts Avenue Park and Roads	1	2
15	<i>Phase I:</i> Glenside Avenue from Easton to Keswick	1	2
16	<i>Phase II:</i> North Easton Road and West Glenside Ave (Area A)	2	3
17	<i>Phase II:</i> Glenside Station & Parking Structure	2	3
18	<i>Phase II:</i> Town Green at Glenside Station	2	3
19	<i>Phase III:</i> Central Easton Road (Area B)	4	5
20	<i>Phase III:</i> North Limekiln Pike Area	4	5
21	<i>Phase IV:</i> South Easton Road and Limekiln (Area C)	4	5
22	<i>Phase IV:</i> Glenside Avenue at Rices Mill Road area	4	6
<b>Private Sector Activities</b>		<b>Detailed Design</b>	<b>Implementation</b>
23	<i>Phase I:</i> Roberts Block restaurant renovations	1	2
24	<i>Phase II:</i> New Farmers' Market and restaurant buildings	2	3
25	Arcadia University Gateway Entrance		
26	Private parking lot improvements	Ongoing	Ongoing
27	Facade enhancement of commercial buildings	Ongoing	Ongoing

**Implementation Strategy**

The four-phase implementation plan shown on the attached chart is designed to complement the three economic development tracks. The phasing plan for Glenside prioritizes physical improvements in the earlier years followed by successive phases of improvement further south along Easton Road as the pedestrian center becomes more successful. As with all Districts, early implementation of signs, banners, facade enhancements and parking strategies will be good opportunities to strengthen Glenside's identity and character.

Due to the complex nature of the proposed garage, town green, farmers' market and restaurant, this project will benefit from early coordination and leadership. SEPTA and Montgomery County should be engaged as partners early in the process. The proposed Township Economic Development Corporation could engage all of the private business interests early to create the most effective funding, development and construction packages.

**Implementation Partners**

To coordinate implementation activities recommended for Glenside, the following groups have been identified as potential partners with the Township:

- 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
- Montgomery County
- City of Philadelphia
- Proposed Economic Development Corporation
- Greater Glenside Chamber of Commerce
- Glenside Green
- Arcadia University
- Abington Township
- Pennsylvania Department of Community and Economic Development

- Pennsylvania Department of Transportation
- Southeast Pennsylvania Transportation Authority
- Federal Transportation Enhancement Programs
- Local lenders & developers
- Private land owners & business owners
- Township residents

Glenside is likely to significantly improve its physical, economic and community value to Cheltenham Township by 1) creating effective partnerships, 2) following the Glenside Vision Plan strategies for economic development, streetscape enhancements, architectural revitalization and transportation initiatives, and 3) establishing an effective management team, schedule and funding strategy.

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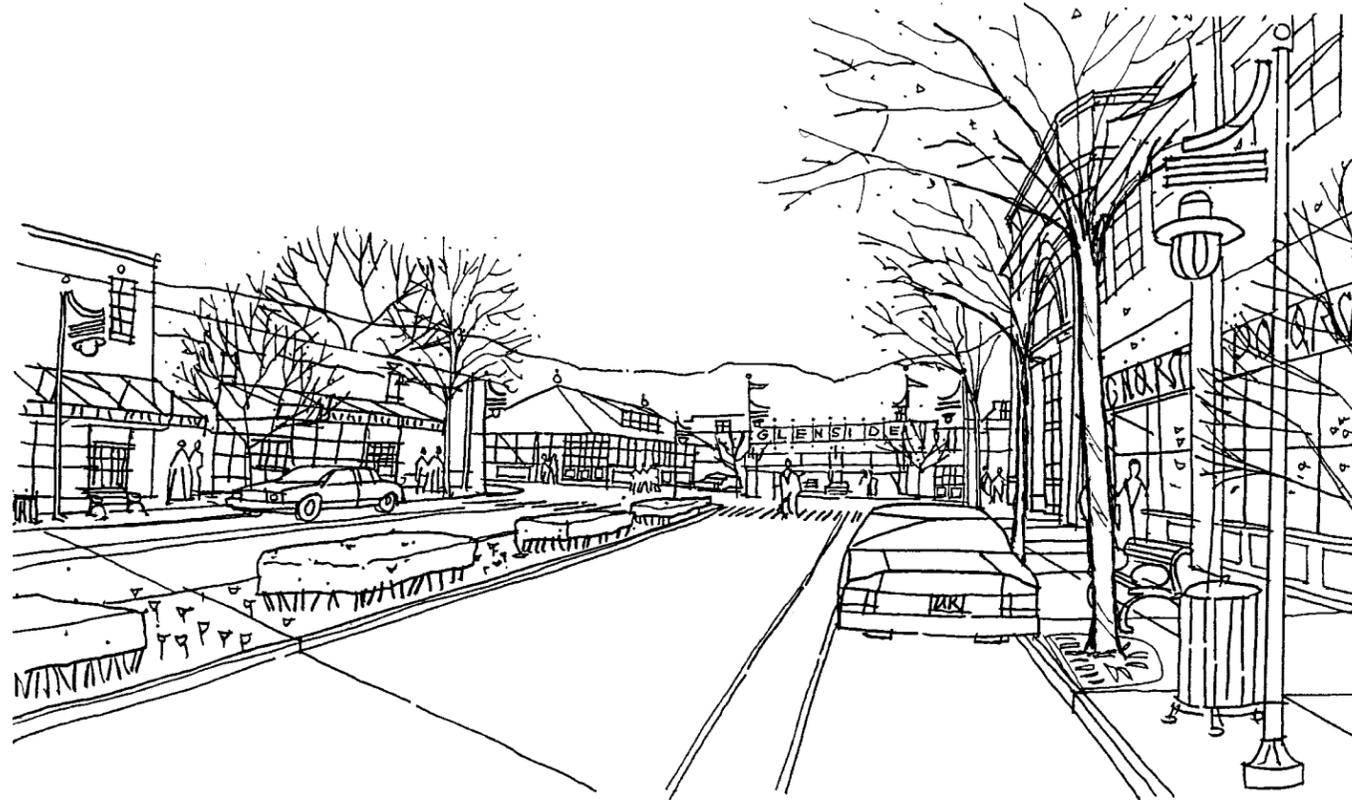
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Proposed Vision for Glenside at Easton Road and Glenside Avenue

- Encourage continuous retail storefronts on both sides of streets
- Encourage mixed-use buildings of at least two floors
- Encourage upper floors as office or residential uses along shopping streets

Along Easton Road at current C4 and C2 zoned land, we envision a *Mixed-use Commercial Overlay District* that adheres to traditional neighborhood design (TND) principles, yet shows flexibility to address the dominant use of the car at present. Over time, we expect that the continuing efforts to encourage Glenside to become a more pedestrian-oriented place should be reinforced by increasingly tighter standards in this District to reduce the negative aspects of the car on the streetscape. At present this District should emphasize landscaped buffers at parking areas, reduced setbacks, buildings with appropriate massing, and a mix of mutually supportive commercial uses.

### Parking

For Glenside businesses to become more successful, especially those north of Waverly, new strategies for parking management should be implemented. These strategies are to:

- Encourage shared parking behind buildings
- Encourage and allow adjacent landowners to link parking areas
- Encourage SEPTA, private businesses and a Township economic development corporation to build structure parking garage on the upper levels of the proposed Farmers' Market at the Glenside Station

### Building Facades and Signs

A coordinated program of signs, facade enhancement grants, and voluntary design guidelines will assist Glenside businesses in creating and sustaining an effective sense of place that will appeal to patrons. The following policies could be adopted:

- Encourage Glenside Main Street Committee to adopt District and Township Architectural Guidelines for buildings and signs
- Initiate a facade improvement grant program for existing businesses
- Strongly encourage businesses to adhere to architectural guidelines for new construction

### Phasing and Implementation Strategy

#### 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 short-term and 2) identify the important phases of the more ambitious projects that will require many years to implement. The project years shown in the phasing plans will 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

### Policy Issues

#### Economic Development

Implementation of the Glenside Business District Revitalization Strategy should engage three different tracks: 1) a physical development track which creates a perceived center for Glenside; 2) a market capture track which recruits farmers' market vendors, restaurants, and other retailers serving the immediate community; and 3) a theme upgrade track which professionalizes the antique/consignment industry and recruits complementary businesses.

#### **Physical Development Track: Create a perceived center for Glenside**

Activities to implement this focus include: 1) redeveloping the northwest corner of Easton and Glenside with a SEPTA garage, Train Station Farmers' Market, and a restaurant; 2) constructing special streetscape improvements along the portion of Easton Road between Waverly and the SEPTA underpass to help define this center; 3) creating a fair/event plaza on Wesley at Easton; 4) revitalizing the highly-visible Roberts Block; and 5) encouraging other properties near the Easton/Glenside intersection to be actively occupied with retail uses that create a continuous pedestrian environment.

#### **Market Capture Track: Recruit key retailers**

Vendors for the Train Station Farmers' Market and additional restaurants should be recruited to Glenside. Restaurants should be a particular focus to capture some of the \$14 million that Glenside trade area residents are spending on restaurants more than a mile from Glenside.

#### **Theme Upgrade Track: Upgrade the antique/consignment theme**

The current collection of antique and consignment stores should professionalize their efforts. This activity could include development of a Glenside Antique and Vintage Products Association that would promote this industry. These efforts could include joint advertising, conducting targeted events, establishing and monitoring standards of merchandising and appearance, placing a distinctive group logo on the stores of members, recruiting additional quality operators, etc. The current concentration of stores could be diversified by recruiting smaller retailers in compatible categories, including additional gift, craft, jewelry, apparel/accessories, and miscellaneous household furnishings stores. The "vintage products" concept could be expanded to include merchants specializing in collectibles running from art and dolls to baseball cards and stamps.

### Zoning

In Glenside, it is recommended that two overlay zoning districts be created. Overlay zoning provides optimal higher standards matched with commercial incentives to create more successful land use patterns. They should be designed to respond to the desired scale and purpose for commercial, office and residential uses in each area. To create a successful mixed use shopping, office and residential district, the use of traditional neighborhood design (TND) principles is encouraged. Within Glenside we envision a *Main Street Commercial Overlay District* and a *Mixed-use Commercial Overlay District*

In Glenside a *Main Street Commercial Overlay District* is recommended in the vicinity of Easton Road between Mt. Carmel Avenue and Waverly Road. This district features a major retail anchor and supporting convenience retailers to serve the three adjoining neighborhoods. We recommend creating a *Main Street Commercial Overlay District* on the existing *C3* commercial districts, but not modifying the ultimate boundaries. The purpose of these zoning changes would be to:

- Require that retail uses should fill the ground floor of all building frontage facing primary shopping streets
- Require sidewalks and on-street parking on shopping streets

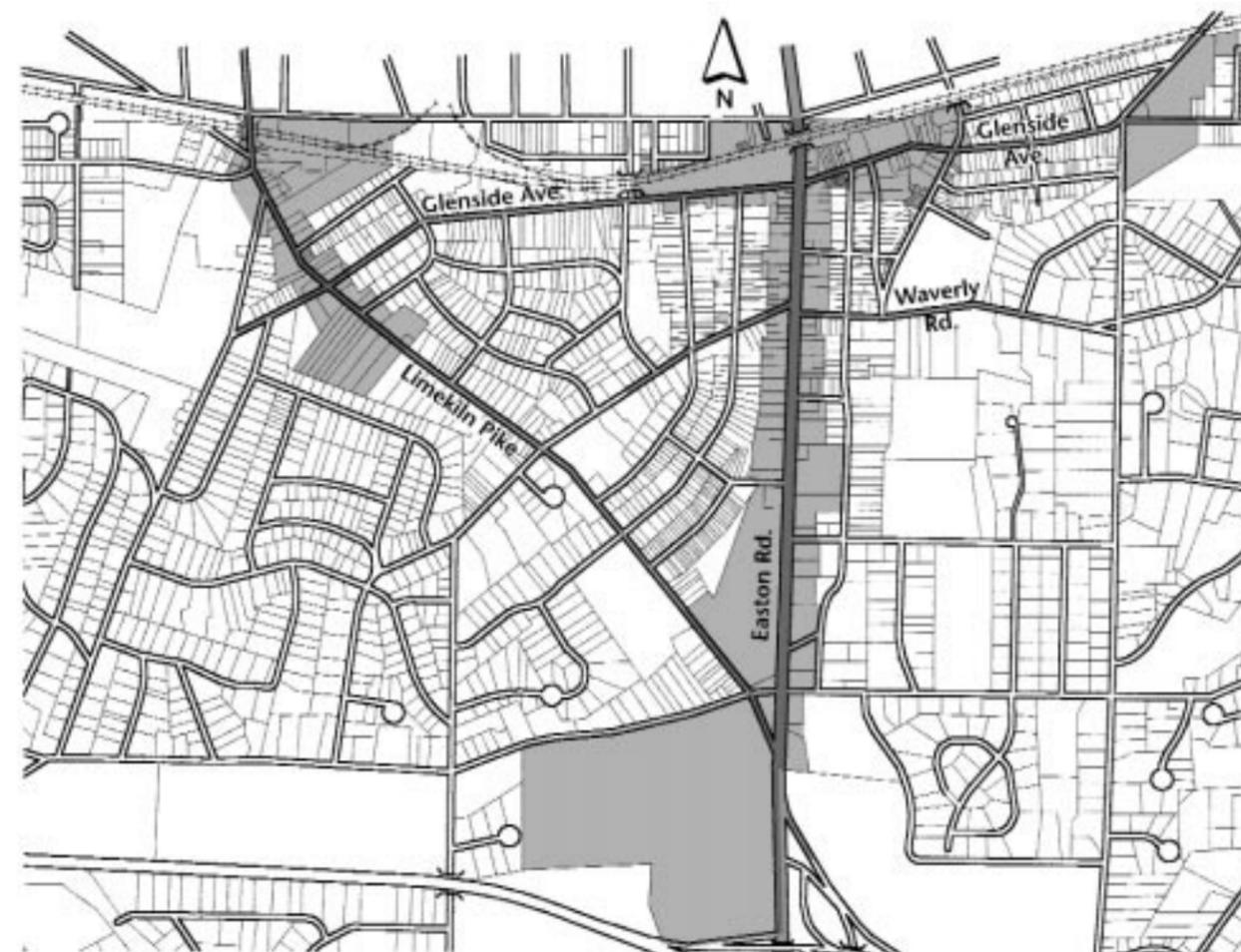
## THE ISSUES

### Study Area

The Glenside study area is bounded by Mt. Carmel Avenue to the north, properties along Limekiln Pike to the west, Keswick Avenue to the East, and Route 309 and Arcadia University to the south. The District benefits

from transportation routes that include Route 309, Easton Road, Limekiln Pike, Church Road and SEPTA rail service to the Glenside station. The area is dominated by strong pedestrian-oriented residential neighborhoods that are centered on the Glenside train station and commercial corridors.

Arcadia University is an important neighbor located at one end of the community. Most retail uses are focused along Easton and Limekiln while most light industrial uses follow the rail corridor. For a more detailed description see the Appendix.



Glenside study area

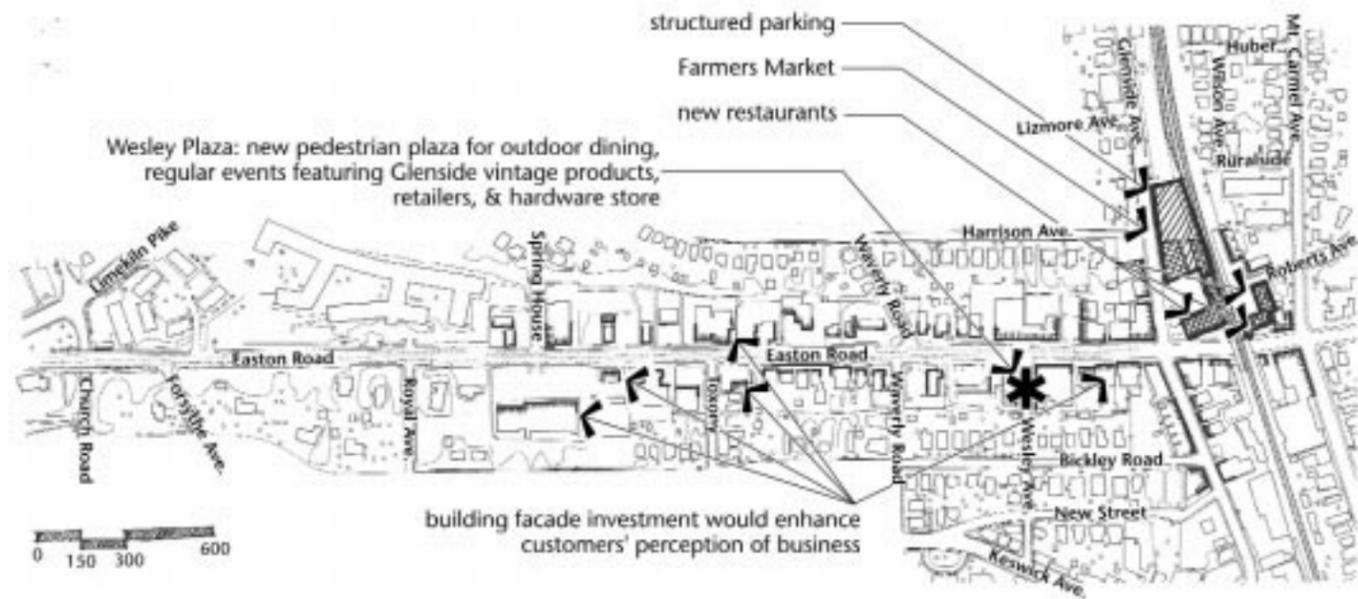
### The Defining Issues for Glenside

Based on input from public meetings and the observations of the consultant team, Glenside's primary challenges are to:

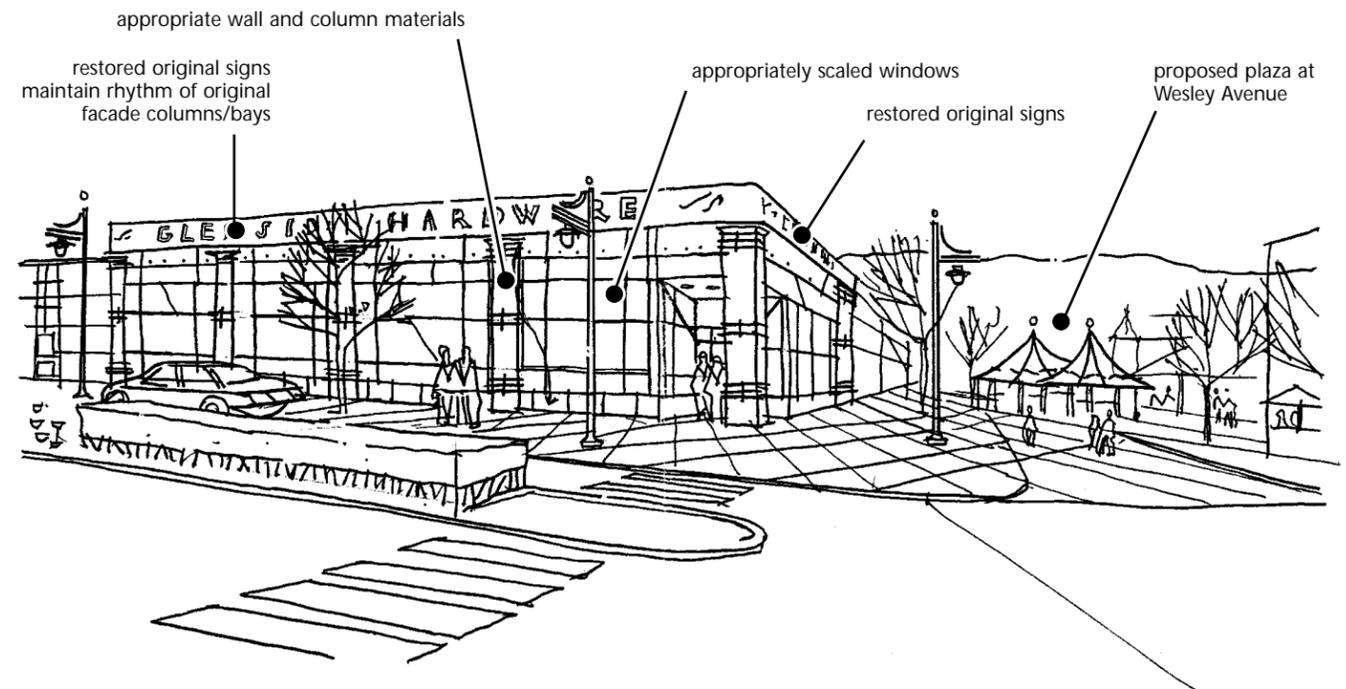
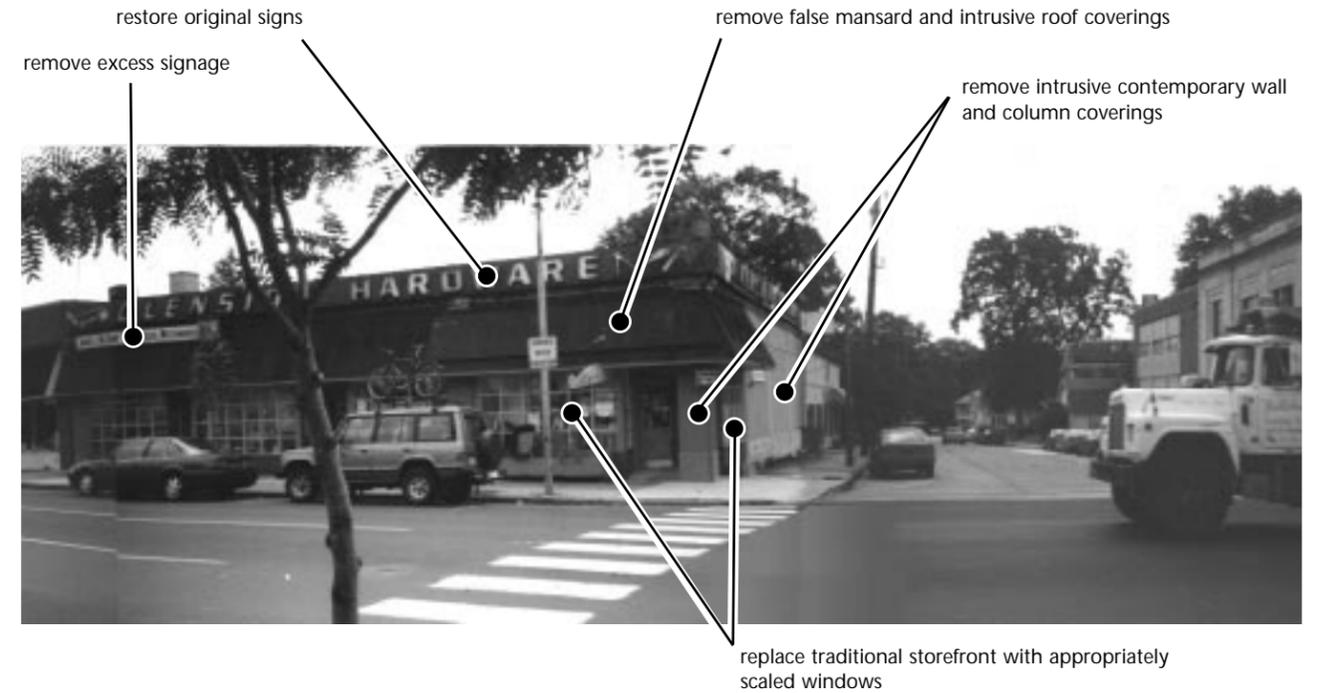
- Create a commercial anchor and pedestrian center near the Glenside station.

- Create a more pedestrian-oriented corridor along Easton Road where the signs, architecture, street, and landscape reinforce a common theme and identity
- Improve the access to and management of public and private parking.
- Upgrade the quality of retailing and expand the number of restaurants.

- Calm traffic speeds along the major routes and within residential neighborhoods.
- Based on these challenges, the Vision for Commercial District Enhancement in Glenside incorporates economic development, transportation, architectural and streetscape enhancements to strengthen the economic vitality of the Glenside District and Cheltenham Township.



Economic Development Plan for Glenside

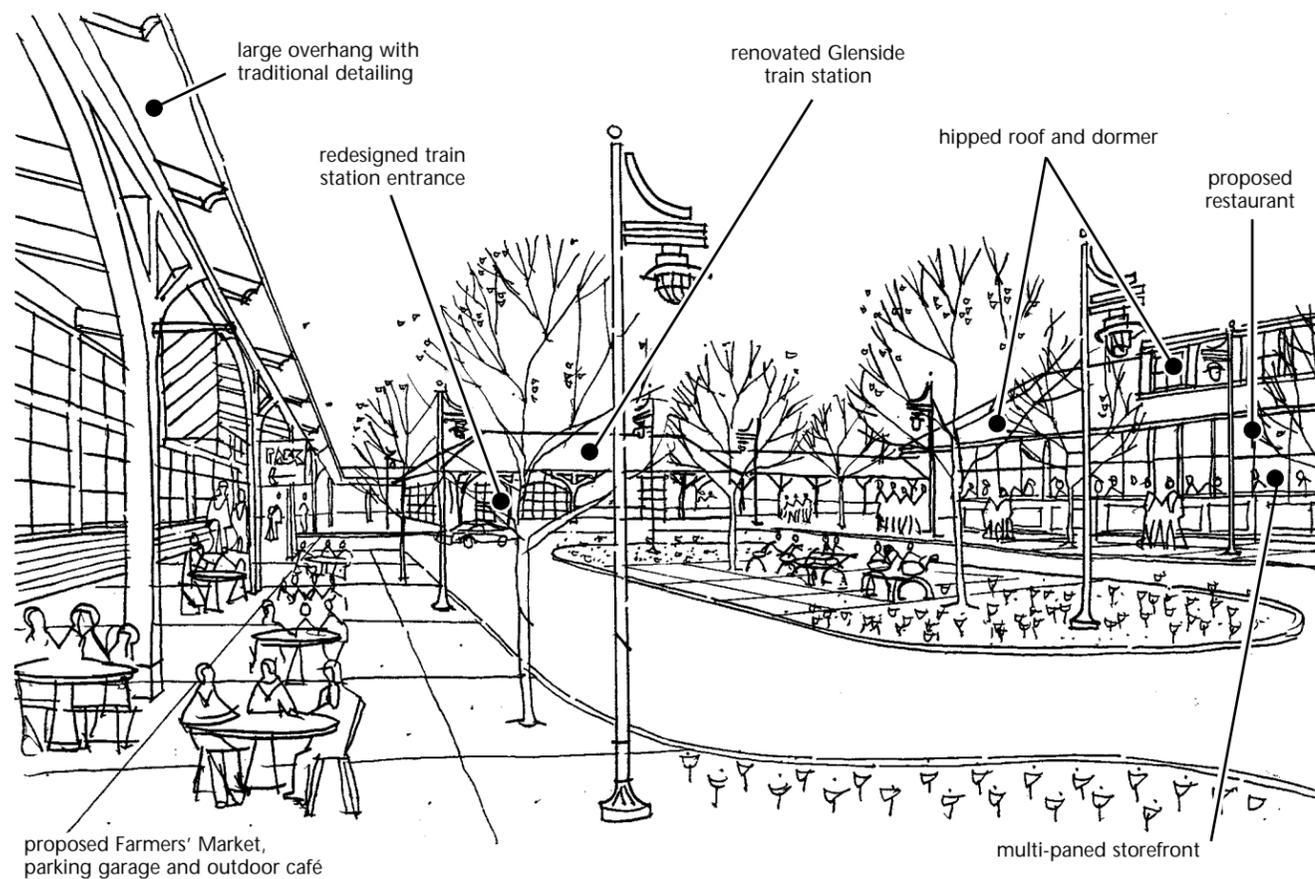


Above: Glenside Hardware Below: Facade enhancement ideas for Glenside Hardware

- 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, especially the architectural style of the early 20th century period.



Above: View of Glenside Station. Below: Proposed Town Green at Glenside Station.

**THE VISION**

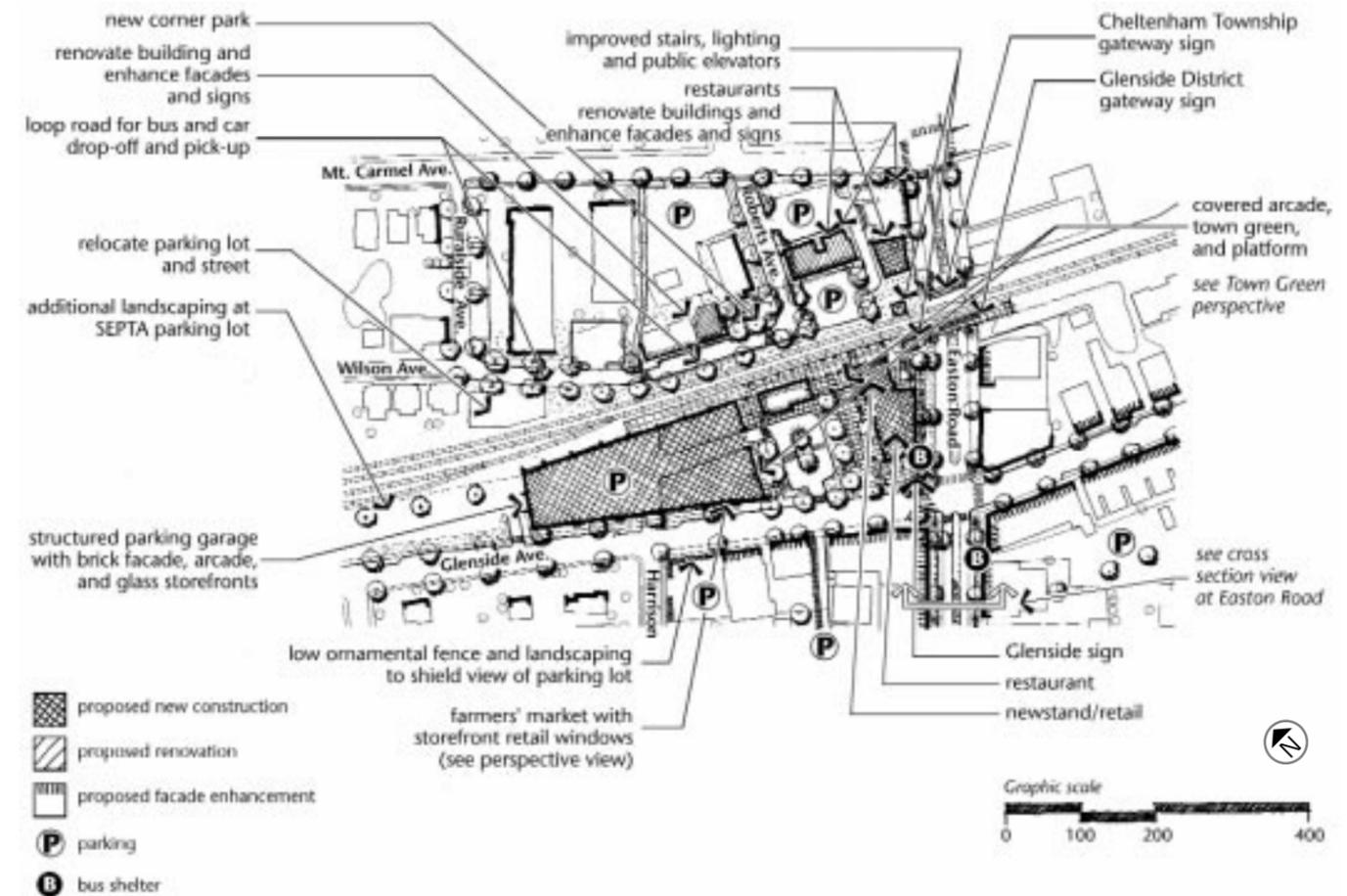
The Vision Plan for Glenside builds on its existing strengths as a transit destination, main street retail destination and neighborhood center. The plan promotes a vision that improves the commercial district by integrating economic development, transportation, streetscape and architectural strategies. These recommendations are a starting point, not the final plan for commercial district enhancement.

**Economic Development Opportunities**

Revitalization of the Glenside Business District must build on all three of its important roles: as a retail district, as an office and business services center, and as a transportation center. The economic development policies include the following points.

**Create a Physical and Economic Center for Glenside**

Currently, economic activity is diffused and perceived to be diffused. There is no clearly defined center to the District. Public improvements and business recruitment should aim to create such a focal point. The most logical and appropriate location for this center is the portion of Easton Road between Waverly and the SEPTA underpass. A special streetscape treatment (perhaps including a landscaped median) could help define this center.



Proposed Enhancements at the Glenside Train Station Area

### Develop a Train Station Farmers' Market

Glenside needs a full-service food anchor. To generate strong customer traffic a year-round, all-weather farmers' market at the train station would provide this food anchor in a location that reinforces Glenside's center and benefits from rail commuter activity.

### Professionalize the Antique/Consignment Industry

The current collection of antique and consignment stores could be a major anchor for Glenside. However, these businesses must overcome the "thrift shop" image by professionalizing their efforts. This activity could include development of a Glenside Antique and Vintage Products Association that would promote this industry. These efforts could include joint advertising, conducting targeted events, establishing and monitoring standards of merchandising and appearance, placing a distinctive group logo on the stores of members and recruiting additional quality operators.

### Expand the Restaurant Activity

Additional restaurants should be recruited to Glenside to capture some of the \$14 million that Glenside trade area residents are spending on restaurants elsewhere. An initial target might be recruiting 15,000 SF of restaurant activity to the District. Restaurant recruitment should also seek to diversify the restaurant mix in Glenside. For instance, Glenside could benefit from a cafe restaurant, particularly one that can accommodate outdoor seating in seasonable weather and is located in a prominent spot.

### Recruit Complementary Household Accessories and Gift/Craft Stores

The current concentration of antique and consignment stores offers the potential for recruiting smaller retailers in compatible categories, including additional gift, craft, jewelry, apparel/accessories, miscellaneous household furnishings stores, and other related categories. The "vintage products" concept could be expanded to include merchants specializing in collectibles running from art and dolls to baseball cards and stamps.

### Revitalize Roberts Avenue as a Gateway next to Train Station

Where Roberts Avenue meets the outbound platform of Glenside station, the area should be targeted for early revitalization. All three buildings facing the station offer superb architectural details and create a natural gateway entrance for rail patrons. The Roberts Block Building should be the focus of recruitment activities for either a restaurant or other retail categories. The economics of this area would benefit from investment in a small public plaza and landscaped parking areas.

### Strengthen the Connections with Arcadia University

Both Glenside and Arcadia University can benefit from more university-oriented businesses, better pedestrian walkways, shared gateways to Glenside and better transit links to SEPTA bus and rail. The recruitment of university-oriented businesses such as music stores, clothing stores, coffeehouses, bookstores and entertainment establishments

could help attract students to downtown Glenside. To encourage access from the University to downtown, improved sidewalks, street trees and crosswalks should be constructed. The intersection of Limekiln Pike and Easton Road is an opportunity to create gateway entrances and signs for both Arcadia University and Glenside. One additional opportunity would be to coordinate University shuttle, Township bus, SEPTA bus and SEPTA train routes and schedules.

### Create a Pedestrian-oriented District Center

Building from the Train Station Farmers' Market and the Roberts Block, other properties near the Easton/Glenside intersection should be actively occupied with retail uses that create a continuous pedestrian environment. The District as a whole could benefit from strategically relocating a few service-oriented businesses to less prominent locations. For example, Humphrey's Pest Control, a service delivery business that does not rely on pedestrian activity, has a prime location at the intersection of South Easton Road and Glenside Avenue, but would be just as successful in an off-street location. Similarly, the Karate Studio could hold classes in a second-level location without losing students.

## District Theme Architectural Character

### Main Street Art Deco Theme

Architectural design is to be in conformance with a District design theme that generally features the materials and style of early 20th century modern commercial architecture in Glenside, especially the Art Deco style.

<b>Building massing:</b>	at least 2 story; locate new construction at street line to define streets
<b>Exterior walls:</b>	Brick, stucco, stone, contemporary materials
<b>Windows/entrances:</b>	Multi-paned windows & doors at traditional buildings; larger window pane sizes at Art Deco and contemporary buildings; brushed stainless steel or steel windows are encouraged
<b>Roofs:</b>	Slate, tile or appearance of tile; pitched, hipped, flat and gabled; large overhangs
<b>Special features:</b>	Dormers, chimneys; towers; details featuring quality craftsmanship; brushed stainless steel features are encouraged

### Historic or Architecturally Significant Buildings

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

**Examples:** *Historic Building:* Glenside Train Station

*Architecturally significant:* Glenside Hardware, former bank at Wesley Avenue and Easton Road, building at NE corner of Glenside Avenue and Easton 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

### Other Buildings

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

**Example:** 115 S. Easton Road (AAI Printing)

- 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

**Rices Mill Road Area**

It is recommended that the area of Glenside along Glenside Avenue at Keswick Avenue and Rices Mill Road feature a roundabout to slow traffic and create a gateway, parking realignments to remove 90° head-in parking along Rices Mill Road, and the planting of street trees along the corridor. Decorative streetlights are recommended at commercial areas; curb bumpouts at intersections can increase pedestrian safety. These improvements can create a strong sense of place for this area.

**Lighting**

The street lighting has been selected and designed to highlight the pedestrian environment along the sidewalks and to strengthen the Art Deco District theme for Glenside. A range of light fixtures that reinforce either a more traditional Art Deco period theme or a more 'moderne' Art Deco theme have been recommended in the *Streetscape Design Elements Binder*. These fixtures will accent all major commercial streets and all outdoor public areas. A range of three fixtures will be available for review by the Main Street Committee to make final selections.

**Other Unifying Elements**

In addition to the streetscape elements listed above, we are recommending a range of benches, trash and recycling receptacles, signs, piers, bollards and banners all complementing the District theme. Recommended sign types include directional, identity, street and traffic.

**Architectural Revitalization**

**District Theme**

The Glenside study area features a traditional small town main street (Easton Road) that stretches from the Glenside regional rail station on the north end to Arcadia University on the south end. The commercial core is most compact near the train station area that contains a number of interesting Neoclassical, Victorian, Art Deco, Modern and various revival and vernacular buildings. This area becomes progressively less dense and the architectural quality of commercial construction diminishes toward Arcadia University on the south end of the District.

The architectural theme recommended for Glenside is the promotion of a strong traditional main street featuring an eclectic mix of architectural styles throughout the District, including streets directly off Easton Road. Where new construction or reconstruction of undistinguished structures is planned, an Art Deco style or similar early 20th century style is recommended to integrate these more traditional and modern buildings while featuring some of Glenside's Art Deco treasures.

**Architectural Design Guidelines**

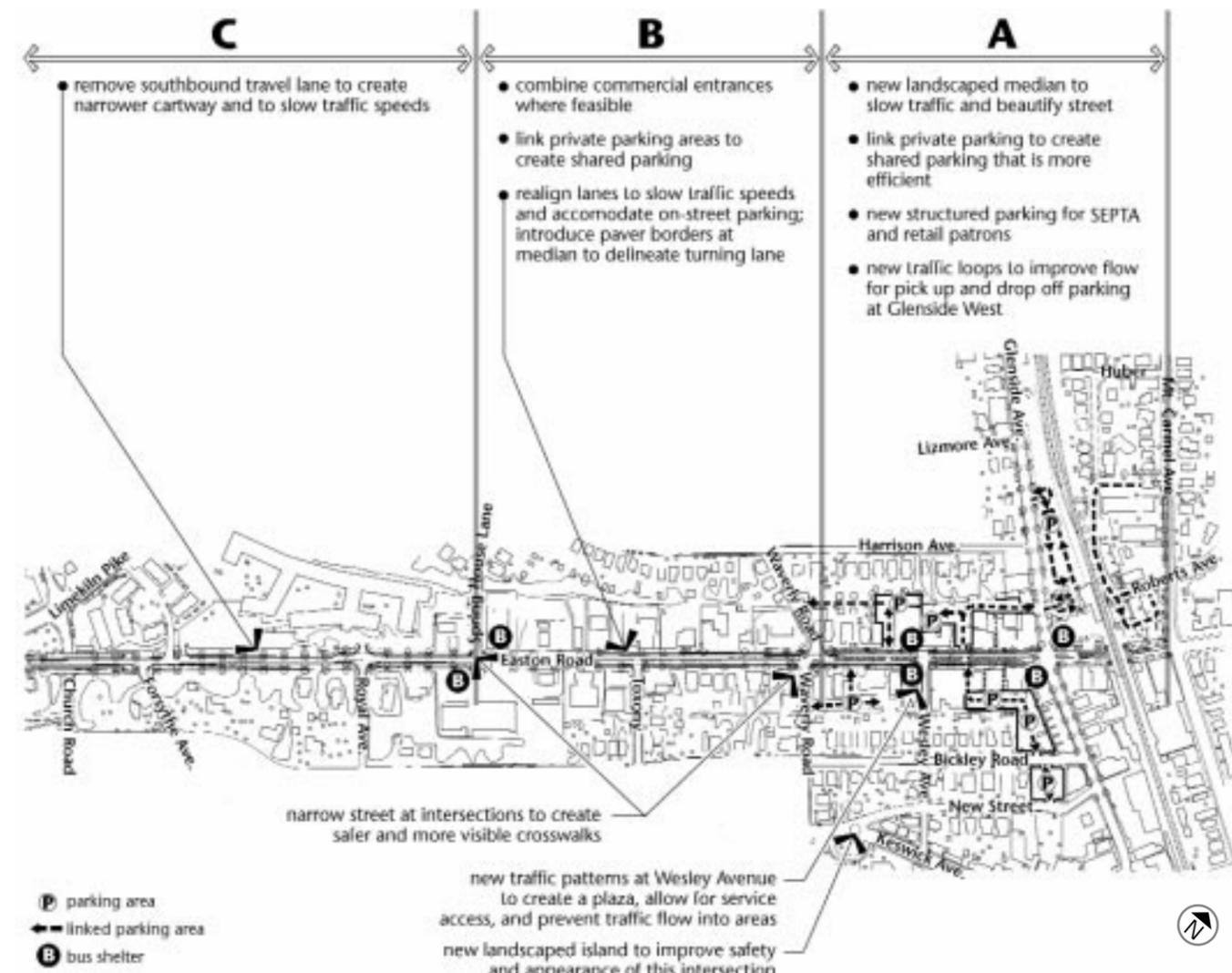
A great deal of the commercial building development in Glenside is not in conformance with the architectural character of the proposed District Theme. Currently the District suffers from a lack of continuity in its physical image, particularly outside of the first two blocks south of Glenside Avenue. 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 Glenside.

Appropriate building facade and signage improvements reflecting the District theme will create a memorable physical image and destination to both residents and non-residents. Key to the creation of this image is the improvement and reconstruction 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 Glenside must be made for each building individually and should include an assessment of 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 architecture."

Further Architectural Design Guidelines, are incorporated in Appendix I.



*Transportation Plan for Glenside*

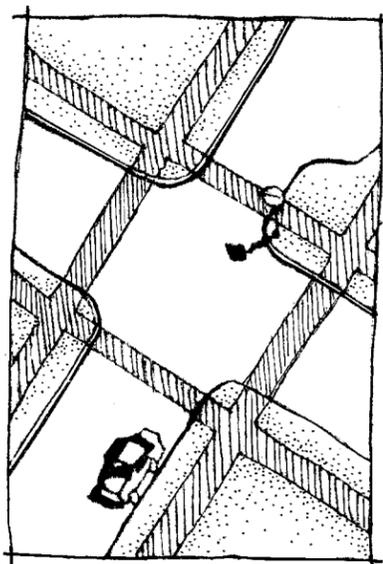
**Transportation Initiatives**

The proposed Vision Plan for Glenside utilizes some large and dramatic methods for transforming the area into a true multi-modal area that encourages cars, trains, buses, bicycles and pedestrians. The Plan places a strong emphasis on creating a pedestrian friendly environment. To achieve this goal, a concept called "traffic calming" is recom-

mended to slow driving speeds while improving driver awareness of their surroundings and maintaining traffic volume. Easton Road is the main thoroughfare for all circulation in the area. An effective transportation facility on Easton Road can act as the psychological hub for the community. In essence this will create a new and vibrant "main street" with all of the needed connections and support facilities for Glenside.

**Improve Traffic Circulation and Reduce Speeds**

- Slow traffic along Easton Road and at the same time maintain current traffic volumes. This is accomplished through the narrowing of traffic lanes, the installation of intersection curb bump-outs, the use of textured crosswalks, and other landscape devices, such as a planted median in the core area between Waverly Avenue and Mount Carmel Avenue.



Traffic calming technique: curb bumpouts with textured crosswalks

- Reduce the quantity and width of curb cuts that create conflicts between through traffic and turning vehicles, and vehicles and pedestrians. This is most important in the core area between Waverly Avenue and Mount Carmel Avenue. This is also should be promoted along the remaining portions of Easton Road and along Glenside Avenue, east of Easton Road.
- Promote internal circulation and access management for cars and buses in the Roberts Block Area through the creation of small but vital linkages, such as the connection of the out-bound train station parking lot with Ruralside Avenue.
- Implement a coordinated signal loop system, which would maintain and enhance traffic capacity along the entire length of the Easton Road corridor. The utilization of a coordinated signal loop system that links all of the traffic signals along Easton Road would balance the effects

of slowing traffic while maintaining capacity.

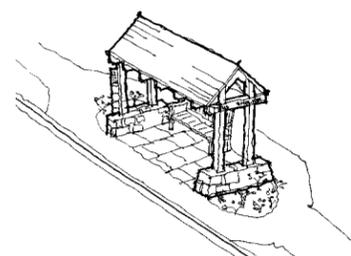
- Work with PennDOT to redesign the intersection of Easton Road with Limekiln Pike at the entrance to Arcadia University to permit cars traveling southbound on Limekiln Pike to turn into Glenside onto Easton Road.

**Enhance and Link Parking Lots**

- Connect rear parking areas to create larger comprehensive lots. In several key areas the use of connected lots, existing land, and present parking resources could maximize the availability of parking for the businesses along the corridor. This could be accomplished in several key areas.

On the east side of Easton Road, the separate parking areas in the rear of the Easton Road parcels could be connected to the large bank parking area off Glenside Avenue and Bickley Road. This connection would function as a one-way in, off Easton Road.

The second area would include the rear areas, adjacent to the Township lot on the west of Easton Road. In this case, the existing parking areas could be connected, and new parking could be created north of the Township lot, with a one-way

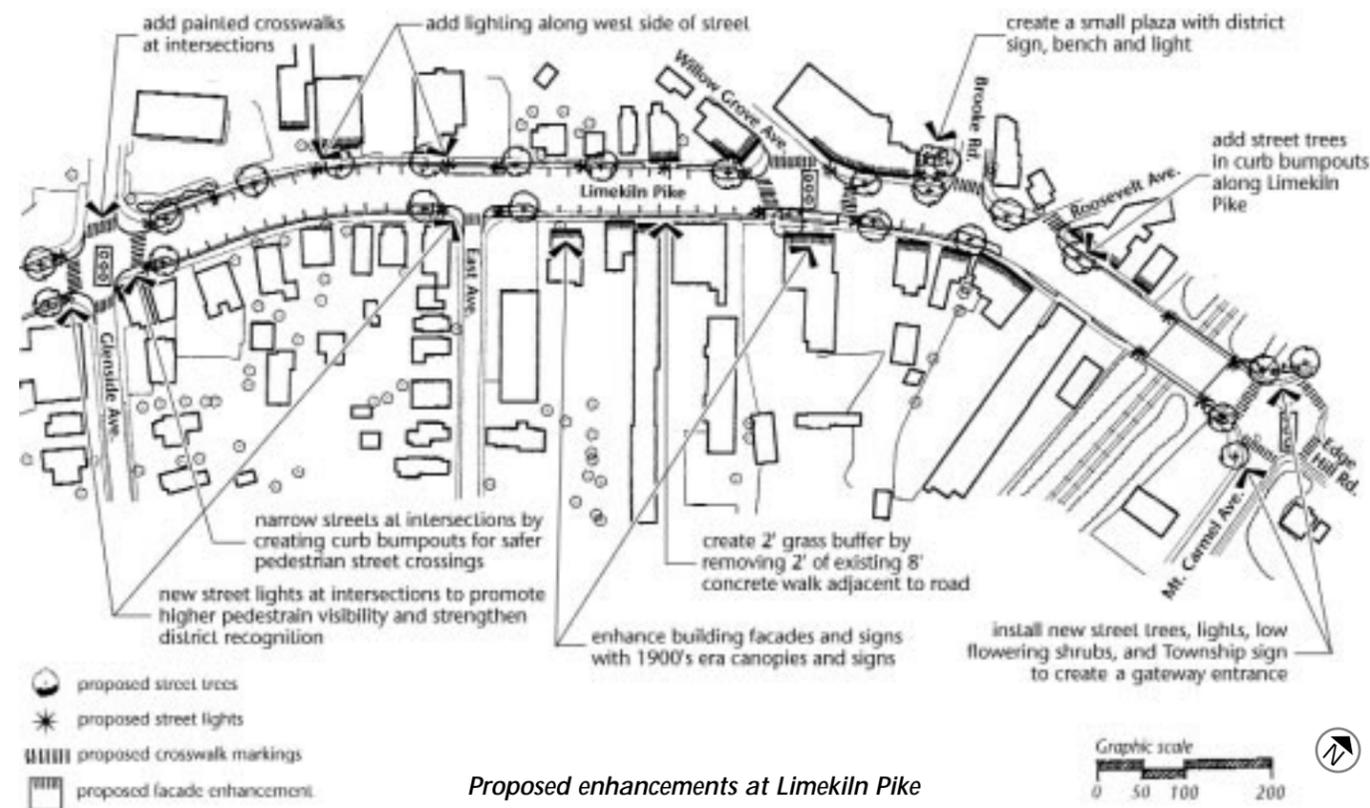


Proposed bus shelter

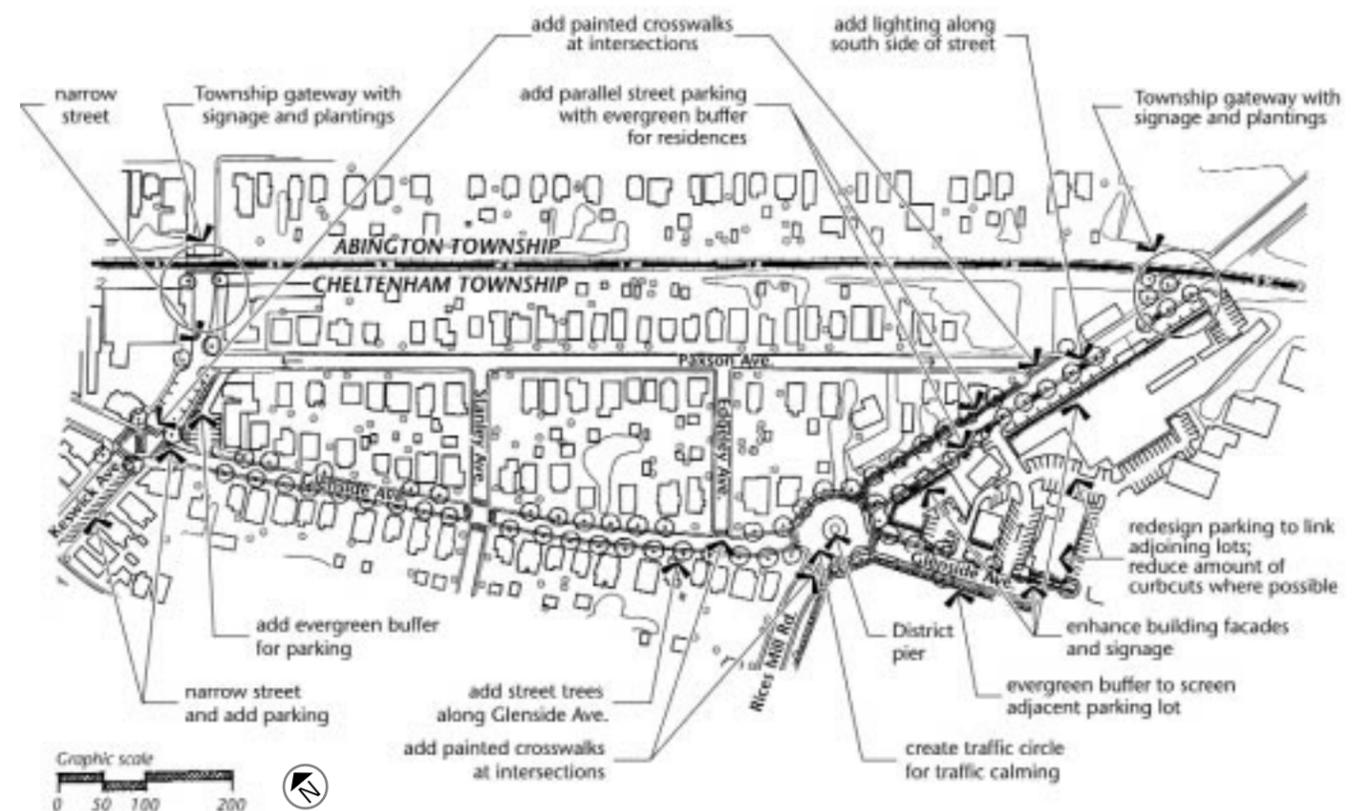
exit, behind the Humphrey's building. A third parking area would be created, necessitating a separate access off Waverly Avenue because of steep grades.

- On-street parking should be maintained and enhanced along Easton Road and Glenside Avenue. This will aid in promoting main street types of commercial businesses within the area. In addition, curb bump-outs at intersections will aid in defining on-street parking areas along the corridor and facilitate traffic calming objectives.

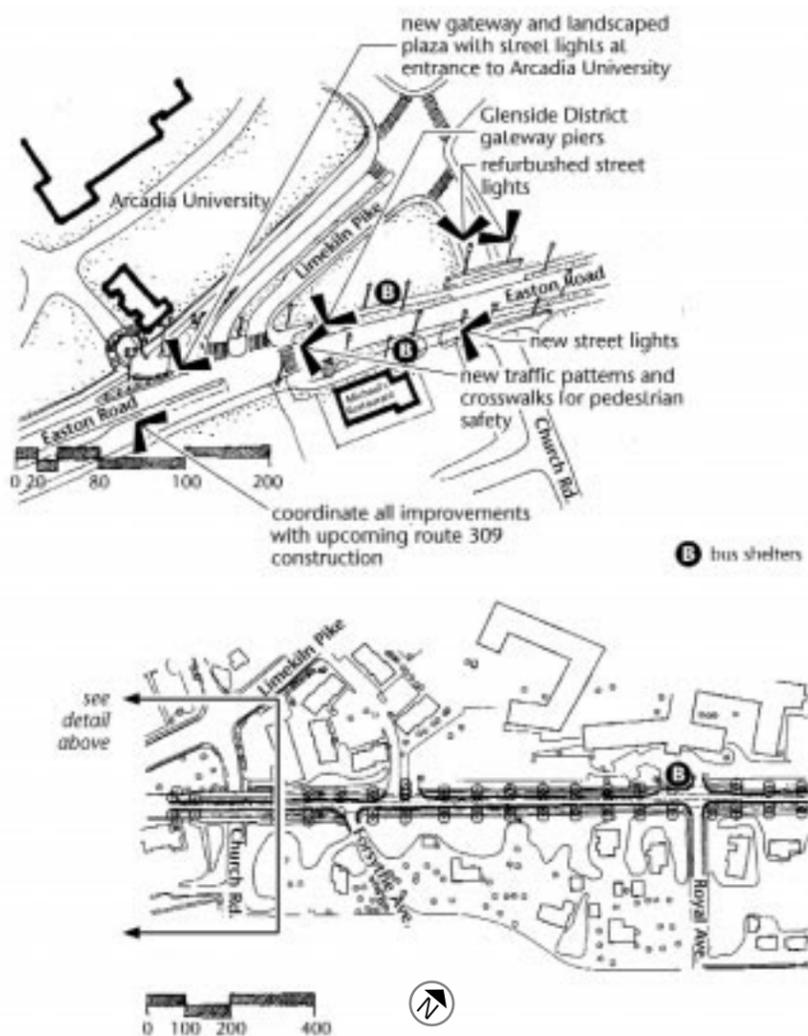
- Increased parking at the SEPTA Glenside Train Station is one of the critical strategies in the economic development of Glenside. This could be accomplished through creating a new structured parking facility incorporating a Farmers' Market and other ground floor retail uses. This parking structure would feature architectural materials such as brick, stucco and window openings to make it look much like a commercial building. It would feature pitched roofs, ground floor awnings, and attractive storefronts to become a vibrant destination for a Farmers' Market. The garages 300 to 400 parking spaces plus remaining 120 surface parking spaces could serve the daytime needs of SEPTA patrons while serving the many proposed new restaurant patrons during evening hours. A comprehensive parking management and traffic control strategy for the area is essential to preserve the quality of nearby residential neighborhoods.



Proposed enhancements at Limekiln Pike

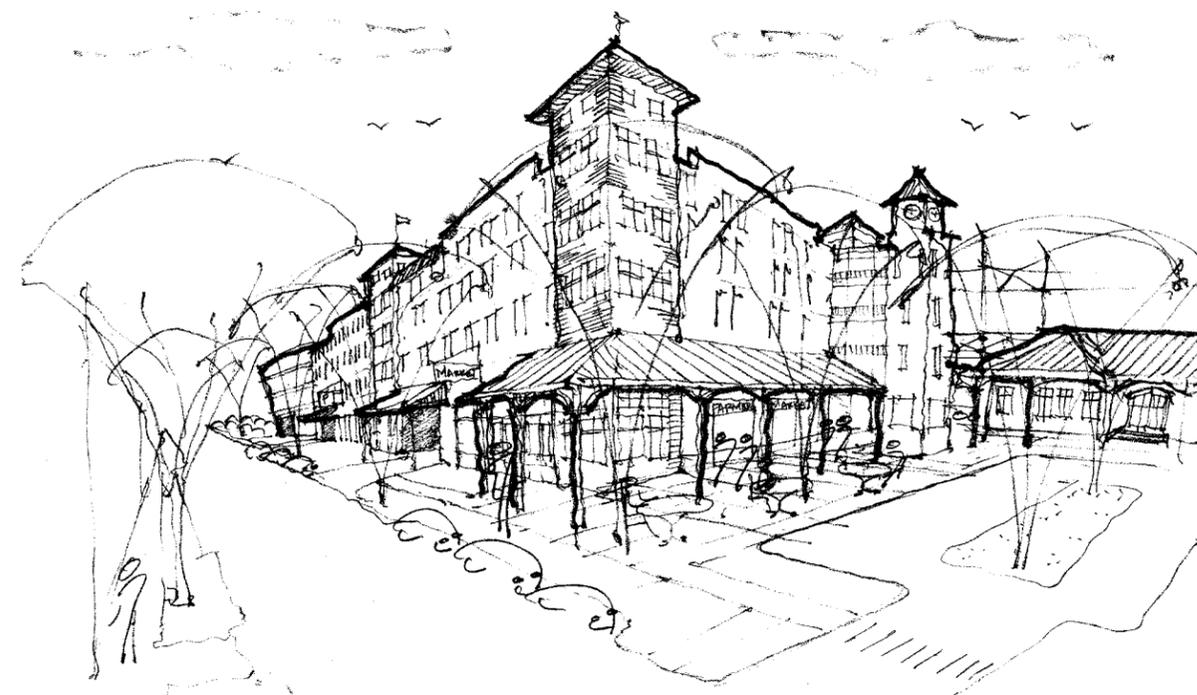


Proposed enhancements on Glenside Avenue at Keswick Avenue and Rices Mill Road



Above: View of Eastern Road from Royal Avenue to Arcadia University.

Below: Plan view of Eastern Road from Royal Avenue to Arcadia University.



Perspective view of the proposed Farmers' Market and parking structure at the Glenside Train Station

**The South Area between Royal Avenue and Arcadia University**

This area will feature four rows of London Plane street trees, a narrower cartway and significantly wider sidewalks and grass strips to create a lush, heavily-landscaped parkway effect as one enters from the south. This will be a superb opportunity to create a very positive first impression of Glenside, especially as one approaches the beautiful lighting and stone bridge at Church Road.

**Glenside Avenue between Lizmore Avenue and Keswick Avenue**

This narrow street with its relatively narrow sidewalk and overhead utility wires requires street trees to be located in street bumpouts and to be species such as the Kwanzan cherry that will not grow into the wires. The trees will need to be selectively placed and coordinated with bollards to create the eye-catching streetscape necessary to attract business and pedestrians along this corridor. Individual property owners should be encouraged to plant ornamen-

tal grasses, hedges and flowers to make this area more inviting.

**Limekiln Pike Area**

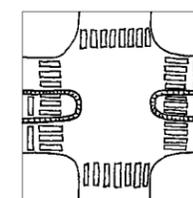
The area of Limekiln Pike between Mt. Carmel and Glenside Avenue is recommended to feature a series of curb bump-outs along the east side of the street to narrow the travel lanes and allow a place for grass and Kwanzan cherry street trees that avoid the overhead utility wires. Street trees, streetlights matching the District theme and improved pedestrian crosswalks are all designed to slow traffic, which will encourage a safer, more attractive commercial district.

- A signing program should be implemented which includes high-quality way-finding signs for parking areas and anchor destinations within the study area.

**Improve Pedestrian Mobility**

- As part of streetscape improvements, sidewalks along Eastern Road should be upgraded to create a pleasant and visually cohesive experience for pedestrians.
- Pedestrian crosswalks along Eastern Road should be constructed to clearly delineate pedestrian areas. This would be accomplished through the use of textured paving materials and reflective devices. In addition intersection bump-outs should be employed which would shorten the distance that pedestrian would need to be in the travel lane

and also would aid in slowing traffic. Crosswalks should be upgraded to include all ADA requirements.

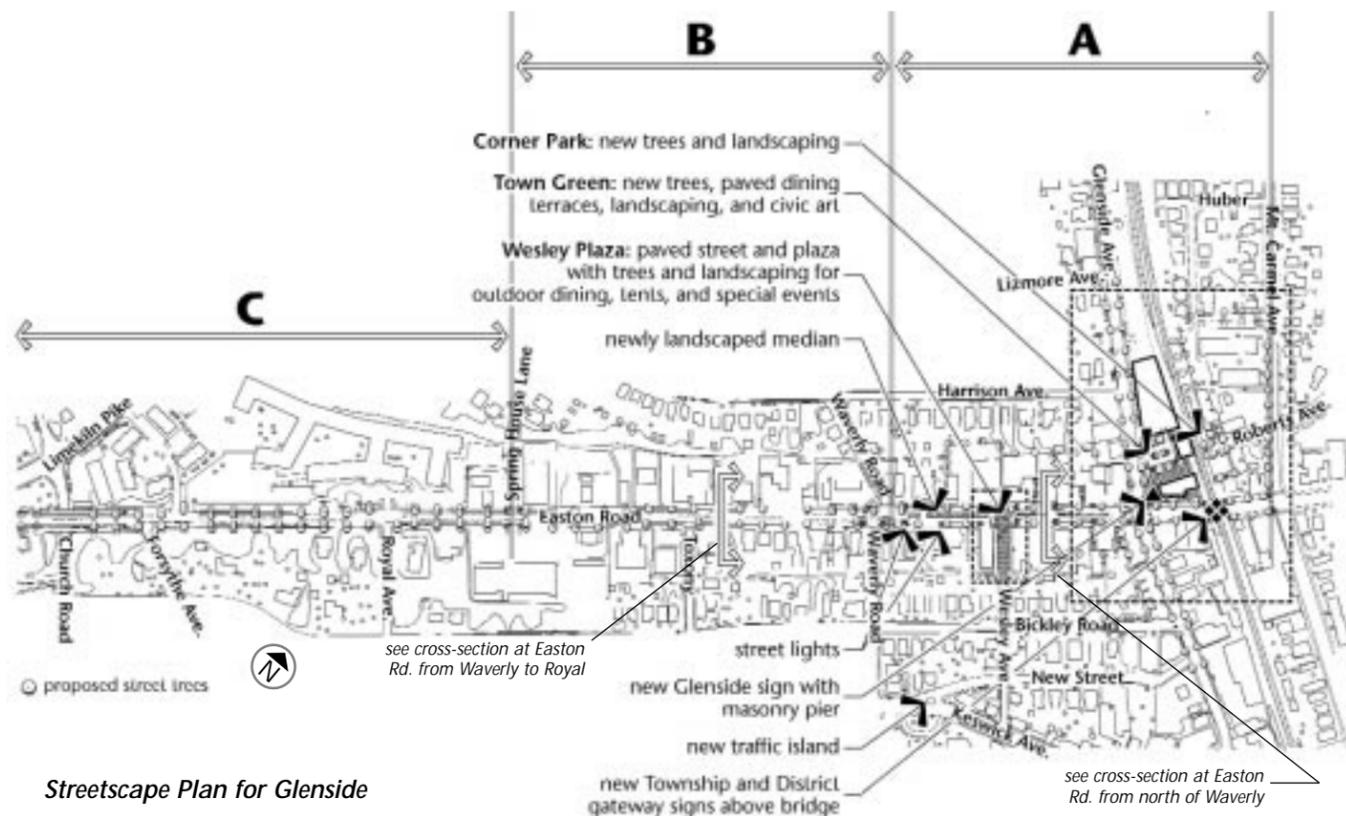


Proposed crosswalk enhancement along Eastern Road

- Create a safe pedestrian connection between Eastern Road and Arcadia University. The intersection of Eastern Road and Limekiln Pike should be reconstructed to create a safe pedestrian connection. This would effectively reconnect the former college gate to Glenside and visually aid in creating a terminus for Eastern Road in

Glenside. Intersection curb bump-outs, the reduction of lane widths and overall asphalt area, textured crosswalks, and striping could be employed at this vital location.

- Install appropriately designed transit shelters and facilities at Eastern Road and Glenside Avenue, adjacent to the train station. This area serves as a major transit center and should have expanded and high quality facilities to serve riders, such as architectural glass shelters, bike lockers, information kiosks, etc.
- Pedestrian walkways should be created between buildings and rear parking areas. These areas should be pleasant, well lit and clearly identified in order to maximize use of rear parking areas.

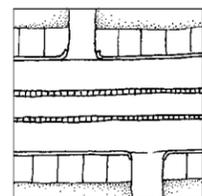


Streetscape Plan for Glenside

Streetscape Enhancements

Streetscape enhancement is the coordinated planning of gateway entrances, street trees, planting areas, streetlights, street furnishings and sidewalks. The goal of streetscape enhancement in Glenside is to strengthen the quality of the street experience so that pedestrian-oriented shopping is increased. When implemented successfully, this can improve retail revenues and increase Glenside's viability as a place for office employment and train use. Streetscape enhancement also plays a vital role in calming traffic speeds and creating a sense of place that is essential in successful communities.

The new streetscape enhancements include sidewalks and curbing with color and texture, pedestrian scale streetlights, street trees, street banners, bollards at intersections, boldly detailed vinyl pedestrian crosswalks, hanging baskets, tubs, and a landscaped median.



Proposed median enhancement at B

District and Township Gateways

Glenside has a number of superb opportunities to celebrate arrival into the community. At Glenside's north entrance at Easton Road

where it meets the railroad bridge, a series of tall ornamental steel posts could form the verticals for a large sweeping arch curving down to meet a Township and District entrance sign. At Glenside's south entrance at Easton Road and Limekiln Pike a series of stone piers in combination with a double row of street trees and low landscaping would create a welcoming District entrance. Private improvements to restore Arcadia University's original entrance and create a pedestrian plaza could enhance this important gateway even more. In addition to these primary gateways, we recommend accentuating the secondary gateways into the community from the north at Limekiln Pike and Keswick Avenue with a sign that furthers the identity of Glenside.

At key locations the use of stone piers in combination with street pole banners and other identity and directional signs would further strengthen the identity for the District. Once in the heart of Glenside, town center signs and site features such as a sculpture, a fountain or a sitting area can further establish the sense of place and identity for Glenside. See plan drawings for a number of proposed locations for signs, stone piers and other site features.

Landscaping and Street Trees

The Glenside District includes three major corridors: Easton Road, Glenside Avenue and

Limekiln Pike. The most important of these is Easton Road; however Glenside Avenue and Limekiln Pike play an important supporting role for the District. Because Easton Road within Glenside stretches for nearly a mile from north to south, three distinct streetscape environments have been designed to break down the scale of the experience along this corridor.

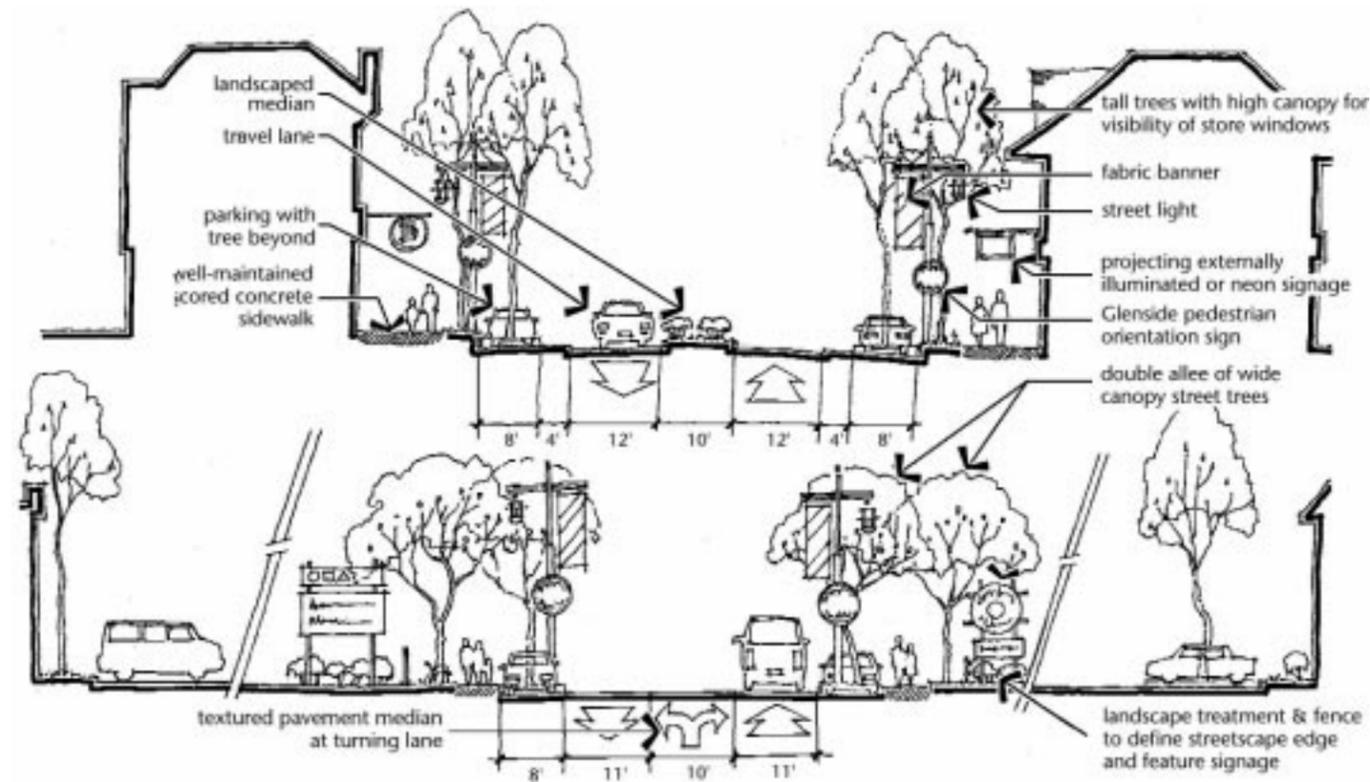
The North Area between Mt Carmel Avenue and Waverly Road

This area will feature two rows of honey locust street trees, a landscaped median and some sidewalk widening to encourage slower traffic speeds and enhance

the pedestrian experience. This area will feature a full range of pedestrian-oriented shopping and outdoor plaza experiences.

The Central Area between Waverly Road and Royal Avenue

This area will feature four rows of honey locust street trees, a textured median and a wider sidewalk to increase pedestrian safety and reduce unpredictable motorist turning movements. Low hedges and fences are recommended as a buffer to off street parking. This is a predominantly car-oriented retail environment but, in time, we expect it to become more welcoming to pedestrians.



Above: Cross section view of Easton Road north of Waverly. Below: Cross section view typical at Easton Road from Waverly to Royal Avenue.