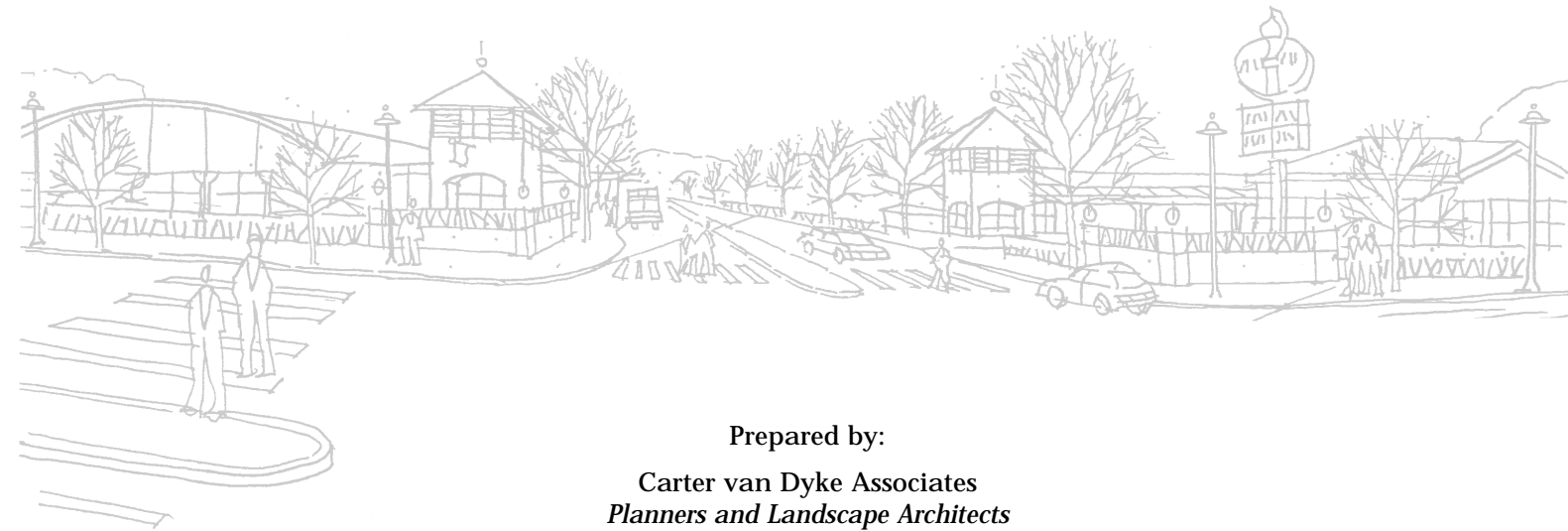


CHELtenham TOWNSHIP
COMMERCIAL DISTRICT
ENHANCEMENT PLAN

EAST CHELtenham AVENUE



Prepared by:

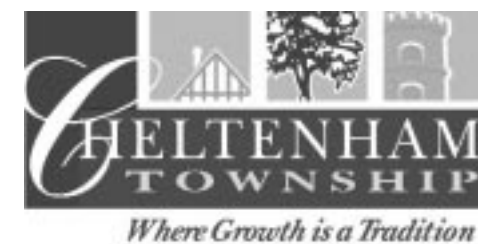
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Planners and Landscape Architects

Urban Partners
Community and Economic Development Planners

Gannett Fleming
Transportation Planners

Runyan & Associates
Architects

Adopted October 23, 2000



ACKNOWLEDGEMENTS

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

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

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

Implementation Strategy

Phasing Strategy

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

Implementation Partners

In order to coordinate the implementation activities recommended for East Cheltenham Avenue, the following groups will need to coordinate their efforts :

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

Township of Cheltenham

Montgomery County, Pennsylvania

Board of Commissioners
Paul R. Greenwald, President
Jeffrey A. Muldrew, Vice President
Thomas Jay Ellis
Robert C. Gerhard, Jr.
Charles D. McKeown
Harvey Portner
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President's Message January 16, 2001

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

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

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

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

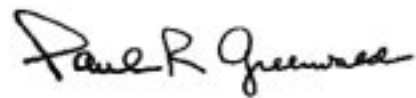
January 16, 2001
Page 2

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

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

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

Sincerely,



Paul R. Greenwald
President
Cheltenham Township
Board of Commissioners

The purpose of these zoning changes would be to:

- Encourage retail uses only at the ground floor to face streets, sidewalks, and available on-street parking

- Encourage continuous retail storefronts on both sides of streets
- Encourage mixed-use buildings of two to four floors
- Encourage upper floors as office or residential uses

Parking

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

Cheltenham Township Commercial District Enhancement Plan EAST CHELTENHAM AVENUE

Recommended Implementation Plan

Public Sector Activities	Year to Initiate	
	Detailed Design	Implementation
Item Action		
1 Acquire County, PennDOT, and SEPTA support		Twp-wide initiative in Yr 1
2 Create governmental partnerships with Philadelphia		Twp-wide initiative in Yr 1
3 Recruit businesses to fulfill each District vision		Ongoing
4 Create a Township-wide non-profit Economic Development Corporation		Twp-wide initiative in Yr 1
5 Draft and change zoning ordinances		Twp-wide initiative in Yr 1
6 Draft and change parking ordinances		Twp-wide initiative in Yr 1
7 Draft and change sign ordinances		Twp-wide initiative in Yr 1
8 Create and approve Facade Enhancement Guidelines		Twp-wide initiative in Yr 1
9 Implement Facade Enhancement Grant Program		Twp-wide initiative in Yr 2
10 Study feasibility of CDEP Traffic Recommendations	2	3
11 Design and implement Gateway and Sign Program	3	4
12 <i>Phase I:</i> Signs, banners & trees	3	4
13 City of Philadelphia streetscape improvements	3	4
14 <i>Phase II:</i> Transportation, sidewalks and street furniture	6	7
Private Sector Activities	Detailed Design	Implementation
15 Melrose Shopping Center site improvements		
16 First Union Bank site improvements		
17 Facade enhancement of commercial buildings	Ongoing	Ongoing

- Preserve any significant features that might exist
- Provide new facade components such as storefront windows, doors, wall materials, roofs and signage
- Facade changes should be consistent with all visible portions of the building

New Construction

- Follow Detailed Architectural Design Guidelines (See Technical Appendix)
- Building massing and design should be consistent with the District Theme Architectural Character

IMPLEMENTATION

Policy Issues

Economic Development

Upgrade Melrose Shopping Center

The Melrose Shopping Center needs to continue the efforts of its new owner to improve the quality of the tenants and the physical environment. The reported plan to retenant the western portion of the center with a Sav-A-Lot and Wine and Spirit Shoppe will reanchor the Center, but probably be less attractive for Cheltenham residents than in the past. Connections to Cheltenham will need to be established through careful and active tenanting of the Front Street shops and services.

Partner with Philadelphia to create an effective district at Oak Lane

The commercial area along Cheltenham Avenue between Oak Lane Road and 5th Street faces the issue of evolving into an effective district, rather than remaining an inefficient strip.

Resolving this issue will require coordination with the City of Philadelphia. The commercial properties at the Oak Lane Road, 5th Street and Cheltenham Avenue triangle could become an even more effective destination if coordinated economic development, parking and streetscape improvements are completed. Joint streetscape treatment with attractive crosswalks, traffic calming along Cheltenham Avenue, and coordinated district parking resources could benefit both jurisdictions. These improvements could encourage pedestrian movement throughout both sides of the district and enable customers to effectively make full use of the broad array of goods and services already offered here.

Zoning

The overlay zoning districts recommended are designed to respond to the desired scale and purpose for commercial, office and residential uses in each area. Overlay zoning creates optional higher standards matched with commercial incentives to create

more successful land use patterns. To create a successful mixed-use shopping, office and residential district, this plan encourages the use of traditional neighborhood design (TND) principles. Within East Cheltenham Avenue, a *Main Street Commercial Overlay District* and a *Mixed-Use Commercial Overlay District* are recommended.

In East Cheltenham Avenue it is recommended that there be a *Main Street Commercial Overlay District* at the East Cheltenham Avenue, Oak Lane Road, and 5th Street area. In the vicinity of the commercial *C3* zoning at the Melrose Shopping Center the plan recommends a *Mixed-use Commercial Overlay District*. Each district will support and encourage a neighborhood center for the sale of convenience goods and personal services. The current C-zoning districts are proposed to become the overlay districts without modifying the boundaries in any way. All currently residential zoned areas would remain unchanged.

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District Theme Architectural Character

English Village Design Theme

Architectural design is to be in conformance with an English village district design theme that generally refers to the traditional architecture of the Township and to traditional English architecture, except as noted below.

- Building massing:** 2 to 4 story; locate new construction at street line to define streets
- Exterior walls:** Brick, stucco, stone
- Windows/entrances:** Multi-paned windows & doors at traditional buildings
- Roofs:** Slate, tile or appearance of; pitched, hipped and gabled; large overhangs
- Special features:** Brick towers at Melrose Shopping Center; dormers, chimneys; towers; details featuring quality craftsmanship

General Architectural Design Guidelines

Historic or Architecturally Significant Buildings

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

Examples: *Architecturally significant:* Residential scaled commercial structures in vicinity of 5th Street and Oak Lane Road

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

Other Buildings

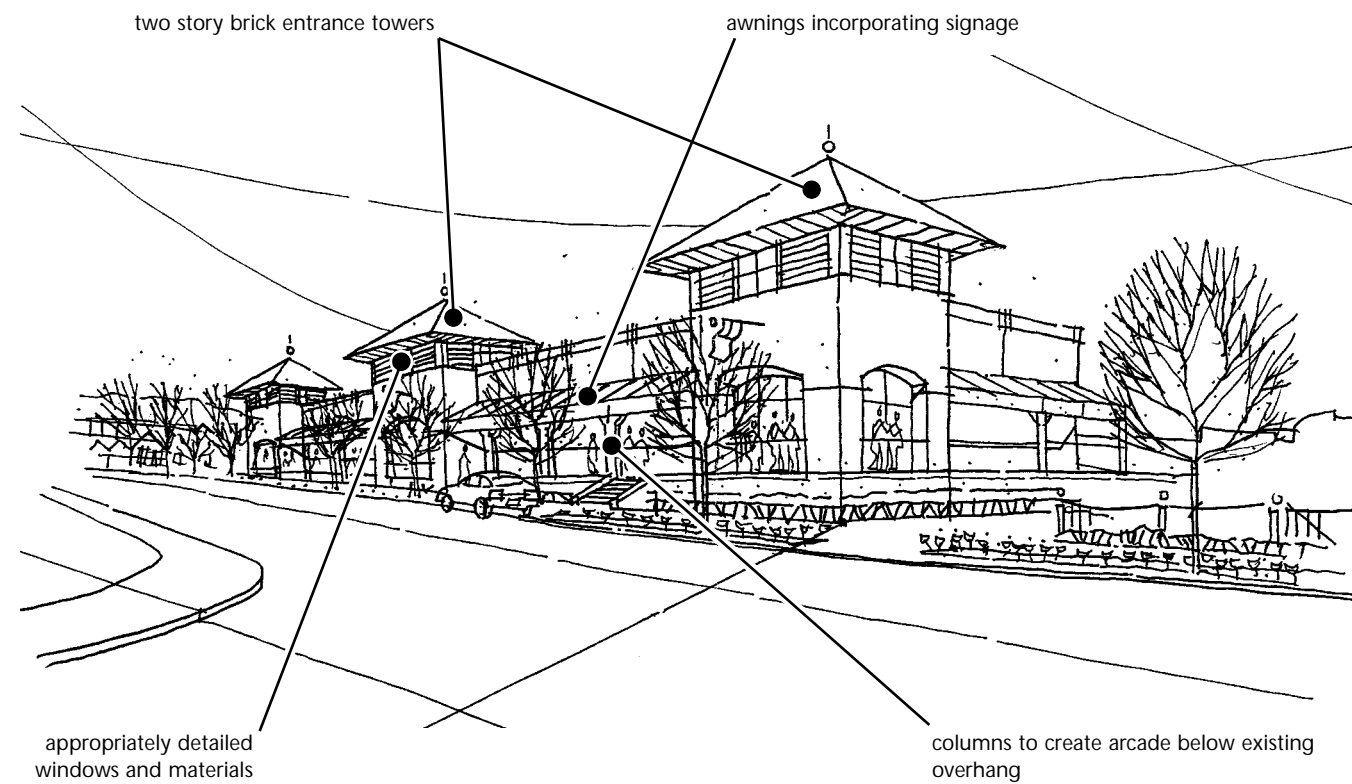
Description: Non-contributing buildings that are intrusive and not worthy of preservation or restoration; significant rehabilitation or reconstruction is recommended

Example: Melrose Shopping Center

- Follow *Detailed Architectural Design Guidelines* (See Technical Appendix)
- Facade enhancements should be consistent with the District Theme Architectural Character
- For economy, reuse existing features, if non-intrusive, such as wall materials, windows and door openings, roofs and special features whenever possible
- Remove non-conforming facade components such as storefront windows, doors, wall materials, roofs and signage



Proposed Vision for East Cheltenham Avenue at Front Street



Above: View at the shops at Front & Dewey Streets
 Below: Facade enhancement ideas for the shops at Front and Dewey Streets

THE ISSUES

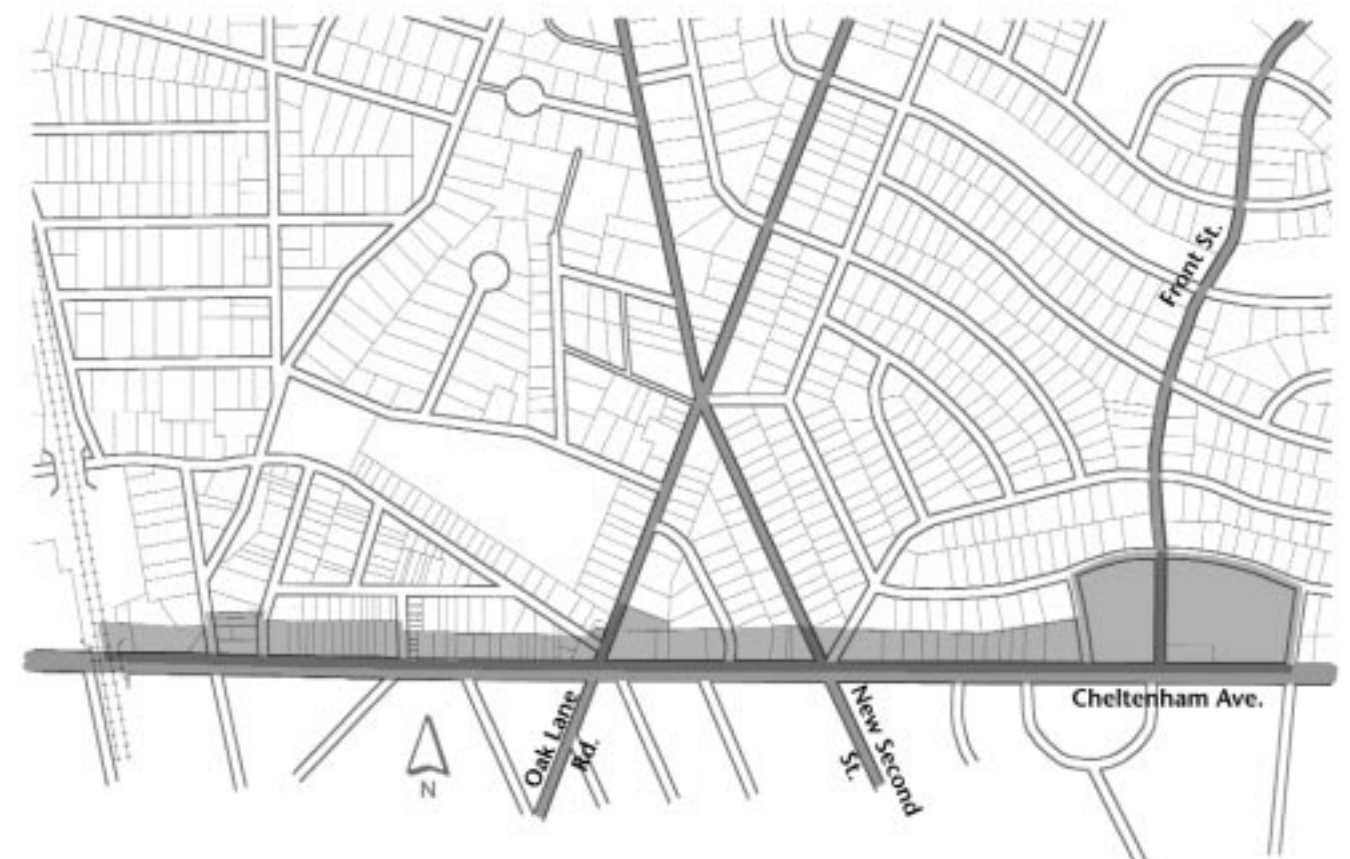
The Vision Plan for East Cheltenham Avenue incorporates economic development, transportation, architectural and streetscape enhancements to effectively respond to the needs of The East Cheltenham Avenue District.

Study Area

The East Cheltenham Avenue shopping district is located at the southeast border of Cheltenham Township and adjoins the City of Philadelphia. This linear district is comprised of Cheltenham Avenue between Bell Mawr Road and the SEPTA commuter rail line just past Granite Road. This district is constrained by multiple municipal jurisdictions and by a car-oriented street prone to high traffic speeds and pass through traffic

The Defining Issues for East Cheltenham Avenue

The East Cheltenham Avenue District faces three primary challenges. The first challenge is the declining caliber of businesses. The second challenge is the negative impact of East Cheltenham Avenue's high traffic volume and high speeds. The final challenge is the lack of a sense of place and weak architectural standards. These issues form the basis for a range of strategies included in the following vision for East Cheltenham Avenue.



East Cheltenham Avenue study area

THE VISION

The Vision Plan for the East Cheltenham Avenue District builds on its existing strengths as a transportation corridor, gateway to the Township, retail center and neighborhood asset. The plan promotes a vision that improves the commercial district by integrating economic development, transportation, streetscape and architectural strategies. These recommendations are a starting point, not the final plan for commercial district enhancement.

Economic Development Opportunities

The success of the East Cheltenham Avenue District will be determined by whether Cheltenham Township can create an effective economic development partnership with the City of Philadelphia. The benefits of creating a cooperative partnership with Philadelphia at the triangle of development bounded by 5th Street, Oak Lane Road and Cheltenham Avenue are significant. With a major tenant, facade and landscape enhancements, the Melrose Shopping Center could become a neighborhood-oriented retail center serving both the adjacent Philadelphia and Cheltenham communities.

Revitalization activities in East Cheltenham must be targeted to individual areas. The Melrose Shopping Center must establish physical and visual connections to Cheltenham in part through careful and active tenancing of the Front Street shops and services.

The Oak Lane Road component of the District faces the issue of evolving into an effective District, rather than remaining an inefficient strip. Resolving this issue will require coordination with the City of Philadelphia. Joint streetscape treatment with attractive crosswalks, slower traffic speeds along Cheltenham Avenue, and coordinated District parking resources could benefit

both jurisdictions. These improvements could encourage pedestrian movement throughout both sides of the District and enable customers to effectively access the broad array of goods and services already offered here.

To achieve this vision the Township can build cooperative partnerships between the city of Philadelphia and PennDOT, private enterprises and residential communities that all share East Cheltenham Avenue as their common link. The proposed vision plan aims to:

- Partner with Philadelphia to create a coordinated commercial district at 5th Street, Oak Lane and Cheltenham Avenue
- Improve tenant mix, facades, and public spaces at the Melrose Shopping Center
- Strengthen District identity through marketing, gateway piers, streetscape enhancement, facade enhancements and enforcing the proposed sign guidelines in the Appendix
- Enhance landscape and streetscape along Cheltenham Avenue and Front Street
- Expand on-street parking and link off-street parking lots
- Transform East Cheltenham Avenue into a landscaped boulevard that moderates the negative impact of traffic and encourages a safe pedestrian environment

ing and replacement parts, strengthen design themes and minimize costs through bulk ordering.

In summary the Streetscape Enhancement Plan for East Cheltenham Avenue District features:

- Transforming Cheltenham Avenue into an attractive landscaped boulevard to spur economic development
- Creating stone piers at Township and District Gateway entrances
- Enhancing the landscape through the introduction of street trees and landscaping at median strips and at parking lots
- Enhancing the streetscape through the introduction of street lights, banners, benches, trash receptacles and street signs

Architectural Revitalization

District Theme

The East Cheltenham Avenue study area features a heavily traveled boulevard with suburban oriented commercial properties. The commercial facilities are a low density collection of generally uninteresting modern developments that have not been upgraded and generally relate very poorly to the surrounding residential areas. Proceeding west from the Melrose Shopping Center, the District commercial areas become progressively more dense.

The architectural vision recommended for East Cheltenham Avenue is the development of an English Village Design theme to pay homage to Cheltenham, England and to reflect the 19th century influence on historic buildings in the Township. In the vicinity of 5th Street, Oak Lane Road and Cheltenham Avenues, develop a more localized theme that respects the strength of the Korean and Korean/American business community. East Cheltenham Avenue should strengthen its amorphous commercial core through the restoration/rehabilitation of the very limited number of residential scaled structures now used for commercial purposes, the reconstruction of existing undistinguished intrusive structures such as the Melrose Shopping Center and the infill of vacant lots to the street line with new construction that is compatible with the District Theme Architectural Character described herein.

Architectural Design Guidelines

A great deal of the commercial building development on East Cheltenham Avenue is not in conformance with the architectural character of the proposed District theme. Currently the District suffers from a lack of continuity in its physical image. The adoption and implementation of appropriate Architectural Design Guidelines that reflect the District theme is essential for the successful enhancement of the overall

townscape of East Cheltenham Avenue.

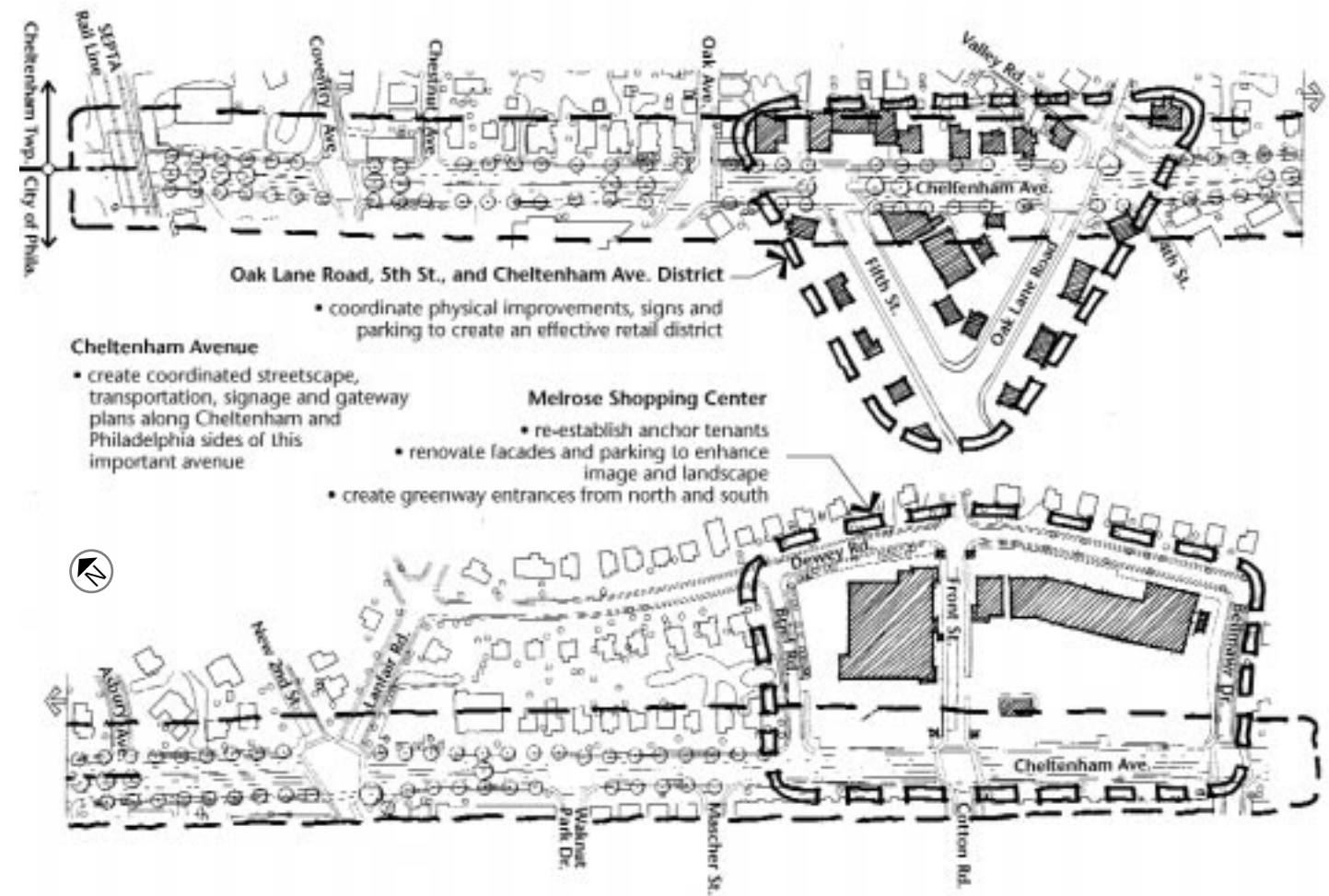
Appropriate building facade and signage improvements reflecting the District theme will create a memorable physical image to both residents and non-residents. Key to the creation of this image is the improvement and reconstruction of as many building facades as possible to at least a basic level, rather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

Storefront design and rehabilitation decisions on East Cheltenham Avenue must be made for each building individually and should include an assessment that includes the building’s architectural or historical significance and how it relates to the District Theme. For building owners, tenants, architects, contractors or other parties interested in the renovation or the construction of new commercial buildings and building facades, the following general guidelines have been developed. Buildings or features that are historically or architecturally significant are referred to as “significant” or “contributing.” Buildings or features that are historically or architecturally insignificant are referred to as “other buildings.”

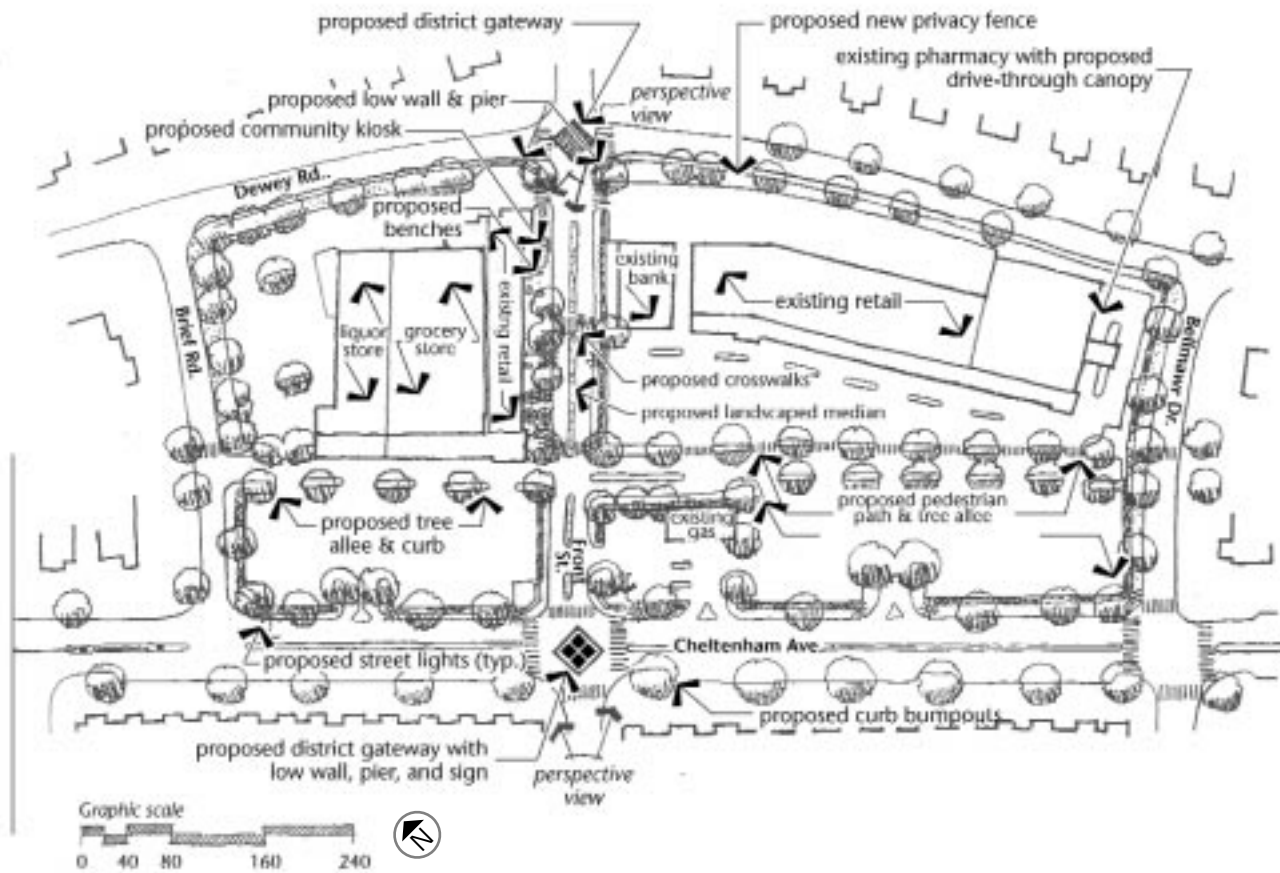
Further Detailed Architectural Design Guidelines, are incorporated in Appendix I.



Above: 433 Cheltenham Avenue
 Below: Facade enhancement ideas for 433 Cheltenham Avenue



Economic Development Plan for East Cheltenham Avenue



Enhancement ideas for the Melrose Park Shopping Center

Transportation Initiatives

The proposed Vision Plan for the East Cheltenham Avenue study utilizes several seemingly small but effective methods of creating a more balanced environment between pedestrian and vehicular modes of travel. The Plan primarily builds upon existing transportation facilities by adjusting, expanding and/or reconfiguring these elements, with the goal of creating a corridor that is both functional and aesthetically pleasing. To achieve these goals, a concept called "traffic calming" is recommended to slow driving speeds

while improving driver awareness and maintaining traffic volume. The primary elements employed include the following:

Improve Traffic Circulation and Reduce Speeds

Improve the configuration of intersection circulation on the Township side of Cheltenham Avenue. Reconfigure the intersection, island and parking at Cheltenham Avenue, Valley Road and Oak Lane Road to create a landscaped island and improve pedestrian safety. At this location portions of the roadway are excessively wide. These roadways could be narrowed to create larger pedestrian and landscape

median/islands or to add land to adjacent parcels to improve internal circulation at the First Union Bank and Gusto II Pizzeria.

Reducing the quantity and frequency of entrance drives along the Avenue, especially near intersections will improve circulation and limit traffic conflicts. Awkward turning movements into private parcels are causing conflicts with turning movements at designated intersections. These movements also create safety conflicts for pedestrians trying to cross Cheltenham Avenue and its side streets. This is especially true at the intersections that do not meet at 90 degrees. Pedestrians

curb cuts and improve the crosswalks along East Cheltenham Avenue and Front Street.

Due to the existing utility poles on Cheltenham Avenue, it is important to select a street tree type that will provide some unity to the District while not interfering with the overhead transmission lines. Our experience is that the Japanese Pagoda tree is an excellent choice under utilities because of their growth habit. In addition, they are extremely city tolerant and they provide flowers in the late summer, which provides added identity to the District.

This organized street tree plan can accomplish several things:

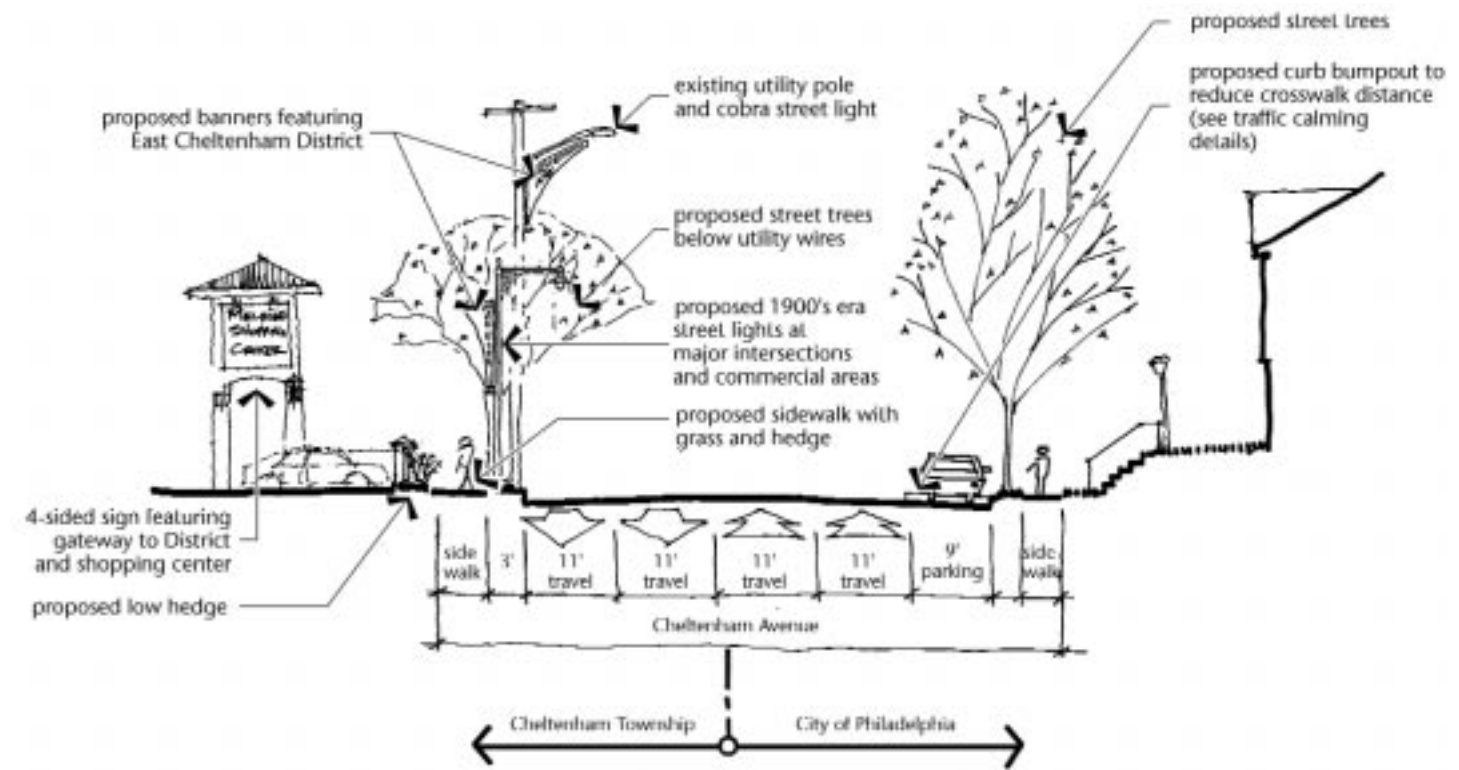
- A strong alley of trees unifies the commercial frontages.

- The street trees create a strong vertical element contributing to a more intimate scale softening the sidewalk from the traffic along Cheltenham Avenue. However, it is important to note that because of the vase shape of the canopy, the trees will not hide the storefronts or block the identity of the individual establishments.
- Sunlight through the leaves of the trees can create a strong play of light and shade lending itself to a pleasing atmosphere.
- Since this is the north side of the street, the shade/street trees will provide a more pedestrian-friendly environment during the hot summer months.
- The flowering trees will create seasonal color and beauty in the area.

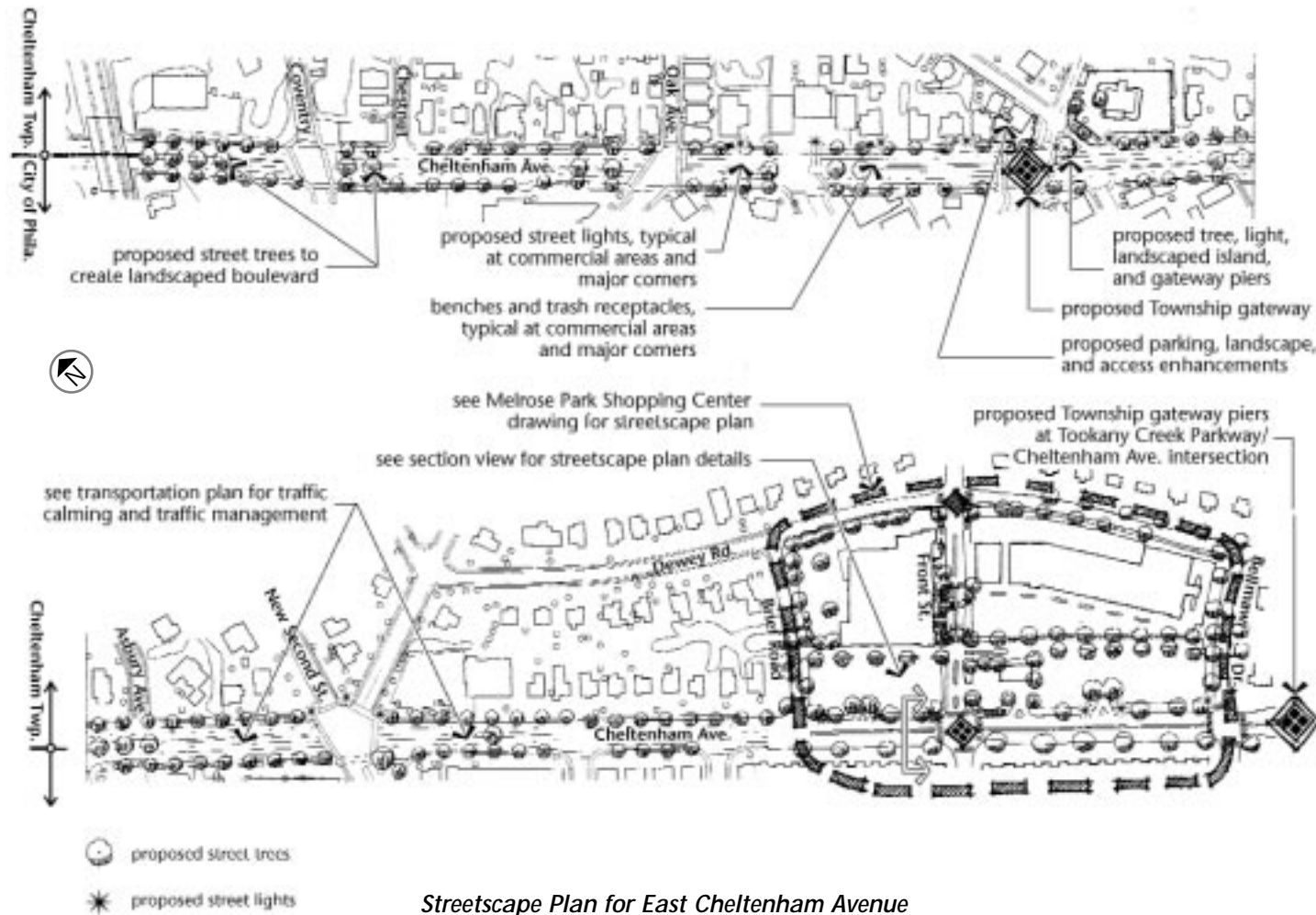
Other Unifying Elements

Other unifying elements include new traffic signal structures, which are prominently visible from the street. These would also be incorporated with new street identity signs that are graphically designed to provide an identity logo for this area of the Township. Trash receptacles are chosen to enhance the unity of the area. Benches have been chosen for their comfort, consistency with the design theme, and relative ease of maintenance.

It is anticipated that many of these streetscape elements will be shared across the Township as appropriate for each District. The intention is to reinforce a Township identity, simplify order-



Cross section of Cheltenham Avenue near Front Street



Streetscape Plan for East Cheltenham Avenue

Streetscape Elements

The new streetscape enhancements include: sidewalks and curbing with color and texture at the intersections, pedestrian scale streetlights, street trees, street banners, bollards at intersections, boldly detailed vinyl pedestrian crosswalks, hanging baskets, tubs, and a landscaped median along Cheltenham Avenue where the islands are wide enough for landscaping and street trees.

Lighting and Banners

Ornamental streetlights have been selected to strengthen the identity of the District, improve night time safety and improve the pedestrian scale of the streetscape. While there are currently streetlights mounted on utility poles to provide illumination onto the street, these fixtures are intended to provide pedestrian level light at intersections, adjacent to the shopping center and along the portion of the District that includes commercial storefronts.

On the north side of Cheltenham Avenue there are utility poles which include the existing cobra

streetlights. It is intended that a cooperative agreement be developed with the utility which owns the poles to allow the Township to install banners on these poles. These banners will help to soften the impact of the poles while providing a unifying theme.

Landscaping

At the Melrose Shopping Center, along Front Street, build an outdoor café terrace with landscaping and neighborhood services such as post boxes and kiosks. Plant honey locust trees along a pedestrian path through the parking lot to link CVS to the supermarket. Introduce low planting, minimize

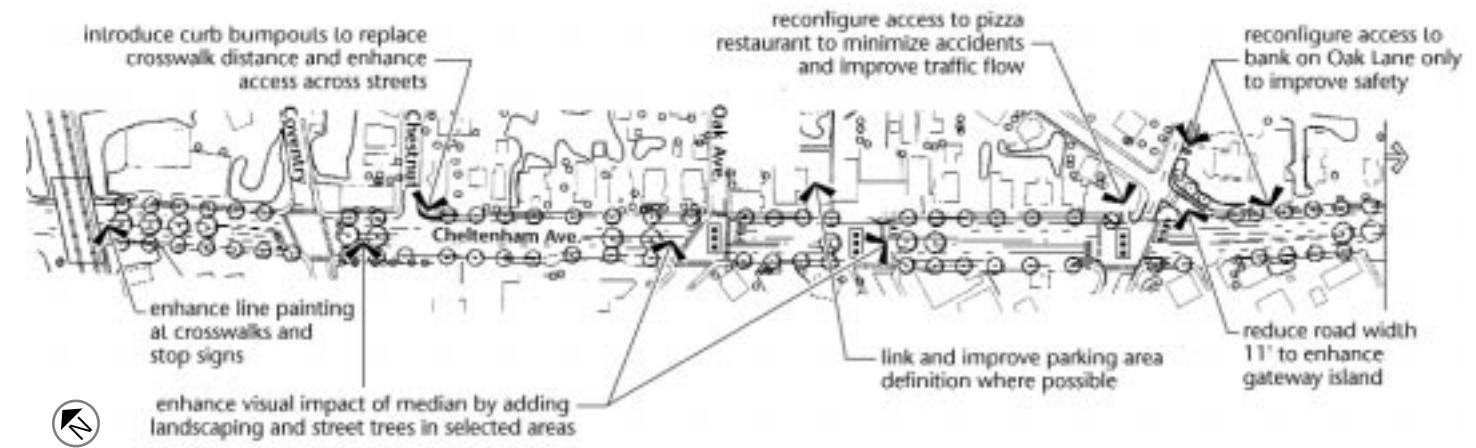
often cannot see turning vehicles that are essentially coming from behind them.

Traffic speeds could be reduced through the utilization of various roadway striping techniques and traffic safety devices, such as narrowing lane widths, textured crosswalks, roadway reflective devices, landscaped medians and signing.

Coordinate and Enhance Parking Resources

Create interconnected parking areas and comprehensive internal circulation systems within the study area. In many locations there is sufficient parking available, the problem is that off-street parking areas are not well organized, lack interconnections and have inefficient circulation

patterns. Many of the parking areas that lack landscaping create a negative visual image for the area. Areas where there are multiple lots adjacent to each other, such as the area on the south side of Cheltenham Avenue, between 5th Street and Oak Lane Road, should be redesigned to function as one single parking facility. These



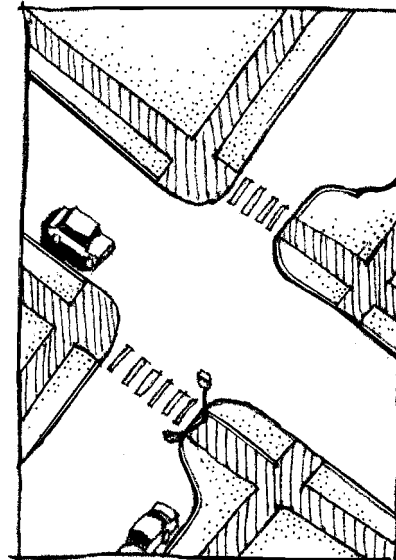
Transportation Plan for East Cheltenham Avenue

enhancements would create a cohesive circulation system, clear pedestrian access points, provide complementary lighting and proper buffering and landscape treatments.

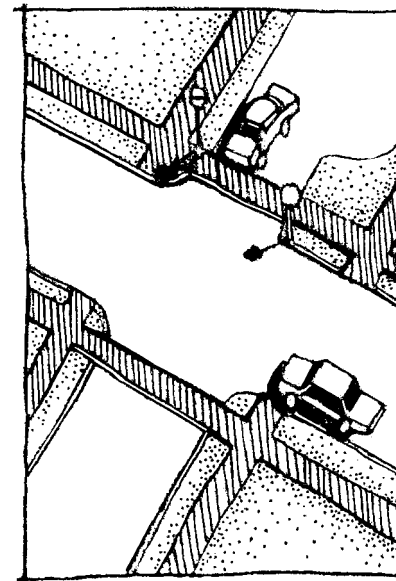
In general the Township has particularly high parking count standards for commercial uses. This has the effect of discouraging commercial uses throughout the Township. To achieve the goal of expanding the commercial tax base in the Township, parking count requirements must be down graded to require a more appropriate standard. Township parking requirements should be modified to allow for 9' x 18' parking spaces rather than the current 10' x 20' standard. In addition, where parking can become a shared resource benefiting from improved diversity of uses throughout the day, parking requirements can be reduced even further.

Existing on-street parking should be maintained along Cheltenham Avenue. This will create the impression of a main street commercial area and aid in traffic calming. In addition, curb bumpouts at intersections will help define on-street parking areas along the corridor and facilitate traffic calming.

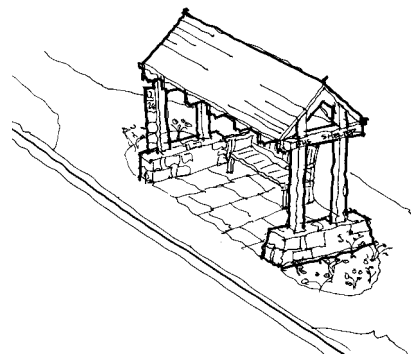
At the Melrose Shopping Center, modify curb cuts and streets at Cheltenham Avenue, Brief Road and Bell Mawr Road to allow entrance to the shopping center from these streets, but to prevent access to the neighborhood. All egress from the shopping center will be directed to Front Street to use the traffic light. All access to the neighborhood will be from



Traffic calming technique: curb bumpouts with painted crosswalks



Traffic calming technique: raised crosswalks



Proposed bus shelter

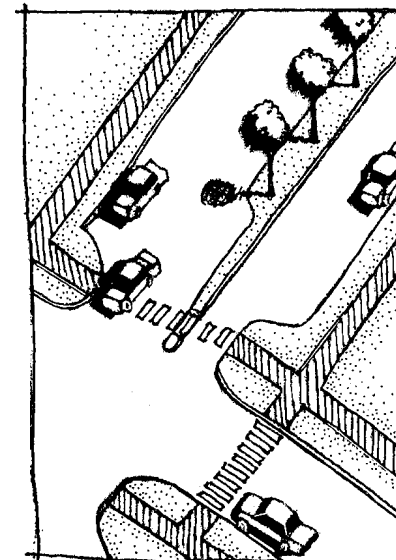
Front Street. These enhancements will reduce turning lane conflicts, protect neighborhoods from unwanted commercial traffic, and improve transportation safety.

Improve the Pedestrian Environment

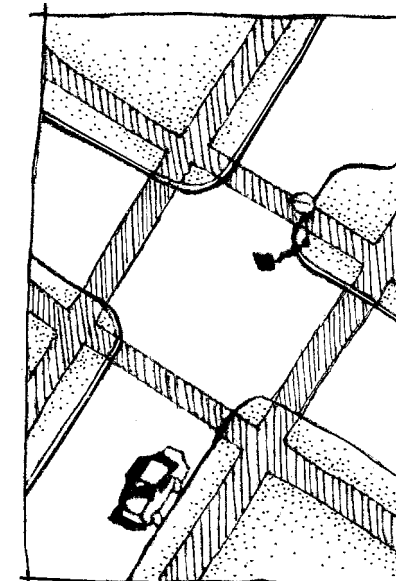
Existing sidewalks along the corridor should be upgraded to create a cohesive and pleasing pedestrian environment that will promote pedestrian activity. Sidewalks along perpendicular streets should be improved to provide a network that feeds into Cheltenham Avenue. This could include tasks as simple as trimming existing landscaping that has overgrown existing paths and sidewalks.

Pedestrian crosswalks along Cheltenham Avenue should be enhanced. These improvements could include the realignment of median refuges, the enhancement of ADA facilities, aggressive striping to warn motorists that they are approaching a pedestrian travel environment, and pedestrian crossing signals and actuators for all crossings. At both Front Street and Valley Road, create bus stop enclosures to enhance the quality of the streetscape experience for patrons of public transit.

Parking areas should be buffered with low hedges, low ornamental fences or other landscape elements to create a more pleasant environment for pedestrians. This is especially applicable in the area of the Melrose Shopping Center and the commercial areas on the south side of Cheltenham Avenue, between 5th Street and Oak Lane.



Traffic calming technique: landscaped median with painted crosswalks



Traffic calming technique: curb bumpouts with textured crosswalks

Bicycles

After exploring potential bicycle routes on Cheltenham Avenue and discovering the difficulties of implementing one on such a heavily-traveled motor vehicle route, it is recommended that alternative, more moderately traveled roads such as Valley Road and Dewey Road might be more feasible for bike routes. Since this was not explored beyond the conceptual level, additional study is warranted.

Streetscape Enhancements

The Cheltenham Avenue District needs an ambitious investment in street lights, banners, signs, street trees, gateways and general landscape improvements to overcome the present negative impression of the District. As a whole, Cheltenham Township is perceived as a very desirable place to live with a high quality environment. Elsewhere in the Township mature trees, distinguished architecture and quality landscaping dominate this environment. The East Cheltenham Avenue District and its adjoining neighborhoods in Philadelphia and Cheltenham Township should aspire to a high quality environment.

To achieve this vision, the negative factors such as poor street maintenance, overhead utilities, overly wide roads and poorly-maintained commercial facades must be improved. The District must establish a unifying theme and identity to enhance the area. Streetscape design elements, building facades and signs should reinforce these themes

wherever possible. Gateways into the Township and District should be celebrated with distinctive gateway piers and signs. An organized street tree planting plan, a decorative street lighting plan, new banners and street furnishings will all contribute to establishing a positive identity and theme for the East Cheltenham Avenue District.

Cheltenham Avenue as Landscaped Boulevard

Along East Cheltenham Avenue, create a beautifully landscaped boulevard to enhance this important entrance to the Township and improve the economic environment. In addition to the streetscape elements listed below plant a landscape median to improve the visual impact of East Cheltenham Avenue on the District.

Gateways

Gateways have been identified at the intersection of Cheltenham Avenue and the entrance to Tookany Creek Parkway to the east of the study and at a newly configured intersection of Oak Lane. It is intended that these two gateways at the entrance would be part of an overall Township-wide identification program consisting of stone piers with the Township identification. At the two central entrances to the Melrose Park Shopping Center (one on Cheltenham Avenue and the second at the entrance from Dewey Street) there would be a different type of gateway treatment to provide a more unified entrance to the neighborhood.