

The regular meeting of the Economic Development Task Force (EDTF) was held tonight. Members present were: Tom Carboni, Alan Cohen, David Cohen, Maureen Haff, Mike Hoch, Fred Milbert, Kenneth Mirsky, Brad Pransky and Diane Williams. Staff present were: Ruth Littner Shaw, Main Street Manager and Bryan T. Havir, Assistant Township Manager. Ex-officio member present was Drusilla Buscemi representing Arcadia University. Guests present were Andrew Hamilton, CVDA, and Hannah Mazzaccaro, Montgomery County Planning Commission (MCPC), David Kratzer, BAU Architecture and Jennifer Pirrone, Arcadia University intern.

1. Call to Order. Mr. Alan Cohen, Chairman, called the meeting to order at 7:00 p.m.
2. Approval of Minutes. The meeting minutes were approved as submitted.
3. Main Street Committee Reports by Chairpersons:

A. Design – In Mr. Cross's absence, Ms. Shaw reviewed the October 8, 2009 Design Committee minutes as follows: (see attached)

- 1) #09-G, Tiffin, 8080 Old York Road, moved to approve new signage. Consensus to adhere to Design Committee recommendations.
- 2) #09-H, Simply Massage moved to approve new signage. Consensus to adhere to Design Committee recommendations.
- 3) #09-F, Cricket Telecommunications, 419 W. Cheltenham Avenue, moved to approve new signage. Consensus to adhere to Design Committee recommendations.
- 4) #09-04, CreekSide Co-op, 7909 High School Road. The EDTF did not endorse the recommendation of the Design Committee. Members voiced the concern that the

architectural style of the addition was not in keeping nor architecturally compatible with the massing and design of the Tudor style buildings so prominent in the Elkins Park Commercial District.

B. Organization and Development – Mr. Carboni reported that he was still working on fundraising and asked for an updated balance in the celebration account from the Main Street Manager. Mr. Carboni also noted that there has been some difficulty with having enough volunteers to help out with the Township events. Mr. Carboni was in the process of updating volunteer contact information. It is important that EDTF members try to be available for the various events.

C. Economic Restructuring/Asset Enhancement – Mr. Milbert updated the members on the Creekside Co-op on settlement dates and projected opening on May 1, 2010. Additionally, Mr. Pransky mentioned that the Co-op will be hosting an Open House on Sunday, October 25, 2009 from 3:00 – 6:00 p.m.

D. Marketing and Promotions Committee –

- David Cohen, District Liaison for Elkins Park East, reported that Baruch Schwartz Photography was planning to open a gift shop; Elkins Park Pharmacy is actively searching for a tenant. Mr. Cohen stated he would be meeting with Ms. Sparacino from the Delta Group on Thursday evening.
- Ms. Haff, District Liaison for Glenside, reported on the success of the Glenside Street Fair, especially with the quality of the vendors. Ms. Haff reviewed the Glenside Downtown Merchant's Association meeting held on October 7, 2009. (see attached) The merchant's group will be meeting next week for the WinterFest event which is scheduled for Saturday, December 5, 2009. The Downtown Glenside Merchants'

Association reported a \$400.00 profit from the food table at the fair which will be used to pay a portion of a bill owed for flowers. Ms. Haff will be contacting Ms. Rubino at Arcadia University for assistance from student volunteers to help with holiday decorations. Ms. Haff introduced Ms. Pirrone, a marketing student intern, from Arcadia University.

- District Liaison for E. Cheltenham Avenue – no report was given as Ms. Helm was not present.
- Mr. Hoch, District Liaison for Cheltenham Village, reported that he would be meeting with Ms. Sparacino from the Delta Group on Wednesday, October 21, 2009 regarding Business Retention/Business Recruitment.
- Mr. Mirksy, District Liaison for Elkins Park West, reported that he would be meeting with Ms. Sparacino from the Delta Group on Thursday morning regarding Business Retention and Recruitment.

Ms. Shaw asked for a volunteer to work 5-7 PM at the Eastern Montgomery County Chamber of Commerce Business Expo held on October 22, 2009 at Bryner Chevrolet.

Mr. Carboni stated he or Mr. Hoch would be able to assist.

4. Chairman's Report – Chairman

Mr. Cohen stated he would like to see some accounting or written reports on a monthly basis on the activity from each of the assigned committees and business district liaisons. It is critical that each liaison recruit or develop additional volunteer help from within their respective districts to assist them in getting information to the businesses in their districts. Mr. Cohen asked that the district liaisons contact him for suggestions or comments regarding the reports which at the very least should contain a bulleted list of monthly

outreach activities. The reports should be e-mailed to the Township staff by noon on the

Thursday prior to the EDTF Meeting. Mr. Pransky stated that he felt a monthly report on the newly licensed businesses in the Township from the Main Street Manager would be helpful.

5. Cheltenham Township Community Revitalization Plan Update. Mr. Hamilton, of Carter van Dyke Associates, reviewed the findings and recommendations of the updated preliminary draft of the Community Revitalization Plan, dated October, 2009, for LaMott and

Lynnewood Gardens Census Tracts (see attached). A general discussion of the various recommendations ensued. The EDTF reviewed the eleven comments from the County

Planning Commission staff that are outlined in the attached e-mail dated October 16, 2009.

It was the consensus that the draft Plan be amended to incorporate all of the comments from the County. Mr. Hamilton will submit a revised draft plan the week of November 10, 2009

for distribution to the EDTF for a final review at its meeting on November 17, 2009. The

EDTF agreed to recommend that the community presentation of the final draft plan be held

on Tuesday, December 1, 2009 at the LaMott Community Center, with an Open House at

6:30-7:00 p.m. and Presentation commencing at 7:00 p.m. Mrs. Mazzaccaro said the County

can help develop a flyer for publicity.

6. Old Business - Mr. Havir reported that the Delta Development Group who was awarded a professional services contract to develop a Business Retention and Business Recruitment

plan in the five commercial districts and the feasibility of forming a Business Improvement

District (BID) in Glenside held the first kick-off meetings on September 30, 2009. Delta

Group has scheduled a meeting with property owners of the Glenside area of the proposed

BID feasibility study boundary area on October 21, 2009 at 8:30 a.m. The next steering

committee meetings are scheduled for October 28, 2009 at the Township Administration

Building and an e-mail announcement of the meeting will be sent out shortly. The EDTF reviewed the kick-off meeting minutes of both steering committees along with the proposed Glenside BID Boundary Map and had no adverse comment.

Mr. Havir stated that the Greater Cheltenham Avenue Business Improvement District (GCA BID) initiative was on hold until February, 2010 because of a technicality of Philadelphia's ordinance and a need for Philadelphia City Council to re-advertise and conduct public hearings again prior to adoption of the ordinance.

7. New Business – Mr. Havir stated that the Delaware Valley Regional Planning Commission (DVRPC) Transportation and Community Development Initiative (TCDI) grant is due November 20, 2009. The EDTF did recommend the TRID Phase II project which would still be a valid project for this grant proposal.

Mr. Havir announced that District Banners for Glenside should be installed during the first week of December.

8. Main Street Manager – Ms. Shaw reported on the success of the Glenside Street Fair and thanked Messrs. Carboni, Hoch and Cohen for their support at the Harvest Festival. The next event is the EMCCC Business Expo held at Bryner Chevrolet on October 22, 2009 from 4-7 p.m. Ms. Shaw also reminded members that the EDTF will meet at Curtis Hall on December 15, 2009 at 6:30 p.m. for a light dinner. An Annual Year End Summary will be presented.

9. Assistant Township Manager's Report – Mr. Havir announced that DVRPC will hold a kick-off meeting on November 5, 2009 for the \$1.4 million Easton Road Streetscape Improvements and Traffic Calming, Phase III Project. The purpose of the meeting is to review the PennDOT submission criteria for the construction plans.

Economic Development Task Force Meeting Minutes
Township Administration Building
October 20, 2009

10. Adjournment: The meeting adjourned at 8:56 p.m. The next meeting will be on
November 17, 2009.

A handwritten signature in black ink, appearing to read 'DK', with a long horizontal line extending to the right.

David G. Kraynik,
Township Manager

Submitted by:
Kathryn Mc Devitt



Meeting Attendance Sheet

Economic Development Task Force



Tuesday, October 20, 2009, 7:00 P.M.

Township Administration Building
8230 Old York Road, Elkins Park, PA 19027

(Please Print Clearly)

No.	Name	E-mail or Other Contact Info, if desired	Member (Y/N)
1	Michael Hoch	MHOCH@ACADEMIES INC.ORG	Y
2	Maureen Haff	Sweetmagglenes@aol.com	Y
3	Hannah Mazzaccaro	hmazzacc@montcopa.org	Y
4	Andy Hamilton	Andy Andy@LVDA.COM	N
5	Kenneth Mirsky		Y
6	DAVID L COHEN		Y
7	Tom Carboni	tomcarboni@aol.com	Y
8	Alia Cohen		Y
9	DIANE WILLIAMS	dcbmwiliams@msn.com	Y
10	FRED MILBERT	FIMILBERT@GMAIL.COM	Y
11	DAVID KRATZER	DK DKRATZER@BAURARCHITECTURE.COM	N
12	Jennifer Pirrone	Pirrone.Jennifer@yahoo.com	N
13	Drusilla Buscemi	buscemi.d@arcadia.edu	N
14	BRAD PRANSKI		✓
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			



DESIGN COMMITTEE
CHELTENHAM TOWNSHIP MAIN STREET
MEETING MINUTES

Township Administration Building, 8230 Old York Road, Elkins Park, PA

MEETING DATE: 10/08/09, 7:00 pm

PRESENT: Committee members: Thom Cross, Chair, David Coffin, Jim Gorman and David Schmauk.
Staff: Ruth Littner Shaw, Main Street Manager
Guest: Harold Lichtman, for CreekSide Coop

TOPICS FOR DISCUSSION

Review of last month's meeting minutes

The minutes of the July meeting were reviewed and accepted as submitted.

Applications

- **NDCGP #09-F, Cricket Telecommunications, 419 W. Cheltenham Avenue, for a sign**
This channel letter sign proposal meets zoning requirements as determined by the Zoning Officer and is to be stationed on the second floor of a two-story building, at the location of the business. The sign represents a company logo in style and color. The property owner has been asked via the sign maker to remove a large portion of the illegal signage in the first floor window and door, but we cannot restrict the trade of the Cricket business. The sign is recommended for approval to the Economic Development Task Force (EDTF).
- **NDCGP #09-G, Tiffin, 8080 Old York Road, for a sign**
This sign is for an Indian restaurant in Elkins Park Square and the sign will replace the previous tenant, also a restaurant. The sign meets zoning requirements as determined by the Zoning Officer. There are two portions. The top with the name "Tiffin" is composed of channel letters with neon gas illumination. It has black returns and non-corrosive hardware every 48". The second portion, the bottom of the sign, says "Indian Cuisine". The bottom of the sign will be illuminated with 12-volt white LEDs, and will be applied to the building face with non-corrosive hardware. The style of the sign is a corporate logo in both color and style, and is also aesthetically attractive to the Committee. The sign will be recommended for approval to the EDTF.

- **NDCGP #09-H, Simply Massage**, 141 E. Glenside Avenue, *for a sign*
The sign meets zoning requirements as determined by the Zoning Officer. This sign initially came to the Committee as a yellow and purple unappealing proposal. It is non-illuminated. After much discussion, Dave Schmauk reviewed a business card for the business and it was recommended to the applicant that she revise her sign proposal based upon the business card colors and logo. The sign itself was recommended for approval, but the Committee members were hoping for the revision. The Committee made the following recommendations: place the sign between the first and second floor, rather than on the side of the door on the first floor; remove the "FOR RENT" sign that has been up for several months; remove the empty frame which currently houses the building address, and which will be covered up by the proposed sign. POST NOTE: The applicant submitted an entirely new proposal based upon her business card logo and colors and it is a vast improvement. This sign will be placed in the originally suggested location. The FOR RENT sign will be taken down. The sign proposal will be recommended for approval to the EDTF.
- **DCGP #09-04, CreekSide Co-op**, 7909 High School Road, *for an informal review of proposed façade and signage*
This informal review was at the request of the architect to receive Design Committee support for a Zoning Variance request. The façade of this building will become a brick and EIFS face. The entire Committee had no problem with the signage as presented, although it was recommended that the aluminum plates on which it rests be made rigid. Also, the main canopy radius should be brought out to 5' again, keeping the awnings at 4'. A proposed glass solarium on the corner which becomes infill was problematic to a number of Committee members. The applicant is proposing this roof on an angle for photovoltaic pieces which will not be visible from the ground. It was felt that this element was out of context with the rest of the building. At the very least, the rounded design of the glass should be squared off and the applicant agreed to do this. This proposal will receive the support of the Design Committee if the following conditions are met: the corner glass element is squared off, and that the entrance canopy is extended to 5'.

Respectfully submitted,

Ruth Littner Shaw
Main Street Manager

cc: David Lynch
Abbey Spector
Susan Drucker
Carmen Reitano
Richard Parkes

Downtown Glenside Merchants' Association
and
Cheltenham Township Main Street
MEETING

The Glenside Pub, 122 S. Easton Road, Downtown Glenside
Wednesday, October 7, 2009

Meeting Minutes

Attendees: Bill Hibbert, Hibberts; Kim Ngov, Jasmine; Natalie McLaughlin and Barb Nye, GGCC; Lisa Rittler, Elcy's; Faye Sewell, Serenity; Drew Sharkey, Ward 1 Commissioner and Ruth Littner Shaw, Main Street Manager.

Approval of the Minutes: the minutes of the meeting of September 2, 2009 were approved unanimously.

Discussion Items:

- Autumn Decorations. Ideas of both cornstalks (this year) and scarecrows (next year) came up for placement on light poles. Ruth mentioned that only soft string or raffia could be used to fasten either type of decoration, and absolutely no tape or wire could be used as they would damage the paint of the poles. Suggestion made for next year: at the Glenside Street Fair, have a \$5 entrance fee and have kids/adults create scarecrows to enter a contest. Winner gets \$50 Visa gift card (usable only in Downtown Glenside!), and each scarecrow gets attached to one lamppost. Kids have to supply clothes and we supply stuffing. Possibly Jim Bell and another volunteer to hang up scarecrows on poles. This year, explore prices at Produce Junction/Primex/Jack's Farm Stand.
- The Glenside Library will be doing a fundraiser at Applebee's to raise money and asked the merchants to post flyers in their windows for the event. It raised the idea of having fundraisers for the DGMA including bowling nights, beef and beers at the Pub or Friendly's, or something at Barnes and Noble.
- Downtown coupon booklet vs. Downtown Gift Card. Discussion on lack of interest (6 Cheltenham Township and 3 Abington Township) merchants to participate in a coupon booklet. Idea brought up re a Downtown Gift card... exploration needed into whether a merchant participation card, membership card, reward card or just usable gift card for downtown shops. Can it be refillable? If Arcadia students are involved, it would encourage their forays into downtown to eat and shop. This is successful at Auburn (Tiger Bucks), Penn State and Kutztown Universities (Bear Bucks) using such names as Bear Bucks, which can be spent at participating merchants and restaurants. The student gets a reloadable card (parents reload) and a brochure outlining which stores in town participate. They can then go into town and get food at a restaurant without bringing cash. Used in most university towns. Merchants may have to get swipe machines; Arcadia may pick up this cost.
- Glenside Street Fair review. Overall, the fair was a great success. Lisa thought the hours 10 to 4 would be better for families with small children. Faye agreed – overall the street crowd was dead by 4:00 or 4:30. Special thanks to Bill Hibbert and Ted Dunn from Hibberts, who worked tirelessly to get the street ready and a

did a hundred other projects, and to Jim Bell and Maureen McCullough, and to Maureen Haff who chaired it all. Bill reported an over \$400 profit from the food table at the fair, which went toward the paying of the flower debt to Primex.

- First Friday. Suggested a banner for across Easton Road with changeable panels for month/day. Would need one banner, twelve month panels and seven day panels to be placed on Velcro on banner.
- Glenside Chamber. TV station show is now available to local merchants for free, like a 10-minute ad. They are looking for a \$1500 sponsor.
- Main Street Manager. Cheltenham Township received a \$1.4M grant for Phase III of the streetscape improvements extending from Waverly to Arcadia. The Business Improvement District (BID) feasibility meeting will be held on October 21 to tell merchants and property owners about the survey regarding the BID. Cheltenham Township is in the process of determining the feasibility of a BID for the Glenside Commercial District, and has hired the consulting firm of Delta Development Group to assist with the process. Delta Development Group will be requesting interviews from property owners and business owners in Glenside to determine the level of participation and interest in the BID in late October. The meeting will be held at 8:30 a.m. upstairs from Jasmine Asian Bistro, 138 S. Easton Road. We encourage you to attend if possible. A BID is a flexible funding mechanism designed to improve and manage a clearly defined commercial area. An additional tax is levied on all defined taxpayers following a majority vote. Development of BIDs are based on state and local laws which permit property owners and merchants to join together to use the municipality's tax collection powers to assess properties, thereby creating a reliable, multi-year source of funds for economic development. BIDs typically serve the following functions: Cleaning and Maintenance. Daily cleaning of sidewalks from rubbish and debris, removing graffiti, power washing sidewalks and weed removal; Enhanced Security and Ambassadors. Hiring uniformed security and ambassadors; buying electronic security equipment; staffing sidewalk tourism kiosks; Marketing. Producing festivals and events, coordinating sales promotions, producing maps and newsletters, launching image enhancement and advertising campaigns, Meeting erecting directional signage; Maintaining streetscape amenities. Seasonally planting and maintaining trees and flowers.

Respectfully,

Bill Hibbert
Ruth Littner Shaw

McDevitt, Kathryn

From: McDevitt, Kathryn
Sent: Friday, October 16, 2009 4:51 PM
To: Alan Cohen; Brad Pransky; David G. Kraynik; David L. Cohen; Denise Marshall; Diane Williams ; Fred Milbert; Fredericka Waugh; Hannah Mazzaccaro; Havis, Bryan; Kate Peyton, Lynnewood Gardens; Kenneth L. Mirsky; Mary Galbally; Maureen Haff; McBride, Elizabeth; Mike Hoch; Nick Costa, Vice President of Development & Alumni Relations; Raymond Rudofsky; Shaw, Ruth; Stephen Burn; Thom Cross; Tom Carboni; Virginia Helm; Yitz Moller
Cc: 'Teresa Sparacino'; 'Drusilla Buscemi'
Subject: EDTF Meeting Agenda 10-20-09 and Meeting Minutes 9-15-09
Attachments: EDTF Agenda 10-20-09.pdf; EDTF Meeting Minutes 9-15-09.pdf; Cheltenham Revitalization Plan Draft Report 10-14-09.pdf; CT DESIGN CMTE MIN. 10-8_20091016112603.pdf; KICK OFF MTG MIN_20091016153159.pdf; Glenside_BID Boundary Map 10-16-09.pdf; CONSUMER SURVEY_20091016154749.pdf

EDTF Members:

Please see the attached Meeting Agenda 10-20-09 and Meeting Minutes 9-15-09 along with an updated draft of the Cheltenham Township Community Revitalization Plan.

Please be advised that the latest draft was reviewed by the County Planning Commission staff earlier this week, but there was not sufficient time for the consultant to incorporate the comments. Therefore, I have appended the County's eleven (11) comments which were forwarded to me by our community Planner, Hannah Mazzaccaro.

1. Overall, this draft is a big improvement over the last one, and for the most part meets the requirements of the Revitalization Program. There are still a few areas (outlined below) where you will need to add some additional information to fully meet the plan requirements.
2. In the introduction, you don't mention income in your description of how LaMott was opted-in. I have a copy of the opt-in description if you need it.
3. In the Demographics & Housing section for LaMott, you list recent sales by property address. I would recommend removing the house numbers from this list, as some homeowners may be sensitive about having the price they paid for their home published in such a public report. Also, how do these home values compare to adjacent neighborhoods, or to the township as a whole? Does LaMott generally have lower home values than the rest of the Township? The description of exterior home conditions is a good detail.
4. Your survey of existing sidewalk/ pedestrian way infrastructure conditions is good and sets up a clear goal of improving pedestrian paths through LaMott in particular.
5. In the Public Safety section for Lynnewood, the crime stats you cite are fairly high. This is clearly still an issue there. How do the stats compare to the 2002 public safety numbers? Have things improved since then?
6. Your Goals and Vision section as it is currently written is more of a summary of your action plan than a statement of goals. You may want to provide a bulleted list of broad goals and objectives that will support the action plan in the next section, and keep specific implementation details (e.g., striping crosswalks, purchasing benches, planting trees) out of this section of the plan. It may also help to add a section that summarizes details from relevant plans such as the Open Space Plan, Twp. Comprehensive Plan, County Comp. Plan, KSK's vision plan for Cheltenham Ave, and any current plans underway with the Cheltenham Ave. BID, TRID, etc. This plan should be consistent with the goals of all those other documents and efforts.
7. In the Action Plan, you should aim to have nearly equal numbers of High, Medium, and Low-priority projects (this is a program requirement).

10/29/2009

8. The first sentence/header in the very first Action Plan item needs some clarification.

9. It would be nice to see a lot more detail on the redevelopment of the Ka-Bo-Wa shopping center (not just the rear parking lot). There is another County economic development fund that the property owner may be able to access to redevelop his property, and his application would be greatly strengthened if it conforms to a vision laid out in the Revitalization Plan. We'd recommend talking to the property owner, getting him involved and on board with any recommendations or site plans shown in the Revitalization Plan. I think Graham Copeland (Cheltenham BID) has been talking with the property owner about his renovation plans, and he may be someone who could set up a meeting for you. (Check with Bryan on that)

10. In general, some of the Action Plan items need to have details added to meet the requirements outlined in the Program Manual. Specifically, make sure each item has a timeline and specifies all the parties that will be involved with and responsible for implementation. We also recommend that you dig a little deeper to find more funding sources outside of the County Revitalization Program. See pages 13-14 of the 2009 Program Manual for specifics.

11. As a whole, the plan would benefit a great deal from better graphics and page design and layout. The current format is not user-friendly, it's difficult to scan for main ideas, and is generally hard to read. We recommend breaking up longer paragraphs more, adding more bulleted lists, adding tables and graphs where appropriate, adding more photos and sketches with captions, and putting separate sections of the plan on separate pages so they are easy to find and access.

The County has also reminded us that we are required to hold one more public meeting to discuss the Goals and Action Plan, and get public input and support on those specific ideas. This should be another public participation event like the first one held on June 29, 2009 at the LaMott Community Center. We should consider setting a date for that meeting and discuss what is needed to publicize or help facilitate that meeting. Perhaps Tuesday December 1st or Thursday, December 3rd would be good dates. Both evenings are available at the LaMott Community Center.

You will also see a reference on the Agenda to the status of the two feasibility studies being prepared by the Delta Development Group, Inc. We have appended to this e-mail the files of the meeting minutes for both kick-off meetings on September 30, 2009 along with a consumer survey and the final draft of the proposed Glenside BID Boundary Map. This will be discussed on Tuesday evening. I will also bring to the meeting copies of the initial market studies for the commercial districts that Delta recently prepared for those of you that may be interested.

Have a pleasant weekend.

Bryan

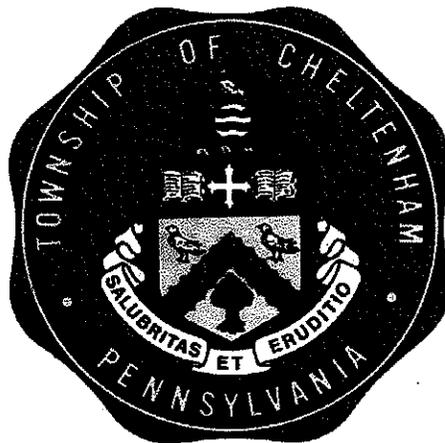
Bryan T. Havir, P.P., AICP
Assistant Township Manager
Cheltenham Township
8230 Old York Road
Elkins Park, Pennsylvania 19027-1589
215-887-6200, ext. 112
215-887-1561 fax
bhavir@cheltenham-township.org
website: cheltenhamtownship.org

Cheltenham Township Community Revitalization Plan Update 2009:

DRAFT : October 2009

For the Census Tracts:

Lynnewood Gardens(2024.01)
LaMott(2024.02) Block Group 6
Glenside



Prepared by:

Carter van Dyke Associates
Planners and Landscape Architects

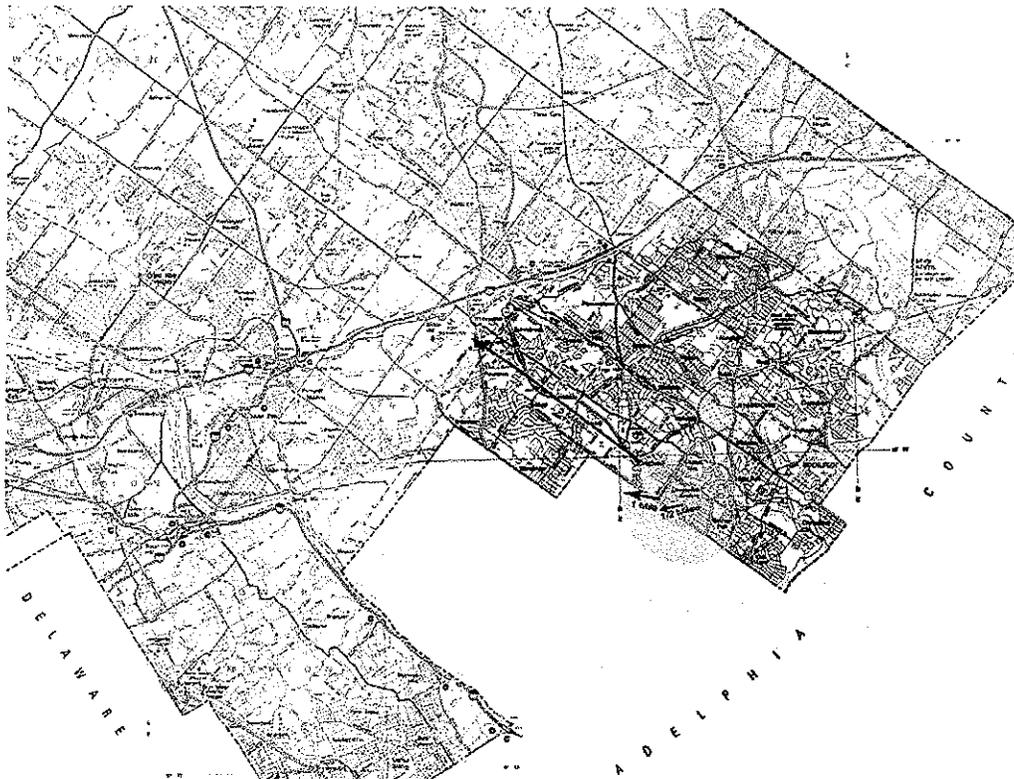
Urban Partners
Community and Economic Development Planners

Community Revitalization Plan Update

F. Tavani Associates
Traffic Engineer

INTRODUCTION

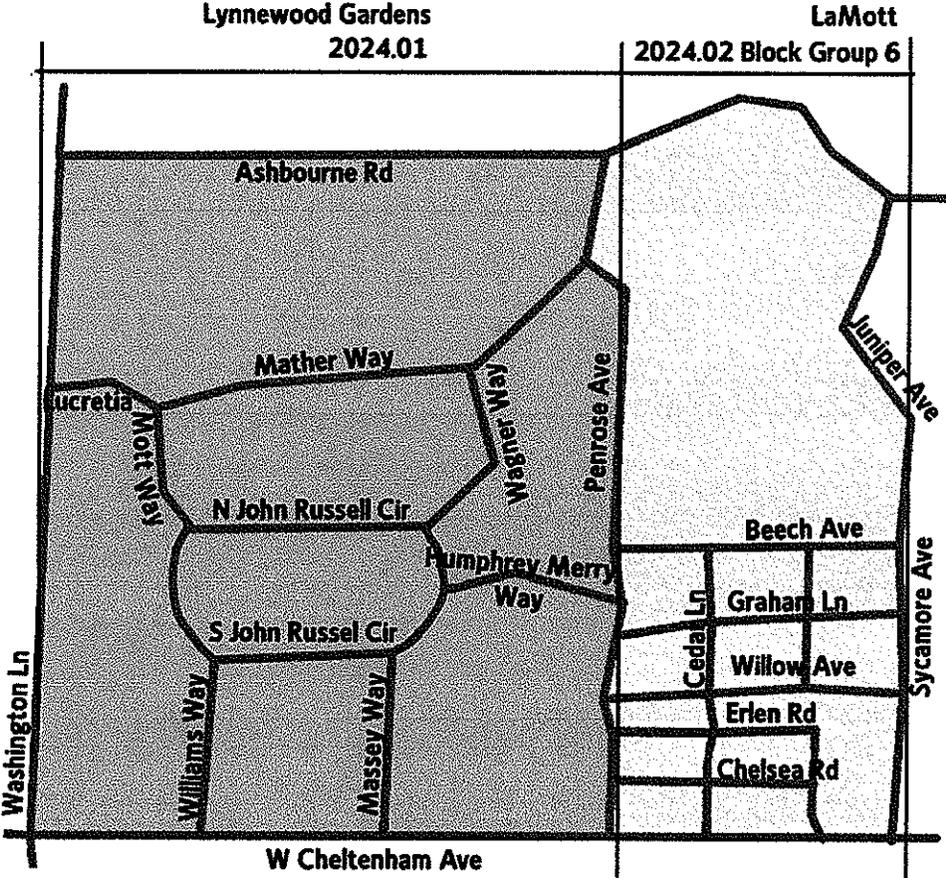
Cheltenham Township is situated on the northern border of Philadelphia. It is also bordered by Jenkintown Borough, Abington and Springfield Townships in Montgomery County. In the 2000 census the township population was 36,875 people. The area of Cheltenham Township is nine square miles. The areas of Cheltenham Township that are eligible under the Montgomery County Revitalization program are the communities of Lynnewood Gardens and part of the community of LaMott.



In 2002 Cheltenham Township completed a community revitalization plan. The 2002 report included 4 census tracts, Glenside (2026.03), Lynnewood Gardens (2024.01), LaMott (2024.02) and Melrose Park (2024.02). Seven years later at the time of this report update only 1 area meets the eligibility requirements of the Montgomery County Revitalization Program. That census tract that meets the Montgomery County Revitalization Program requirements is Lynnewood Gardens (2024.01). In 2007 Cheltenham Township with assistance from Montgomery County did get LaMott (2024.02 Block Group 6) in through the Opt in criteria in the Montgomery County Revitalization Program Manual Appendix D. The criteria that this part of LaMott met was the number of children under 5 in poverty, the percentage of female headed households, the percentage of population change between 1990 and 2000 and the percentage of employment change between 1990 and 2000 . In 2002 2024.02 Block Group 5 was eligible but at the time of this update it no longer meets the eligibility criteria nor the opt in criteria. For this update there was an income eligibility survey performed for a portion of the Glenside census tract 2026.03 in order to determine a portion of the census tract for program participation under the opt-in criteria.

FINAL DETERMINATION ON GLENSIDE AREAS PENDING SHORTLY

The 2002 Community Revitalization Plan has provided some concrete projects in both Lynnewood Gardens and LaMott. In LaMott the completed Community Center improvements and a pending pedestrian scaled ornamental streetlight plan have helped the community. In Lynnewood Gardens there have been pedestrian scaled ornamental streetlights and tree plantings completed. These projects show the dedication of Cheltenham Township and Montgomery County to the revitalization of LaMott and Lynnewood Gardens. The findings and goals of the 2002 report were the starting point for this update. At a public meeting held in June 2009 the community was engaged in the planning process and was asked to validate and reassess the goals and priorities for community revitalization at a public meeting. The result is that the findings of the 2002 report are still valid and there are some additional goals priorities determined by the community.



See Image 1: Location Map

The following revitalization plan identifies community needs, community goals, sets a high, medium and low priorities a five-year funding and timeline. The primary goal of this document is to provide an update that strengthens the residential quality of life and safety of the Lynnewood Gardens and LaMott neighborhoods of Cheltenham Township. The report structures the approach for Cheltenham Township to move forward with a action plan over the next five years including every year writing of grant

applications to numerous public entities. This plan has been developed through active public participation, guidance from the Township staff, the Economic Development Task Force, expert advice of professional planners and with full cooperation throughout the municipality. The public initiatives identified within this plan will help to leverage private investment, Township appropriations, county grants, state grants, PennDOT investment, and federal grants to achieve powerful and dramatic improvement for these neighborhoods.

BACKGROUND

Lynnewood Gardens

Located within census tract 2024.01, the majority of this census tract is occupied by the 119-acre, 1798 unit Lynnewood Gardens Apartment complex, as well as a post office, the school district administration building, a 74 unit assisted living facility, an undeveloped approximately (+-) 10 acre parcel and the former Lynnewood Shopping Center, now the Ko-Ba-Wo Shopping Center. Lynnewood Gardens Apartments are 1950's-era, brick, garden-style apartments. They are privately owned and managed. The Cheltenham Square Mall is directly to the west, residential neighborhoods are to the north, LaMott is to the east and the City of Philadelphia is to the south. The community of Lynnewood Gardens has 3,472 residents. Cheltenham Avenue, Washington Lane, Ashbourne Road and Penrose Avenue are the primary roads accessing the community.

LaMott

LAMOTT

LaMott is a community, proud of its history and African American heritage. LaMott was founded in 1681. It is one of the oldest communities in America. It is also the first federal training sites for black soldiers in Pennsylvania. While there are no structures dating to that time it is an area rich in history. LaMott is on the National Register of Historic Places. During the Civil War it was the site of Camp William Penn, Pennsylvania's only, and the nation's largest, training camp for African American soldiers. A section of LaMott is designated a Commonwealth of Pennsylvania Historic District and recognized on the National Register of Historic Places. This Historic District is recognized by Cheltenham Township and a Historic Architectural Review Board has been created to conserve the integrity of the district. The Citizens for the Restoration of Historical LaMott are attempting to have LaMott recognized as a National Historic Landmark.

The community of LaMott is located within census tract 2024.02 consists of two Block Groups, 5 & 6. Only Block Group 6 qualifies for matching revitalization grant funds under the Montgomery County Revitalization Program guidelines but the plan adds projects that cross over the boundary line of the block group. This community has a population of 826 residents according to the 2000 US census. Primary roads accessing LaMott are Willow Avenue, Cheltenham Avenue, Sycamore Avenue, Penrose Avenue and Old York Road.

Land Uses

The land uses in these two communities is predominantly residential. In addition to the residential there is the Ko-Ba-Wo Shopping Center, a few houses converted to office spaces, two car repair businesses and the now closed Tyler School of Art. Currently there is a zoning application pending for approval to develop an are restricted community on (+-)10 acres that could be subdivided off the Elkins estate located in LaMott. This opportunity for the community is in keeping with the goals of the community from the public visioning meeting.

This plan addresses this residential community with its declining infrastructure, pedestrian safety issues, safety concerns, open space goals and looks at opportunities for infill development in under/unutilized properties. These communities are aging and in particular LaMott has tired public and private

infrastructure. The goal is to make the two communities more livable, more stable and more desirable for the residents.

Recent Revitalization Trends

Cheltenham Township in cooperation with Montgomery County has been completing many rehabilitation projects in these communities. These projects include the following:

LaMott:

Redevelopment of the LaMott Community Center and the LaMott Free Library located at 7402 Sycamore Avenue:

The community center serves the neighborhood with indoor and outdoor recreational and educational programs, a playground and the LaMott Free Library.

Ornamental Pedestrian Scale Lighting:

The Township is in the Engineering phase of a pedestrian scaled street lighting project. The target date for completion is 2010.

Individual houses have seen recent improvements in LaMott with assistance in funding passed through from the Township to low income property owners via grants from the Montgomery County Affordable Housing Trust Fund.

Lynnewood Gardens:

There has been a street tree and pedestrian scaled ornamental lighting program completed over the last five years.

Street tree and community Right of Way re-greening has occurred at gateway entrances near the corner of Washington Avenue and Cheltenham Avenue, Lucretia Mott Way and Washington Avenue, Mather Way and Penrose Avenue.

Again, numerous goals identified in the 2002 revitalization plan have been accomplished. The agencies that have primarily assisted in funding these results include the Montgomery County Revitalization Program and the Montgomery County Affordable Housing Trust Fund. These important partners have provided funding for direct revitalization projects and it has also helped to leverage moneys from the Pennsylvania Department of Transportation, Pennsylvania Department of Conservation and Natural Resources, the Pennsylvania Historical and Museum Commission, Delaware Valley Regional Planning Commission, Pennsylvania Department of Community and Economic Development, the Pennsylvania Horticultural Society, the Pennsylvania Humanities Council and the 5-County Arts fund. The implementation of a large scale street trees and lighting project was completed in Lynnewood Gardens. In LaMott the Community Center, the playground and tree plantings have been completed.

THE PLANNING PROCESS

The Update to the Community Revitalization Plan combines community-based planning with the professional expertise of the consultant team.

Montgomery County Revitalization Program

This Revitalization Plan Update was funded in part by the Montgomery County through the Montgomery County Community Revitalization Program. The guidelines of this program require:

- Background summary addressing economic development, housing, infrastructure and public safety;

- A statement of goals and visions; and
- An action plan with precise lists of goals and actions, priorities, costs, responsibilities and funding sources.

BACKGROUND SUMMARY/ASSESSMENT:

The Assessment Phase included a Community Revitalization community visioning meeting that was held in June of 2009. The purpose of this meeting was to listen to community ideas and concerns for each of the study areas. In addition to this meeting the consultant team has completed an assessment of the communities. The consultant team examined issues of economic development, housing, infrastructure, public safety, community places, housing, traffic calming, public way improvements including sidewalks, and street trees.

Community Input

The Cheltenham Township Economic Development Task Force and the communities of LaMott and Lynnewood Gardens guided the direction of this plan. Along with the original Revitalization Plan from 2002 the process for this update has included 5 EDTF meetings and one public community meeting. The EDTF meetings were held on 2/11/2009, 3/11/09, 4/14/09, 6/9/09, 7/8/09, 9/15/09 and 10/20/09. The public community visioning meeting was held at the LaMott Community Center on 6/29/09.

This update to the 2002 Revitalization Plan does consider and incorporate the original Community Revitalization Plan. In that plan the goals that were discovered through the public process were as follows:

Lynnewood Gardens

Pedestrian Crosswalks
 Pedestrian Scaled Ornamental Lights
 Tree Maintenance / Removal / Replacement
 Gateway and District Signage
 Traffic Calming on overly wide Residential Streets
 Reduction of Crime
 Targeted Evening Hours Policing
 Reduce Number of Vehicle Accidents
 Other Community or Public Improvements

LaMott

Tree Replacement and Maintenance Program
 Pedestrian Oriented Streetlights
 Sidewalk and Crosswalk Improvements
 Historic and Gateway Signs
 Investment in Historic Places, Sites and Objects

On June 29th, 2009 there was a public meeting held at the LaMott Community Center. The meeting was held to receive public input for what concerns the community most and what they would like to see change. At the meeting the goals from the community were the following.

Community Goals & Places:

- The community Garden, a (+-) one acre parcel located on Graham Lane is owned by Temple University. Is there a way that this land can become public land? Can there be water brought to this garden. New fencing is also sought.
- Create a walking tour with historic sculptures depicting people involved with history in the neighborhood.
- Bring back historic gardens.
- Historic and welcoming signage should be placed at the intersections of Cheltenham and Penrose and Cheltenham and Sycamore.
- The community needs jobs.
- The community tradesmen should assist other members of the community, particularly the elder population to keep up their houses.
- Could another school or institution locate at the Tyler School of Art property?
- Senior or age restricted housing would be a good addition to the community.
- Historic Firehouse, outside of the eligible census tract 2024.02, block group 6 just received a grant for architecture and engineering. Future grants will be needed to implement restoration.
- How people maintain their property affect surrounding properties. There are issues with trash and general upkeep and decay. Where the Township can cite violations it would be good for the community.
- Have the shopping center at Penrose and Cheltenham become more inviting. Signs in English would be positive to the community.

Community Zoning Issues:

- Parking lot behind the shopping center at Penrose Avenue and Cheltenham Avenue is unsightly. The trash smells, there is no screening or buffer and the paving is marginal. Stormwater runoff with garbage flows onto the streets. *The parking lot is approximately 91,000 sf.*
- Some residents are filling their own properties with trash and debris. This is unsightly, unhealthy and reduces the impression and value of all surrounding properties.

Traffic Calming:

- The speed of vehicular traffic has increased on Beech Avenue now that there are no Temple students parking on the street. The street is now perceived to be overly wide.
- The intersection of Penrose and Cheltenham needs to have updated traffic signals to include left turn lighting sequences in all directions and pedestrian safety. Streetscape and landscaping would be part of this effort.
- On Cedar Lane and Willow Avenue school buses pick up and drop off children. There are no signs warning motorists that this is a major location for school students.
- There should be stop signs at the intersection of Willow and Cedar, Willow and Penrose
- Speed Tables may be a way to reduce speed.
- Watch for children signage and Playground signage relative to the playground area. (After Meeting Comment)
- Flashing pedestrian crossing signs should be explored
- Vehicular speed on Sycamore Avenue is an issue.

Streetscape:

- The sidewalk on Willow Avenue is failing.
- The Wall on Willow Avenue is failing.
- Many trees, particularly Sycamores are not well. Replacement and maintenance are needed.

End of findings from the public meeting.

Housing:

The communities of LaMott and Lynnewood Gardens are distinctly different in the housing types they provide.

Lynnewood Gardens:

This is a rental community built in the late 1940's and the early 1950's. It incorporates four types of residential units. It has amenities including an aquatic center, court sports open fields and playgrounds. Both public and private infrastructure is in generally good condition.

Demographics & Housing

The entire housing stock of Census Tract 2024.01 consists of the 119-acre Lynnewood Gardens Apartment Complex. This complex consists of 1,798 apartment units arranged in a group of low-rise buildings. The complex is currently owned by New York investor Cammeby's International, which paid \$129.5 million in 2007. Prior to that transaction, the complex was owned by an undisclosed private investor who had purchased it from Chicago investment company The Laramar Group, who had acquired the building for \$72.2 million in 2002.

Census data from 2000 indicate that approximately 96.4% of the units in the complex were occupied. The 2000 U.S. Census also shows that the total population has grown to 3,472 persons from 3,138 in 1990. The median household income for the census tract in 2000 was \$31,696, significantly lower than the County figure of \$60,829 and lower than the Philadelphia regional median of \$47,528. An estimated 65% of the households reported incomes in 2000 that were less than 80 percent of the regional median of about \$47,528.

Almost 23% of the households earned less than \$20,000 and 53% of the households earned between \$20,000 and \$45,000. The remaining 24% earned more than \$45,000 a year, including six households that earn in excess of \$200,000.

The apartment units in the Lynnewood complex contain three or fewer bedrooms, in the following percentages:

- Studio: 4.5% of the total
- One Bedroom: 48.0% of the total
- Two Bedroom: 43.5% of the total
- Three Bedroom: 6.4% of the total
- The following are the unit rental prices in 2009 based on information provided by the Lynnewood Gardens rental office.

<u>Style Name</u>	<u>Bedrooms, Baths</u>	<u>Size</u>	<u>Monthly Rent</u>
Modern	1 bedroom, 1 bath	575 SF	\$695/mo
Victorian	1 bedroom, 1 bath	622 SF	\$795/mo
Dynasty	1 bedroom, 1 bath	647 SF	\$795/mo
Colonial	2 bedroom, 1 bath	810 SF	\$895/mo
Renaissance	3 bedroom, 1.5 bath	1120 SF	\$1375/mo

Currently the Lynnewood Gardens management office is reporting a 97% occupancy rate.

LaMott:

Census Tract 2024.02, Block Group 6 is bounded by Penrose Avenue to the Northwest, Ashbourne Road to the Northeast, Cheltenham Avenue to the Southwest, and Sycamore Avenue to the Southeast. While

originally settled in the late 1600's the housing stock varies to include some reasonably new development along Penrose Avenue.

This community has a total of approximately 89 acres. The residential area, bordered by Penrose, Beech, Sycamore and Cheltenham Avenue is approximately 37 acres. The remaining area is in large ownership parcels. Historically these were large mansions. In current day they are institutional uses. One of these is Temple University. Temple no longer uses the Campus known as the Tyler School of Art campus which was the former Stella Tyler estate. The future of this campus became unsure when Temple moved its Arts program to its main campus in early 2009. There is significant potential for re-use of this campus. Tyler did have dormitories at the campus that are vacant. There is anxiety in the community about the type of re-use that may occur in these large parcels.



Possible re-use
as a continuing
care facility

Temple University Beech Hall

Demographics & Housing

Census data from 2000 indicate that 100% of the units in the Block Group 6 were occupied. The 2000 U.S. Census also shows that the total population has decreased to 826 persons from 892 in 1990. The median household income for the Block Group 6 in 2000 was \$56,750, slightly lower than the County figure of \$60,829 and higher than the Philadelphia regional median of \$47,528. An estimated 35% of the households reported incomes in 2000 that were less than 80 percent of the regional median of about \$47,528.

Twelve percent of the households earned less than \$20,000 and 33% of the households earned between \$20,000 and \$45,000. The remaining 55% earned more than \$45,000 a year, including five households that earn in excess of \$200,000.

Between 2007 and 2009, 15 residential transactions occurred in LaMott. Sale prices ranged from \$78,500 to \$225,000 for single-family units. Of the units sold in the two-year period, all but one home were built before 1939. On a price per square foot basis, the sold units ranged from \$48 to \$137.

The following is a list of recent transactions:

Address	Living Space	Sale Price	Price/SF	Sale Date
1820 Chelsea Rd	1,706 SF	\$225,000	\$132	07/27/07
7403 Penrose Ave	1,404 SF	\$189,500	\$135	07/31/07
7419 Euston Rd	1,844 SF	\$177,000	\$96	08/28/07
1816 Erlen Rd 1	1,792 SF	\$175,000	\$98	10/05/07
1801 W Cheltenham Ave	1,624 SF	\$155,000	\$95	10/13/07
7323 Sycamore Ave	1,527 SF	\$186,000	\$122	11/14/07
1822 Erlen Rd	1,792 SF	\$169,000	\$94	12/12/07
1709 W Cheltenham Ave	1,624 SF	\$160,000	\$99	12/28/07
1715 Chelsea Rd	1,576 SF	\$185,000	\$117	01/28/08
1713 Graham Ln	1,730 SF	\$179,000	\$103	02/29/08
1823 W Cheltenham Ave	1,624 SF	\$78,500	\$48	06/20/08
1635 W Cheltenham Ave	1,844 SF	\$120,000	\$65	07/16/08
1807 Erlen Rd	1,792 SF	\$185,000	\$103	09/23/08
7330 Sycamore Ave	1,460 SF	\$199,999	\$137	11/14/08
1729 Chelsea Rd	1,576 SF	\$159,000	\$101	04/30/09

The houses in the community vary in size from 1,500 square feet to 3,000 square feet. There are approximately 260 houses in the LaMott. Some of these are multiple dwelling houses. There are more duplex units than single family houses, approximately 75% of the houses are duplex.

The age of the housing stock in LaMott varies.

In evaluation of the houses there were some common issues with water and paint. Water issues include roof problems, foundation problems and water infiltrating walls of houses. Some of the older houses are wood frame. These houses are the most susceptible to water issues. In many cases old trees shade these houses. This results in longer moisture events on roofs and other areas of the buildings that may have settled or shifted creating a prolonged moisture problem for the houses. Other issues are the cladding houses with veneers such as vinyl and aluminum siding. This can also traps moisture inside the houses and can create some long term issues that may go unseen until there are significant problems such as decay of beams, mold and plaster failure. Individual houses need to be repaired for a variety of reasons in LaMott.



Water draining on side of building, water around windows and water degrading the foundation

House showing evidence of water problems

Revitalization of houses in LaMott has been spurred by Montgomery County. The Montgomery County Department of Housing and Community Development has supported efforts of house revitalization in LaMott by use of the Homeowner Housing Rehabilitation Program. It is a program that provides the

homeowner with \$25,000.00 to restore/repair their house. It is in effect a second mortgage on the dwelling that will be at no cost to the homeowner as long as the homeowner continues to live in the house for 8 years after they receive the funding. The funding received to date is \$440,000.00.

Retail/Commercial/Office

LaMott

There is no retail activity in LaMott and very little commercial activity, represented primarily by the Cheltenham Auto Services located at 627 Cheltenham Avenue and two residential units which have professional services signs in their front yards on Cheltenham Avenue near Penrose Avenue.

Lynnewood Gardens

Lynnewood Gardens is located immediately adjacent to the Cheltenham Mall, which is anchored by Burlington Coat Factory, Home Depot, Shoprite, and Target. While this is adjacent commercial uses it is not an adjacent downtown commercial area. The only commercial spaces physically located within Lynnewood Gardens are the ethnically oriented shops located at the intersection of Cheltenham Avenue and Pennrose Avenue. This shopping center is anchored by the Ko-Ba-Wo Food Market, which is a 14,000 SF Korean supermarket. Its main competition for Korean-American clientele is the H-Mart, which is a stronger supermarket located at Cheltenham Avenue and Old York Road. In addition to the Ko-Ba-Wo Food Market, there's another 12,500 SF of space in the same shopping center, most of which is retail.

COMMUNITY INFRASTRUCTURE:

Community Amenities:

Lynnewood Gardens:

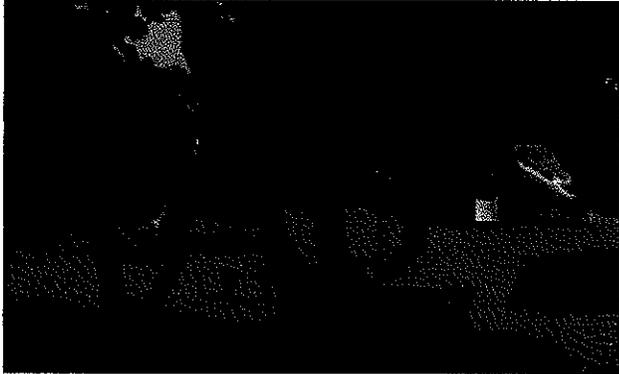
John Russell Park (7.1025 acres) on Penrose Avenue has open space, two softball fields that convert to soccer and an old asphalt surface that was presumably a basketball court in the past. Additionally the LaMott Fire Department is located on the north side of the park. The fire department leases the land which they occupy. The park was aquired by the Township in 1950.



John Russell Park

LaMott

LaMott Community Center (1.273 acres) on Sycamore and Willow has an indoor basketball court, a gymnasium a playground, auditorium, multi-purpose rooms for indoor recreational and educational programs year-round, senior citizen programs, and various health programs. The LaMott Free Library is also housed in the community center.



LaMott Community Center Playground

Community Gardens: There are two community gardens, one is located at in LaMott at the intersection of Graham Lane and Cedar Lane the other is located in Lynnewood Gardens. The LaMott garden is owned by Temple University, the Lynnewood Gardens community garden is owned by the West Oak Lane Church of God. The Lynnewood Gardens garden is located on private property away from roadways, therefore there is no photograph of this garden.

Lynnewood Gardens also has court sports, an aquatic center, a playground and other open spaces.



Fencing / Edge treatment is flimsy and in poor condition

LaMott Community Garden owned by Temple University

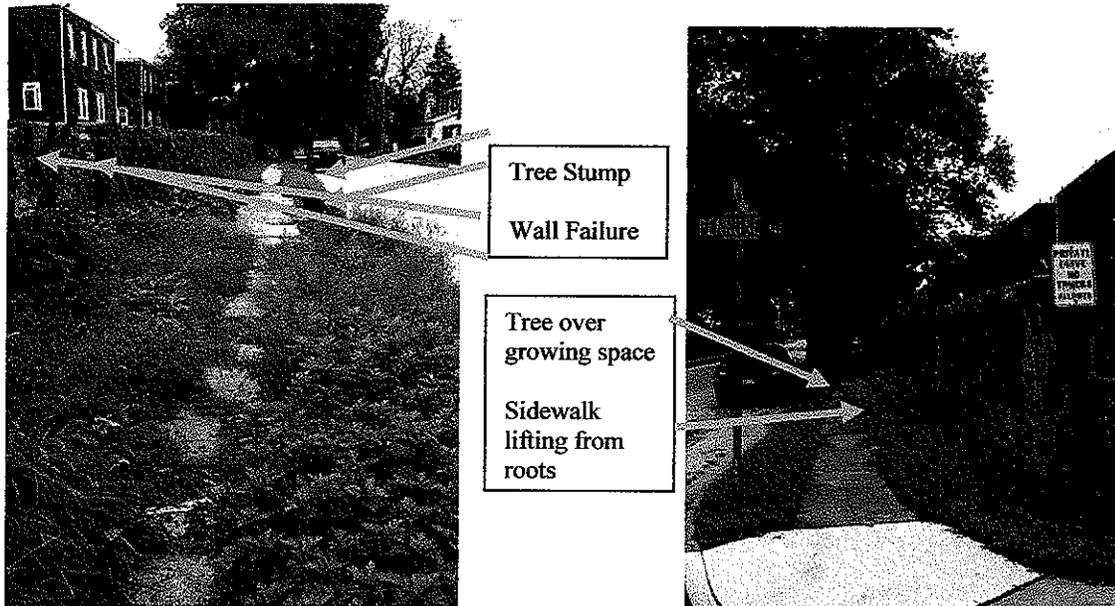
Streetscape:

The neighborhoods of Lynnewood Gardens and LaMott while adjoining have significantly different issues with the public infrastructure. There are two reasons for this disparity, age of facilities and upkeep of facilities. Lynnewood Gardens was a planned residential community with an onsite commercial shopping center and elementary school, constructed in 1948. It is under single ownership and regular maintenance is preformed to keep the residential apartment buildings neat and attractive. The commercial parcels formerly called the Lynnewood Shopping Center, now the Ko-Ba-Wo shopping center is also privately owned by two separate owners and suffers and is in need of regular maintenance and store front upgrades and remodeling. LaMott, settled in 1681 and was built out over time. There is a newer section of LaMott, the community known as Erlen. Erlen was built in the 1930's.

Sidewalks:

LaMott:

Due to age, maintenance and tree issues there are areas where the sidewalks are failing. The most significant of these failures is along Willow Avenue from Sycamore to Penrose Avenues on the south side. This major reason for failure of the sidewalks and curbs is tree roots heaving them up and apart.



Sidewalk failure due to trees and public/private wall failure

In other areas there are no sidewalks in front of individual houses. These houses are located along Beech Avenue. Along Beech Avenue, sidewalks only exist on the south side of the street. The result of not contiguous sidewalks in front of all houses is that there is no ADA accessible pedestrian connection the entire length of Beech Avenue between Sycamore and Penrose Avenues.

Generally the other areas of sidewalk are in reasonable condition with some tree root and sidewalk conflicts found on an individual basis.

In the community of Erlen the sidewalks are generally in good condition. There are some locations where tree roots have push some individual sections of sidewalks up creating tripping hazards.

These conditions make certain sidewalks noncompliant with ADA standards. They should be repaired.

Lynnewood Gardens:

The sidewalks in Lynnewood Gardens are in generally very good condition. This is due to ongoing regular maintenance. There is one missing section along the rear access road from Mather Way to the Aquatic Center area. There is no pedestrian way for the residents to access the aquatic center, the playground or the sport courts.

ADA requirements:

LaMott

The existing sidewalk ramps throughout the community are not up to the current ADA requirements. When work is completed on the sidewalks, additionally the ramps at each street intersection will need to be brought up to code. When work is completed adjacent to the ADA ramps the ramps should be brought up to code.



ADA ramp not up to code

Lynnewood Gardens

The existing ramps in Lynnewood gardens do not meet current ADA code.

Curbing:

LaMott

Curbing is in various states of repair and disrepair in the community of LaMott. The most significant area of failure is on Willow Avenue between Sycamore and Penrose Avenues. In this area much of the concrete curbing is completely broken or missing. This is partially due to street tree conflicts and additionally it seems that due to the low curb height/reveal in along this area vehicles drive up on the curb. Without clear definition between roadway and sidewalk there may be conflicts between pedestrians and vehicles. This needs to be evaluated and construction of some areas of curb should be considered individually or all together as a part of a much larger future roadway reconstruction project.



Low and failed curbing

Lynnewood

The curbing is in good condition in Lynnewood Gardens.

Street Trees:

LaMott

The predominant street tree species in LaMott is Sycamore. These trees are generally old and nearing the end of their life cycle in this urban streetscape environment. Some trees have been removed, others have rot and approximately 40% of them are in decline. Typically these trees are known as trees that drop a reasonably large amount of litter. The remaining street trees should be evaluated by an arborist to assure that they are safe and structurally sound. As needed these trees need to be completely removed, the stumps ground out and new urban pollution tolerant native street trees should be installed.

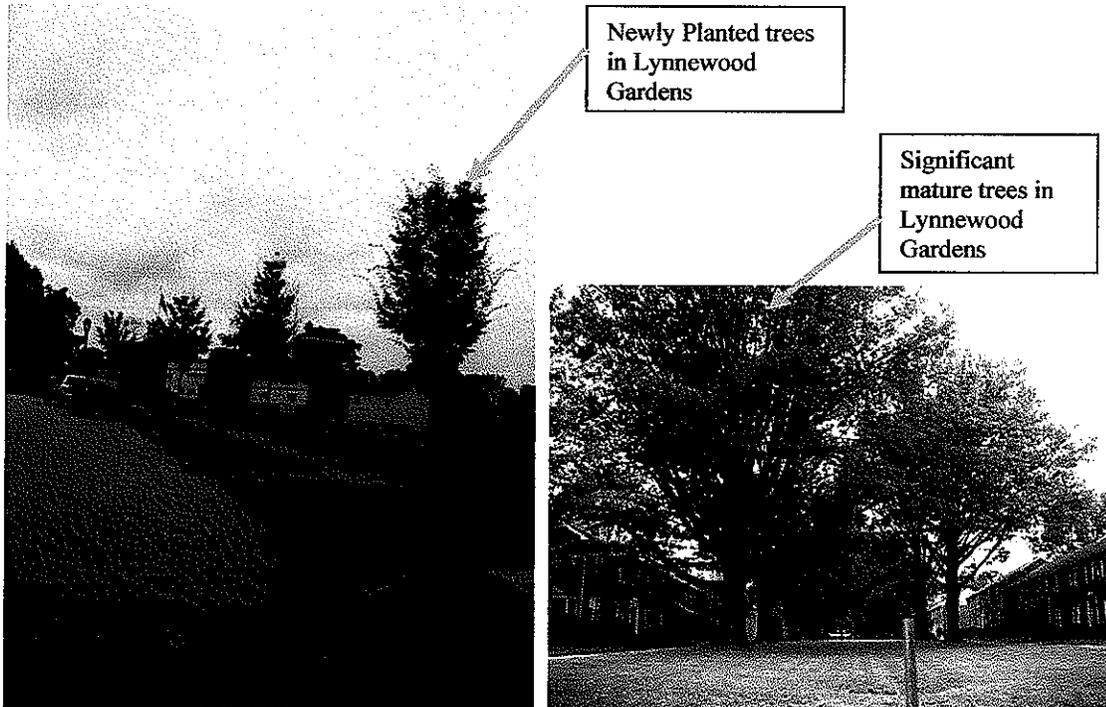


Decay in Tree
Tree Litter

Tree shading house

Lynnewood Garden

The Township has completed a significant tree planting effort in Lynnewood Gardens utilizing a combination of County and State grant funding. In addition there are many mature privately owned trees that create a shaded street front yard appearance in Lynnewood Gardens.



The Township has continued securing County and State grants to plant new trees in LaMott, but the program in this neighborhood was offered on a volunteer-basis and was only taken advantage of by approximately 25% of the property owners over the last three years.

Lighting:

LaMott

The LaMott public streetscape does not provide adequate lighting for public welfare and safety. There are some cobra lights on utility poles in the community. These are typically located at or near intersections. In between these light sources the public way relies upon lighting from front porches and private pole lights. There are 24 inefficient auto oriented pole lights in the Erlen section. Cheltenham Township in cooperation with Montgomery County are in the process of developing an ornamental pedestrian scaled lighting program for all seven residential interior streets and the three perimeter roads in the LaMott Census Tract 2024.02 Block Group 6. Lighting is a continual concern and is being considered a priority by the Township.

Lynnewood Garden

The Township in cooperation with Montgomery County is in the process of designing a significant pedestrian scaled ornamental lighting program in Lynnewood Gardens.

Other Infrastructure:

LaMott

Wall on South side of Willow Avenue:

The Wissahickon schist privacy wall on the south side of Willow Avenue is not in good condition. The ownership of this wall needs to be verified but it is thought that it is built on the property line so that it is partially private and partially publicly owned. This condition should be addressed as it is a health, safety and welfare issue for the community. Some sections of the wall appear to be compromised, failing and not structurally sound.

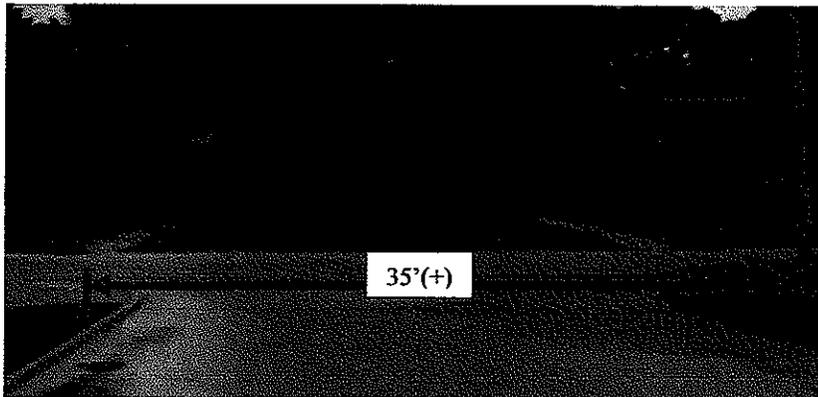


Wall shifting in many areas creating potential unsafe situation

Transportation:

Traffic speed is the primary concern in the communities of LaMott and Lynnewood Gardens. The other traffic related concern is the need for left turn capacity at the intersection of Cheltenham and Penrose Avenues. Specific locations of concern include Beech Avenue, Sycamore Avenue and Penrose Avenue. The volume of vehicles that use the roads can be supported. Pennsylvania Department of Transportation 2007 traffic count data shows 32,000 vehicles per day on Cheltenham Avenue, 20,000 cars per day on Washington Lane and 3,100 vehicles per day on Ashbourne Road. There is no specific vehicle count data for the other roadways in this study area.

The streets in Lynnewood Gardens are quite wide and can be a barrier for pedestrians with lesser abilities. The typical street width in Lynnewood Garden is 35 to 40 feet. The typical width of the residential streets in LaMott average of 28 feet to 30 feet.



Wide Streets, no crosswalks ADA ramps not to current standards

Public Safety:

LaMott

For this report an incident report for a six month period from March 22nd to September 22nd 2009 was provided by the Cheltenham Police Department. The report outlined 4 different categories of incidence. They are as follow:

- 1- Residential burglary was reported during the search period.
- 7- Theft from auto incidents were reported during the search period.
- 1- Bicycle theft was reported during the search period.
- 4- Theft incidents were reported during the search period.

In general with the proximity to Philadelphia, LaMott is also a prime target for thefts and robberies. The incidents of theft and theft from auto is quite high. Extrapolating a six month period for all of Cheltenham Township and Montgomery County using the Pennsylvania Uniform Crime Reporting System Cheltenham Township on a whole has a 25% higher incident report for non drug related incidents than the average for the County. LaMott has a 360% higher of incidents per capita for non drug related then the average for the county. This level of incident is a continuing issue for the quality of life and property values for the community.

Lynnewood Garden

Lynnewood Gardens has specifically contracted with the Cheltenham Police Department to have time specific policing during set hours on a regular basis. This came from a need that was voiced in the assessment phase of the 2002 Community Revitalization Plan. This may have curbed some crime incidents since implemented.

To evaluate the statistics for this report in the Lynnewood Gardens neighborhood an incident report for a six month period from March 22nd to September 22nd 2009 was provided by the Cheltenham Police Department. The report outlined 8 different categories of incidence. They are as follow:

- 1- Sexual assault was reported
- 7- Robbery incidents were reported
- 15- Assault incidents were reported some involving domestic situations
- 6- Apt. burglaries were reported
- 7- Theft from auto/ theft of auto accessories incidents were reported

- 1-Bicycle was stolen
- 2- Theft incidents were reported
- 6- Stolen vehicles were reported

In general with the proximity to Philadelphia, Lynnewood Garden is also a prime target for thefts and robberies. The incidents of assault, theft from auto and stolen vehicles are quite high. But just as concerning are the 15 assaults. Averaging the incidents over a 6 month period means there are 1 stole vehicle, 1 apartment burglary, 2.5 assault incidents, 1 theft from auto per month. Extrapolating a six month period for all of Cheltenham Township and Montgomery County using the Pennsylvania Uniform Crime Reporting System Cheltenham Township on a whole has a 25% higher incident report per capita for non drug related incidents than the average for the County. Lynnewood Gardens has a 300% higher of incidents for non drug related then the average for the county. This level of incident is a continuing issue for the quality of life and property values for the community.

GOALS AND VISION

These two adjoining communities have some similar issues and some community specific issues to be addressed. A mission statement could be the following. **To create a safer and cleaner community in which the public and private infrastructure is improved and the historical significance of the community is upheld and improved.**

In LaMott the general goal is to restore aging infrastructure both private and public. Additionally lighting the community to create safer public places is to be realized. The roadways should be redesigned to control traffic speed with the implementation of traffic calming devices.

In Lynnewood Gardens the public and private infrastructure is in generally good condition. Safety in terms of personal, property and pedestrian safety are key to improving quality of life.

Commercial Areas:

The commercial area of Lynnewood Gardens known as the Ko-Ba-Wo shopping center is located at the corner of Penrose and Cheltenham. It is one of the gateways into Cheltenham Township according to the Cheltenham Avenue Vision Plan. It is run down and while serving the community in some commercial capacity its marginal physical infrastructure is a deterrent to the community.

A study should be completed that evaluates the potential for redevelopment of this parcel. One option would be to reconstruct the commercial buildings bringing them to the streets and having parking behind and to the side of the buildings. By doing this the street has an architectural edge that humanizes the street. The Cheltenham Avenue Business Improvement District report also suggests this redevelopment type and protocol. Another option is to create mixed use infill development to the rear of the shopping center and to revitalize/re-wrap the shopping center.

Infrastructure:

The specific needs of this area are: roadway safety improvements to reduce speed; crosswalk and pedestrian-oriented street lighting improvements; tree maintenance, removal and planting along streets; gateway and district signs; children's safety especially when getting on and off school busses; and traffic calming on overly-wide neighborhood streets.

Public Safety:

While not a key concern to the community members at the visioning meeting it was indicated that the crime statistics show the per capita average of incidence. This is significantly higher than the County and Township average and more to be done to better this issue.

In LaMott the primary public safety issue was traffic speed and the need for traffic calming along with children's safety in the area of the playground and community center which is a primary destination in the area.

Jobs:

At the public meeting there was discussion of mentor and apprenticeship programs for community / elderly assistance. A key concern was the condition of housing and the ability for the elderly to age in place. A program where community members could mentor, learn skills, assist others in the community while working in their own community was a high priority goal for the area of LaMott.

Housing:

Continue to support housing restoration in LaMott. Focus on hazardous conditions and health safety and welfare conditions. Also set standards for restoration that make the community attractive and keep the historical nature in tacked.

Street Tree Improvements:

The Township has embarked on a street tree planting program in Lynnewood Gardens. There have been a significant amount of plantings completed. In LaMott there have been some tree plantings but there are still many mature trees. In LaMott, generally the houses are constructed of wood. These houses are sensitive to moisture. Many trees shade the houses which reduces evaporation which in turn allows moisture to last longer on the houses. Additionally the trees have created significant issues with sidewalks and curbs as noted above. Many of the trees are in need of maintenance to remove dead limbs and many show signs of decay and disease.

This plan recommends that a comprehensive schedule for the maintenance and replacement of street trees be a priority. Having an arborist review the trees and create a maintenance and replacement plan is the first step. This plan should not only take into account the trees health. The plan should look at the conditions of the sidewalk, issues with moisture of houses adjacent to the trees in addition to the health of the trees themselves.

Where a significant amount of trees are in decline on a block, the Township should consider an entire streetscape project along with a tree replacement project. The reason for this is that the existing infrastructure is old and scheduling all of this work together is appropriate instead of doing construction around existing trees.

Pedestrian-Oriented Streetlight Improvements:

The reason for pedestrian lighting is to provide enough focused lighting for pedestrians to feel safe in the community. In LaMott, there is need for additional pedestrian scaled lighting. In Lynnewood Gardens a street lighting project has been successfully completed in June 2008.

Traffic Calming and Streetscape Enhancements:

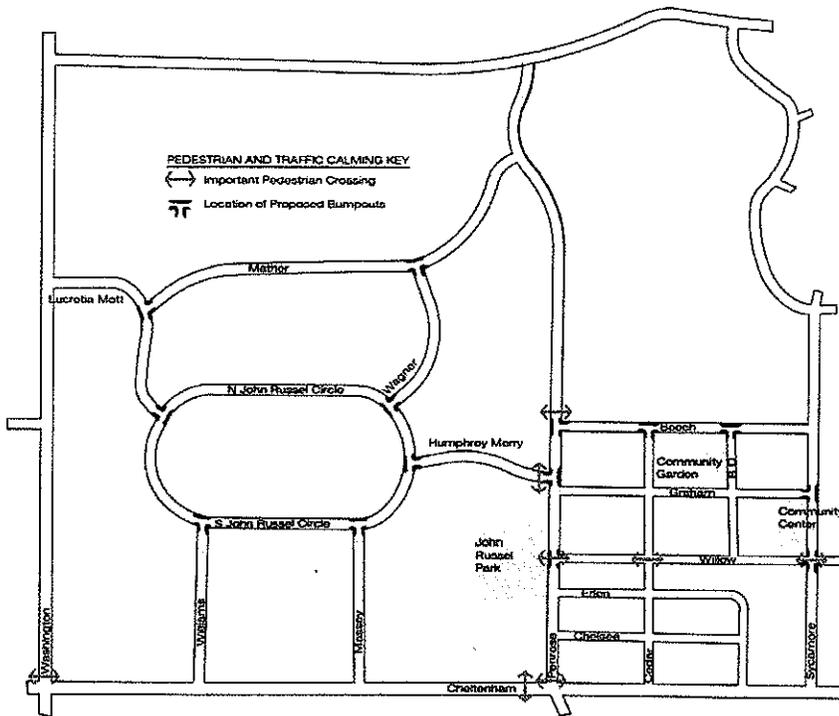
Traffic Calming

Horizontal traffic calming devices (curb bump-outs) could be installed in conjunction with pedestrian crossings to shorten the distance that pedestrians would need to be in the travel lane and would also aid in slowing traffic. Bump-outs would be placed at intersections of Lynnewood Gardens and along Penrose, Sycamore and Beech Avenues in LaMott.

Pedestrian Crosswalk Marking

Striping or stamped brick like crosswalk enhancements are proposed at several intersections without traffic signals. Crosswalk improvements would include all ADA requirements and should coincide with the construction of the horizontal traffic calming devices. The following intersections were identified for crosswalks:

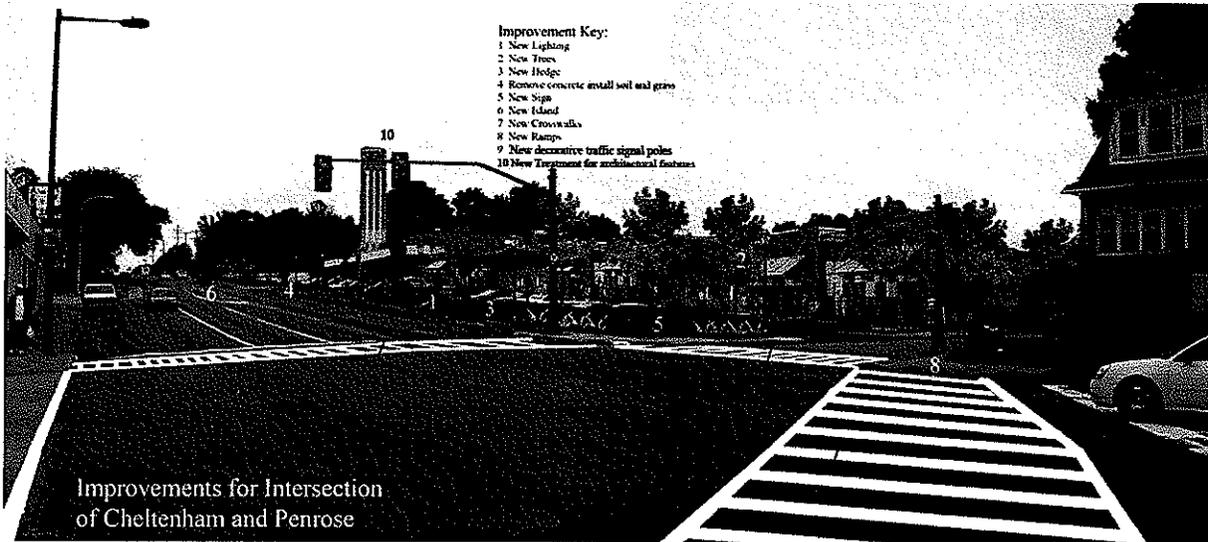
- Penrose and Cheltenham Avenues
- Willow and Sycamore Avenues, Cedar Lane and Penrose Avenue
- All intersections of Lynnewood Gardens



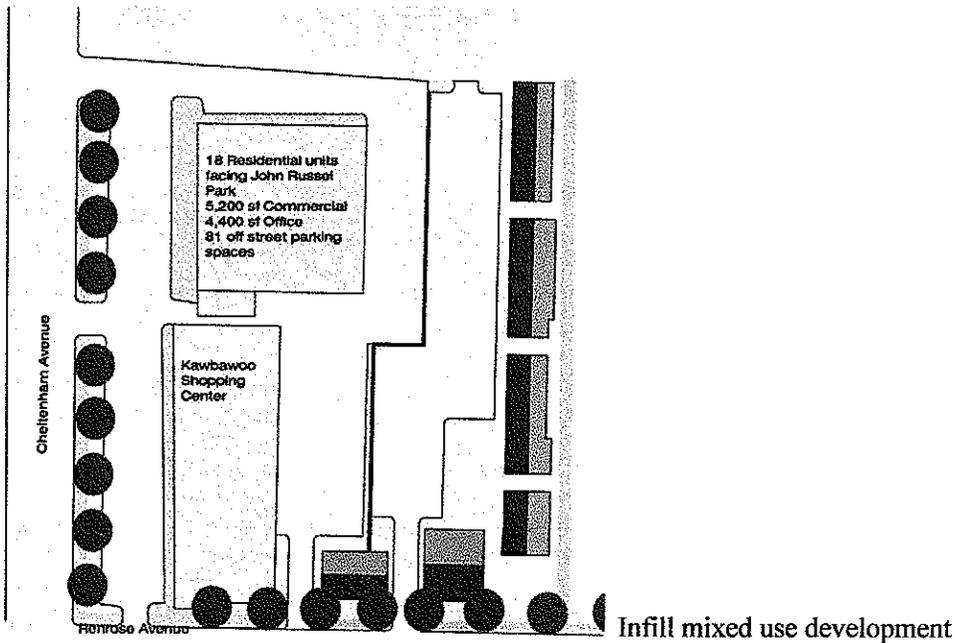
Improve Commercial Frontage Landscaping

The shopping center at Penrose and Cheltenham Avenues is somewhat tired in appearance. The public way is tired and old. The sidewalk in front of the shopping center along Cheltenham Avenue is inconsistent. Cheltenham Township did recently plant some trees and create a lawn area in front of the Ko-Ba-Wo at Cheltenham and Penrose Avenues. To the west of this improvement is a broad concrete sidewalk that is approximately 15 feet in width. The property edges could be greened to create a much more attractive pedestrian friendly place that could be an asset for the community. The overly wide sidewalk could become green space with a sidewalk. The existing lawn could have low hedging that would physically separate the parking lot from the sidewalk. Creating a consistent green edge with hedging, trees, pedestrian scaled lighting, lawn and planting beds would be a significant improvement for the area.

An infrastructure option to consider for public safety would be a camera mounted on a traffic signal pole connected to the police department for use in crime deterrence.



The lack of landscaping and asphalt of the rear parking lot of the Ko-Ba-Wo shopping center at Penrose and Cheltenham negatively impacts the neighborhood. Comments about the unsightly condition, the smell of trash in dumpsters and the overly large area of pavement that is not used were voiced at the public meeting.



Purchase Benches for Public Places

Many Township parks and recreational areas would benefit from the purchase of benches, decorative recycling, trash containers and bicycle racks to encourage patrons to sit and enjoy the park surroundings at various locations throughout the census tract. This is particularly important with an aging community.

Gateway and Interpretive Signs

To best feature important people, events or buildings within LaMott, the plan recommends the Township initiate a gateway and sign program to feature LaMott’s cultural and historic destinations. The location for

the proposed signs is at the intersection of Sycamore and Cheltenham and at the intersection of Penrose and Cheltenham Avenues and for Lynnewood Gardens at Lucretia Mott Way.

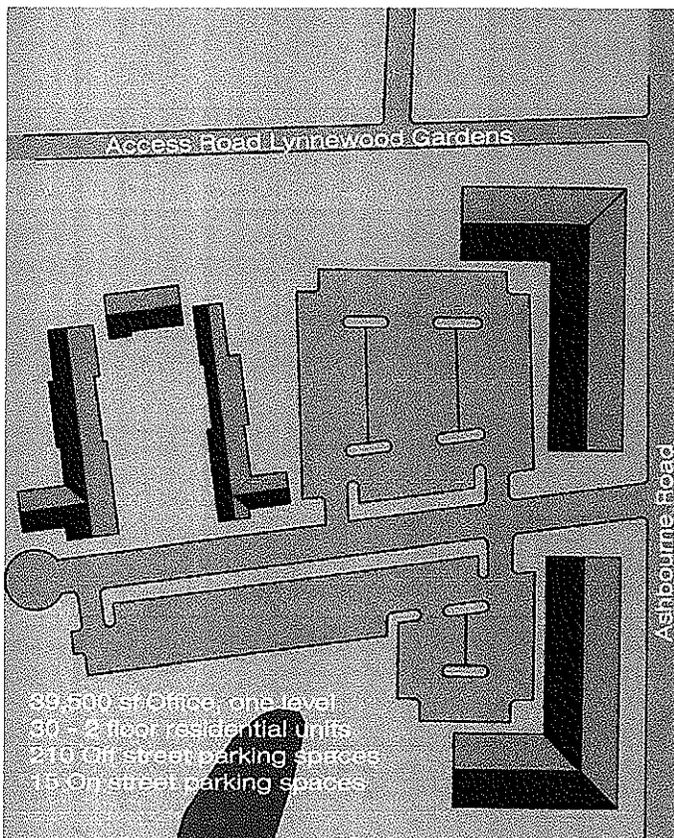
Interpretive Historical Markers

The plan recommends the Township acquire funding to design and construct signs and interpretive / educational markers to feature the historic significance of LaMott and welcome visitors to learn more about the village.

With a coordinated program of public and private investment in the historic and cultural resources of LaMott, Cheltenham Township and Montgomery County are likely to create a stable neighborhood of well-maintained, higher-valued properties; improved revenues from property taxes; new tourism-related revenues and public educational programs to promote civic pride.

Infill Development on Ashbourne Road

The undeveloped church owned property, (the West Oak Lane Church of God) on Ashbourne Road is a site that could become a mixed use development. The site is 10 acres and does have some wetlands on it.



This Site Plan depicts a possible mixed use development scheme to preserve neighborhood character and environmental features. While allowing the property to generate tax rateables.

LAMOTT

Block Group 6 in LaMott today is a community that needs some careful planning and physical improvements. These improvements will bring the infrastructure within the community to an acceptable level of service. The history of the neighborhood will require sensitivity in the design and implementation of improvements.

While this update of the revitalization plan is specific to Block Group 6 of the LaMott neighborhood Block Groups 5 and 6, it is understood that the remaining area of LaMott is also a priority area with a significant historic value to Montgomery County, Cheltenham Township, the region. The Township will continue to support the goals and needs of the entire neighborhood including sidewalk, crosswalk, tree concerns, lighting and other issues. The funding sources for improvements in this area outside block group #6 will not include the Montgomery County revitalization funds due to this areas increased position in resident's wages and other determining factors. For this area the Township will continue to seek funding through state and federal programs for improvements.

LYNNEWOOD GARDENS

The needs for Lynnewood Gardens are to create safer pedestrian crossings on overly wide streets, signage, crime prevention and commercial property enhancement/redevelopment. Additionally there is potential for infill development for office, retail and residential uses.

ACTION PLAN

LaMott:

High Priority Projects:

Jobs and Housing:

- Tradesmen in Community to assist neighbors, particularly elderly stay in place:
A mentoring program could be put in place with a local trade school such as Lincoln Technical School. The Federal Work Study program has a community service component for eligible young people. Private companies also have community service based scholarships. One notable company is the Home Depot with three cycles of the Building Healthy Communities Grant in 2009. The needs and values associated with a project such as this is difficult to precisely determine. Specific needs need to be defined. A community questionnaire sent to each house owner would be a first step in the process of determining the physical need. A certified craftsman could determine the priority and a value for the repairs and then a submission for a grant or a community based workforce could be engaged.
- Housing restoration needs can also be funded through the following programs depending on ownership. Community Development Block Grant Program (CDBG), the HOME Investment Partnership Program (HOME), American Dream Down payment Initiative (ADDI) and the Emergency Shelter Grant Program (ESG). Local nonprofit agencies, Community Housing Development Organizations (CHDO) and housing developers are also welcome to apply to these programs and the Montgomery County Affordable Housing Trust Fund (AHTF) Program. It is difficult to determine the amount of funding required without the community coming forth to inquire about the ability of the support mechanisms. The Township should reach out to the community through information packets delivered directly to land owners. Approximate cost \$750.00
- Investigate Beech Hall as a potential continuing care facility. A preliminary study of the potential for Beech Hall to become a continuing care facility should be considered. The value of this investigation may be in the range of \$10,000.00 to \$20,000.00. Funding for is study could be sought from the Montgomery County Revitalization Program.

- The Montgomery County AHTF program has provided the funding over the last three years with \$440,000.00 in grants to fund the LaMott home owners Housing Rehabilitation program. To date 10 houses have been rehabbed. Three additional houses are scheduled for rehab in 2010.

Traffic Calming:

- Intersection of Penrose and Cheltenham:
Traffic calming, traffic signal alterations, pedestrian safety, signage and beautification are needed at this location.
Traffic improvements:

Intersection of Penrose and Cheltenham, signal updates.

Adding left-turn protection at a signalized intersection is accomplished by installing new 5-section signal heads (which include a red “ball”, yellow “ball” / yellow “arrow”, and green “ball” / green “arrow”) and reprogramming signal phasing to include either left-turn “lead” phases or approach “advance” phases. No matter what the case, PennDOT requires that certain investigations first be performed to determine the applicability of some or any left-turn protection. The first step in these investigations is the performance of peak period manual turning movement traffic counts to document both advancing left-turn and opposing through movement volumes. The multiplicative product of these two numbers is called a “conflict factor” per PennDOT Publication 149 and certain minimum values are required for at least two hours per day. The conflict factor requirements vary with road configuration (number of lanes) and the desired signal phasing. PennDOT is particular about these requirements because whenever additional phases are added to an existing signal operation there is generally a degradation in performance to main street through traffic. This degradation results from the additional “lost time” which occurs whenever additional signal phases are added to a cycle (each new phase requires new clearance times – yellow and all-red intervals) and thus contributes to an overall loss of efficiency which is especially burdensome to main street through traffic. PennDOT typically will not allow left-turn supplemental phases unless it can be proven that conflict factors are exceeded AND the resultant new phasing does not result in a drop in level of service for key traffic movements at the intersection. In summary, counts should be performed and the subsequent conflict factors and LOS performance evaluated.

If warranted, a new signal plan can be prepared for presentation to and consideration by PennDOT District 6-0. Existing hardware (signal controller, wiring, conduits, etc.) will need to be evaluated in the field to determine how much effort would be required to make the desired program changes. In some cases, existing hardware might need to be update to accommodate the desired changes.

The soft costs of the necessary traffic counts and conflict factor investigations is on the order of \$2,500. The soft costs of the preparation of a new signal plan is on the order of \$7,500. The hard costs of equipment updates is on the order of \$5,000 (minimum) to \$40,000 (or more) depending on the condition and capability of the existing signal controller and underground conduit, mast arms, etc.

Intersection of Penrose and Cheltenham, pedestrian updates.

Existing pedestrian facilities / conditions at the signalized intersection of Penrose and Cheltenham are dated and faded. These existing intersection conditions should be field viewed an inventoried,

including crosswalk striping conditions, ADA accessibility, and pedestrian button presence / hardware type. Pedestrian activity should be counted during peak periods on at least two days to determine the extent to which renovations to the intersection should be made. For example, if pedestrian volumes are moderate, physical updates will likely be sufficient. If pedestrian volumes are high, signal timing modifications to include longer pedestrian clearance intervals, over-wide crosswalks, and/or ped “scramble” phases could be considered.

Existing crosswalks are faded and the older variety which are essentially two 4-inch parallel white lines that are perpendicular to the travel lanes. Modern crosswalks use wider repeating patterns which are in line with similar in appearance to railroad ties (see below). These crosswalks require more paint but are more visually-arresting and help reinforce the potential presence of pedestrians in the minds of passing motorists. New pedestrian call buttons which feature both audible and visible feedback / confirmation that a request has been made can also be installed.

The soft costs of the necessary field recon and counts is on the order of \$1,500. The soft costs of the preparation of a new signal plan (if suggesting hardware changes) is on the order of \$7,500. The hard costs of new crosswalk paint, new ADA ramps (if needed) and new ped buttons is on the order of \$5,000 (minimum) to \$10,000 (or more) depending on the condition and capability of the existing signal controller, underground conduit, mast arms, etc.

The cost of this work would be approximately \$69,000.00. Funding for this could come from PennDOT or from the Montgomery County Revitalization Program.

The entrance/beautification of the neighborhood at this location would include landscape, hardscape, pedestrian scaled ornamental lighting, and signage. Removal of existing, overly wide sidewalk in front of the Penrose shopping center to create a green strip across the front of the ½ of the shopping center, installing topsoil, installing a hedge treatment to buffer and soften the visual impact of parked cars and decrease stormwater runoff, installation of street trees, pedestrian scaled ornamental lighting, ornamental traffic signals and community signage, soft and hard costs is in the range of \$274,000.00. Funding for these improvements could be sought from the Montgomery County Revitalization Program or with assistance from the funds that could be secured from the GCA Business Improvement District.

A Town Green at this intersection is recommended in the Cheltenham Avenue Vision Plan. This town green would be at the corner of Penrose and Cheltenham Avenues. The Urban plaza / town green would be in conjunction with a fully reconstructed set of commercial buildings at the shopping center. The cost of this plaza would be approximately \$98,000.00. Funding for these improvements could be sought from the Montgomery County Revitalization Program.

- Traffic speed on Beech, Penrose and Sycamore:

First there needs to be a traffic speed and count analysis completed. With the results of this traffic calming measures need to be designed and engineered. Exactly what measures would be used cannot be determined until the analysis and design are completed. This report will approximate the costs associated with bumpouts and speed tables as a signal individual cost that can be applied to a specific location. After determination of location for the improvement the drainage characteristics and underground utility modifications will be known and may alter the cost of the improvement.

- Bumpouts: (+-) \$14,000.00

- Speed tables (+-) \$8,000.00

The following is assumed at this time to develop a valuation for improvements along these roadways.

Sycamore: 3 Speed Tables and 8 bumpouts - Approximated cost \$136,000.00

Beech: 3 Speed tables and 6 bumpouts – Approximated cost \$108,000.00

Penrose: 9 Bumpouts/constrictors - \$126,000.00

These costs are estimated, the costs could increase or decrease based on final engineering and design.

This can be completed with Montgomery County Revitalization funding.

- Willow Avenue Sidewalk, wall and street tree replacement:
The Willow Avenue wall and sidewalk is a reconstruction project that could also serve the goal of creating an interpretive walking tour of LaMott. The wall needs to be replaced/repared. The sidewalk is failing, the trees are in poor shape and the curbing should be replaced. ADA issues and significant crosswalks should also be undertaken at the same time. The wall once a dividing line between neighborhoods could be reduced in height symbolizing a rejoining of the community. There is room for small urban plaza's and room for interpretive historic signage and art. Art is a difficult component to put a value on while the other concrete and mortar components can have a more specific value. In this draft report there is an attached drawing that shows the look of the improvement without specific art/interpretive signage shown at this time. The costs for this work can be segmented in the following way:
 - Plaza areas with interpretive signage and art, with/without trellis \$100,000.00 to \$200,000.00 (average of \$150,000.00 used)
 - Wall partial deconstruction and reconstruction at an average of \$180.00 per linear foot is \$165,600.00
 - Street trees and other landscape plantings and topsoil/seeding \$18,000.00
 - Sidewalk removal and reconstruction with ADA ramps at all corners \$50,000.00.
 - Brick styled crosswalks \$70,000.00
 - Pedestrian scaled ornamental lighting \$204,000.00
 - Curb replacement and roadway restoration 49,000.00
 - Soft costs for design, engineering, and construction oversight \$120,000.00Total cost \$826,000.00.
The cost of this exceeds the yearly allotment of funding from the County Revitalization fund of \$469,440.00. The project could be separated into two phases and funded under the Montgomery County Community Revitalization Program. The actual value of this may be less in that the art and interpretive signage may be completed by local artists.

Street Trees

- Ongoing tree maintenance and replacement:
This issue is not necessarily a standalone issue. Many times when considering replacement of public way trees sidewalk and curbing may be considered for replacement also. For the sake of clarity in this report we will break out the issue of tree replacement and maintenance.

In many communities with older trees there is a significant cost to yearly programs of pruning, feeding and nurturing tree health. The value of a yearly service such as this varies with the age, size and need of trees. In LaMott there are many older trees. A significant amount of these trees are sycamore trees. Sycamores are known as majestic trees and also as trees with a large amount of litter including branches. These trees would need a relatively intensive amount of care to maintain them. The trees also create problems with the moisture content in the wood frame houses. It may well be that a comprehensive tree replacement program would be best suited to the majority of the LaMott neighborhood. With approximately 75 significant public way trees the

removal and replacement of these trees verses a tree maintenance program could be a breakeven in as little as ten years.

A comprehensive maintenance program for the trees may be in the magnitude of approximately \$20,000.00 per year. A removal and replacement program could be on the magnitude of \$115,000.00 to complete. Further investigation by a certified arborist to review these two cost analysis would be on the magnitude of \$7000.00. Funding for this could come from the Montgomery County Revitalization Program and/or Pennsylvania Department of Conservation and Natural Resources Tree Vitalize program.

Community Garden ownership and edge improvements:

The ownership of this garden is a concern for the community. At this time Temple University owns the land. The ownership should reach out to Temple and determine the long term goals for this land. The land is approximately 1.6 acres. This land is not identified as a priority for public acquisition in the Open Space Plan of Cheltenham Township at this time. Therefore the purchase of this with open space funding is not available. Consideration of modification to the Open Space Plan for the Township should be made. Other funding options include the Greenfield Green Town Program which is set to expire in 2013.

Quality decorative fencing surrounding the perimeter of the garden will cost approximately \$56,000.00. The value of the land is to be determined. The value to update the open space plan with to include the community garden is approximated at \$10,000.00.

- Walking tour of historic community places:

A walking tour should be considered to promote the historic legacy of LaMott. This could be an educational/history tour that young people could organize and promote. It may be possible to seek community based scholarships as noted above.

Willow and Cedar stop sign and school bus ingress and egress location controls:

School Bus Ingress and Egress

Existing school bus routes as well as designated school pedestrian routes should be verified with the Cheltenham School District. Standardized "school bus stop ahead" and "school pedestrian crossing" signs (MUTCD S3-1 and S1-1, respectively) are only permitted to be used in certain circumstances. In the case of the former, such signs should only be installed if sight distance is limited to less than 500 feet. In the case of the latter, such signs should only be installed if a school building is adjacent to the subject crosswalk or intersection *OR* if the subject crosswalk or intersection is along an established school pedestrian route. These criteria are established and observed by both federal and state agencies.

This is an unsignalized, two-way stop-controlled (i.e., stop signs on Cedar Lane approaches only) intersection; no crosswalks are present due to lack of signalization. The warrants for special school bus and school pedestrian activity signs as summarized above should be explored and, if warranted, installed. If these criteria are not met, a school crossing guard should be considered.

The soft costs of the necessary school district investigations are negligible as these investigations can be carried out by Township staff. Recent studies in the Commonwealth suggest the cost of a crossing guard is approximately \$10,000 per year includes wages, benefits, training, and other associated expenses to the local municipality or school district.

Intersections of Cedar and Willow, Penrose and Willow; additional stop signs.

Residents have suggested the unsignalized intersections of Cedar and Willow and Penrose and Willow should be upgrade to all-way stop conditions (i.e., stop signs on all four approaches). Presently stop signs are only provided on the Cedar Lane approaches at the intersection of Cedar and Willow and only on the Willow Avenue approach at the intersection of Penrose and Willow.

All-way stop control is suitable only at intersections with moderate and relatively balanced volume levels on all intersection approaches. Under other conditions, the use of all-way stop control may create unnecessary delays to what is perceived by the motorist to the “main” or “through” street and result in aggressive and/or undesired driver behavior (e.g., deliberate ignoring of the stop control). Thus, the first step in an investigation regarding the applicability of an upgrade from side-street (aka “two-way”) stop control to “all-way” stop control is performance of peak period manual turning movement traffic counts to document all turning movement volumes at both intersections. An investigation into accident history to determine the frequency of crashes such as right-angle types should also be conducted. Any changes to traffic control signage at these intersections would have to meet PennDOT warrants.

If warranted, install additional post-mounted, 30” stop signs at a height of 7’.

The soft costs of the necessary traffic counts, data reduction, and accident history investigation is on the order of \$3,750 for both intersections. If warranted, the cost of adding three new post-mounted stop signs on four approaches is negligible and likely can be accomplished by Public Works using existing resources and personnel but in the event materials need to be ordered and/or subcontracted the cost of each sign is on the order of \$500 including installation.

Public Safety:

- A program for additional policing of traffic speed and regular patrols is warranted. The speeding is a common occurrence on Penrose, Sycamore and Beech. Additional community patrols should be considered to bring the amount of incidents down to meet the County wide average. The cost of this should be evaluated by a law enforcement professional. One funding source is The Department of Justice's Community Oriented Policing Services (COPS) program. Jenkintown Borough earlier this year introduced speed humps as traffic control devices along Walnut Street. Investigation to its applicability to Cheltenham is suggested.

Medium Priority Projects:

- Senior or age restricted housing:
This should be considered a public / private partnership type project in that the Township, working with Temple University could develop a plan to seek the reuse of the Tyler School of Art property for age restricted and old age care facilities.
- Personal property maintenance:
The issues related to this are a quality of life issue for the community, a health safety and welfare issue and a property value issue. There are certain properties where people discard their belongings on the property creating and unsafe, unhealthy and negative appearance of the property. This is an issue in the community on certain private lands. This is a community and township issue. There are zoning laws that are being broken by private landowners that trash their properties. One typical manner to handle this is for the Township zoning officer should evaluate the community for these issues and issue warnings and citations. Another manner to handle this is to warn the individual land owners and provide a community dumpster on certain dates until the problem is removed from the community. The cost of a 40 yard dumpster is approximately \$600.00 each. The amount of dumpsters is at this time not known.

- Community Signage for Sycamore and Cheltenham:
A sign can be designed and installed for approximately \$4,000.00. This can be funded by the Montgomery County Revitalization program.
- Flashing pedestrian signs:
Flashing pedestrian signs can be installed for approximately \$15,000.00 each. On Penrose for the park these signs, one in each direction at a defined crosswalk are possible.
This can be completed with Montgomery County Revitalization funding.

Low Priority Projects:

- Another school or institution on the Tyler School site:
This is a private public consideration as noted above and the Township and Temple should work together on this matter.
- Bring back historic gardens:
This is relative to significant historic gardens that are on institutional and private lands. It again can be a public, private collaborative effort.

Lynnewood Gardens:

High Priority Project:

- Create safe crosswalks:
Up to 27 crosswalks can be constructed at mid block locations and all the intersections in the Lynnewood Gardens neighborhood. There is a recently installed Streetprint stamped, decorative crosswalk that was installed at Lucretia Mott Way and Washington Avenue. This was installed by Lynnewood Gardens. It creates a clearly defined pedestrian way while at the same time it is part of an attractive gateway into the neighborhood. Consideration of installation of bumpouts at the corners and along with the construction of the crosswalks should be made. The price variance of design and construction methods is broad depending on materials and sizes of crosswalks. There are up to 27 crosswalks that may be considered for construction and modification in Lynnewood Gardens. The following is a breakdown of potential costs.
 - Painted crosswalks. Approximately \$600.00 each. At 27 units this equals \$16,200.00
 - Stamped crosswalks. Approximately \$10,000.00 each. At 27 units this equals \$270,000.00
The actual cost of these would alter with the addition of bumpouts.
 - Bumpouts. Approximately \$14,000.00 each. At 27 units this equals \$378,000.00
 The cost of crosswalks could vary from \$16,200.00 to approximately \$594,000.00
- Traffic speed and pedestrian crossings:
First there needs to be a traffic speed and count analysis completed. With the results of this traffic calming measures need to be designed and engineered. Exactly what measures would be used cannot be determined until the analysis and design are completed. This report will approximate the costs associated with bumpouts and speed tables as a signal individual cost that can be applied to a specific location. After determination of location for the improvement the drainage characteristics and underground utility modifications will be known and may alter the cost of the improvement.
 - Bumpouts: (+-) \$14,000.00
 Lynnewood Garden: 21 Bumpouts - \$294,000.00
 This can be completed with Montgomery County Revitalization funding.

- Parking lot behind Ka-Bo-Wa Shopping Center:
This area is an eyesore and also has an odor that comes from the trash associated with the commercial uses. The goal is to create an attractive edge to this parking lot for the community and the park. This can be completed in many ways. The common denominator of all the different ways to complete this is to have a green landscaped edge to Penrose Avenue and for the park. The value associated with this green edge can vary depending on whether it is determined to create berms of soil and whether it is determined that any of the asphalt should be removed to create this berm/landscaped area. The following are the assumptions used in valuation of this area. A berm of three feet tall by 12 feet wide with plantings located on an area that is currently asphalt with trees located at an average of 15 feet on center.
 - Environmental protection \$6,000.00
 - Removal of asphalt and subgrade \$21,000.00
 - Installation of topsoil \$34,000.00
 - Grading \$3,000.00
 - Mulch \$19,000.00
 - Trees \$20,000.00
 - Soft Costs \$6,000.00
 Total cost \$112,700.00

This can be completed with Montgomery County Revitalization funding. Additionally the Township can direct local contractors to locate tested clean organic fill to this area to reduce the cost of the trucking and fill materials. Note that it is not known if there is a concern about contamination on this site. It is assumed that there is no contamination in this estimate.

Additionally the pavement is in disrepair and should be considered for resurfacing. It would be in the best interest of the community and the land owners to repave this parking lot with pervious paving.

- Façade enhancement and infill development study for the Ka-Wa-Bo shopping center. The Cheltenham Avenue vision planning for this work can be completed with funding from Montgomery County. The façade enhancement program can be completed with low cost loans from a local bank and with grants from Montgomery County.
- Study for infill development at the Asbourne Road parcel and at Ka-Wa-Bo shopping center. Studying these two areas will determine the amount of opportunity, the environmental constraints on each site. In particular the Ka-Wa-Bo shopping center area can be a significant benefit for the surrounding residential uses that are currently negatively affected both in quality of life and in property value by the poor management of the trash at the shopping center and the poor appearance of the rear of the shopping center. These studies can be funded by the Montgomery County Revitalization Fund. Approximate cost of each study \$30,000.00 to \$50,000.00.

Medium Priority Project:

- Community identification signage:
A sign can be designed and installed for approximately \$4,000.00. This can be funded by the Montgomery County Revitalization program.

Project Timeline

This plan of action anticipates that it will take more than five years to realize these initiatives. This is a community based / driven plan that seeks to inspire numerous individuals and organizations to participate in its success. Funding requests to the Montgomery County Revitalization Program have been identified for the upcoming five years.

The graphic project timeline will be provided with the final plan.

Costs, Benefits and Funding Strategies

Over the next five years this plan seeks to fund approximately \$2.81M in public investments. The Township shall seek \$460,000.00 from the Montgomery County Revitalization Program for each the next five years.

There are initiatives that will require a sustained investment over a five period to achieve these goals.

This revitalization plan is a sound investment for residential taxpayers, business owners, property owners, and Cheltenham Township and Montgomery County. With a coordinated approach, clear goals and vigorous grant writing, the Township anticipates that various state and federal decision makers will agree with this conclusion and choose to dedicate additional public monies to leverage Township and County investment.

Implementation

Implementation Strategy

The key to implementation is to enlist partners early on in the planning process, keep stakeholders informed, and adjust the schedule as necessary to address changing priorities. The project schedule should allow for parallel implementation tracks to ensure that the plan is flexible enough to respond to inevitable hurdles, community concerns, construction sequences and available funding. Important implementation goals include:

- Assigning Tasks to Organizations, Committees and Individuals
- Creating Partnerships
- Setting Clear Objectives and Schedules
- Establishing Parallel Implementation Tracks

The implementation will be coordinated by the Township Manager and Assistant Township Manager with support from the Township Economic Development Task Force and Main Street Manager. Interaction and support from the GCA BID will also be vital in the process. These individuals, boards and committees will engage and coordinate the activities of all implementation partners listed below. On an annual basis the plan recommends that the Cheltenham Township Board of Commissioners work together with the Township Economic Development Task Force to review the effectiveness of the community revitalization plan. The goal should be to determine which initiatives are successful and which initiatives should be revised to improve their effectiveness.

Implementation of Neighborhood Enhancements

A coordinated program of incentives and effective program of enforcement can achieve the neighborhood enhancement goals. The Township should implement the architectural design guidelines; property maintenance code; street tree and lighting enhancements; property enhancements; and Technical Assistance Program as a coordinated set of activities, all focused on the neighborhood goals. The Township should select one Township Committee to coordinate and implement these programs with clearly defined opportunities for community input.

Implementation Partners

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

- Cheltenham Township Board of Commissioners
- Cheltenham Township Manager
- Cheltenham Township Assistant Township Manager
- Cheltenham Township Main Street Program Manager
- Cheltenham Township Economic Development Task Force, also known as Community Revitalization Committee
- Cheltenham Community Development Corporation
- Greater Cheltenham Avenue Business Improvement District
- Montgomery County Revitalization Board
- Cheltenham Township Planning Commission
- Montgomery County Planning Commission
- Montgomery County Redevelopment Authority
- Eastern Montgomery County Chamber of Commerce
- State Legislature Officials from both Montgomery and Philadelphia Counties
- Pennsylvania Department of Community and Economic Development
- Pennsylvania Department of Transportation
- Southeast Pennsylvania Transportation Authority
- Federal Transportation Enhancement Program
- Federal Department of Housing and Urban Development
- Local banks, lending institutions and developers
- Private land owners and business owners
- Township residents
- Area realtors

