



# ROSLYN COMMUNITY REVITALIZATION PLAN

**URS**  
WITH  
REAL ESTATE STRATEGIES

APRIL 2010







## Acknowledgments

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Special thanks to the Living Word Luthern Chruch for providing an excellent location for our public meetings and the Roslyn Fire Company for providing an excellent location for our Task Force meetings!

Thanks to all the community and elected officials who participated in the community meetings!



# Table of Contents

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<b>1</b>	<b>Introduction</b>
3	Plan Purpose and Process
<b>7</b>	<b>Existing Conditions Analysis</b>
11	Land Use
17	Economic Development
25	Housing and Demographic Analysis
35	Infrastructure
43	Public Safety
<b>47</b>	<b>Vision and Goals</b>
49	Vision
49	Goals
<b>51</b>	<b>Action Plan</b>
53	Project Recommendations
91	Implementation Matrix
<b>111</b>	<b>Appendix</b>
111	Public Meeting #1 Summary
115	Public Meeting #2 Summary





# Introduction

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Roslyn is a neighborhood-serving business district bordered by dense residential neighborhoods and the Roslyn Train Station. Over the years, like many other inner-ring suburban business districts, it has struggled to attract niche retailers as newer, larger, auto-oriented retail spaces pull daily consumer trips away from traditional, walkable business districts.

A number of streetscape and gateway improvements have been implemented over the last 10 years. These have created a cohesive couple of blocks of retail area, although there are still areas with dilapidated sidewalks, dated business signage and neglected spaces - especially at the edges of the business district. In addition, a number of underutilized gas stations and auto repair shops have neglected the appearance of their property and eroded the pedestrian experience. While these auto-oriented uses are not typically part of a pedestrian-oriented business district, they can be integrated into a more comfortable pedestrian environment with well-maintained, landscaped property edges.

The Roslyn business district is an eligible community for the Montgomery County Community Revitalization Program, which provides funding for community planning and project implementation. Abington Township prepared the first Roslyn Community Revitalization Plan in 2002. To maintain implementation funding editability, the plan must be updated every five to seven years. In 2009, Abington Township secured a \$25,000 planning grant from Montgomery County to update its original plan. The Township matched the grant with \$25,000 of its own to develop this plan update.

The Township's work in implementing the recommendations in the first Roslyn Community Revitalization Plan has been impressive. These efforts are evident in the gateway signage, plaza beautification and dog park installation, as well as pedestrian safety features such as painted crosswalks, street trees and pedestrian-scaled lighting on Easton Road. However, as noted above, the Roslyn community is in need of additional streetscape improvements, updated traffic and wayfinding signage and façade improvements with an emphasis on business signage. In

addition, the corridor would benefit from enhanced property maintenance and improvements to currently underutilized and/or underdeveloped sites.

The development of this Roslyn Community Revitalization Plan update was overseen by an active Task Force made up of Township staff, elected officials, business owners and residents. The Task Force's work was supported by a consulting team staffed by URS Corporation and Real Estate Strategies. The consulting team performed the technical analysis of physical and economic conditions, made design recommendations and facilitated a public involvement process, working closely with the Task Force to tackle the complex nature of Roslyn's revitalization. The professional team included the expertise of economists, traffic engineers and revitalization planners with the goal of providing the Roslyn business district with the most innovative, implementable plan possible to achieve the community's vision.



# Plan Purpose and Process

## Plan Purpose

## Revitalization Task Force

## Stakeholders

## Community Workshops & On-line Surveys

### PLAN PURPOSE

The Roslyn Community Revitalization Plan began in September 2009 and was completed in April 2010. The Roslyn Business District is a part of the Montgomery County Community Revitalization Program, which provides funding for physical improvements needed to facilitate investment and enhance economic opportunities for businesses and residents. To be eligible for Revitalization Program funding, the Township must maintain a current Revitalization Plan. Plans must be updated a minimum of every seven years, and this Plan is an update to the 2002 Roslyn Community Revitalization Plan.

This plan focuses on a healthy future for the Roslyn community, paying particular attention to the issues of appropriate land use and business mix, the appearance and scale of development and tools to enhance multi-modal transportation access to businesses from the surrounding neighborhoods. The planning time frame is relatively short - only five to seven years - so the plan attempts to identify projects that can be implemented in that time frame while building a foundation for future improvements.

### REVITALIZATION TASK FORCE

The Plan's development was managed by the Roslyn Community Revitalization Plan Task Force, a group of residents, business owners, elected officials and Township and Montgomery County staff. The Task Force met six times during the planning process to review information, develop goals and objectives, and ultimately, set the policies and strategies presented in this document. In addition to the Task Force meetings, community input was sought through stakeholder interviews and community workshops.

### STAKEHOLDERS

With the help of the Task Force, a group of stakeholders was identified that included the Roslyn Valley Business Development Group, key business owners, public safety officials and Township staff and Commissioners. The stakeholders were interviewed, and through those discussions, shared their concerns about Roslyn and their vision for its future.





### **COMMUNITY WORKSHOPS & ON-LINE SURVEYS**

The planning process included two community workshops for project visioning and prioritization. The purpose of the visioning workshop was to identify community aspirations for Roslyn and to test some initial concepts for improvements that had been developed by the Roslyn Task Force. The prioritization workshop, held later in the planning process, confirmed proposed projects identified by the Task Force and identified the community's top priorities for moving forward.

Each workshop began with a brief presentation that summarized findings and provided a pictorial summary of major issues and potential solutions. After the presentation, the meetings transitioned into a workshop format in which participants reviewed proposed concepts and provided feedback through interactive exercises. Display boards illustrated proposed recommendations and requested comments. Comments from both meetings indicated strong support for draft plan recommendations and an eagerness to move to implementation.

The materials for both community meetings were posted on the Township's website, and the interactive exercises were formatted as on-line surveys. People who were unable to attend the meetings were able to go online and participate in the process, and the results of these surveys were added to the responses received in the workshops.

Throughout the process, the Task Force, stakeholders and community members were clear on their vision and desires for the future of Roslyn. Key messages are summarized in the list below and were incorporated into the Plan's vision and goals. Participants wanted Plan recommendations to:

- Strengthen Roslyn's role as a neighborhood commercial center that serves a diverse, moderate-income and relatively densely developed residential community
- Build new core attractions or "anchors" and create the synergies needed to encourage people to walk from one anchor to another
- Attract services that are missing from or underrepresented in the area today, including full-service restaurants, entertainment uses, medical offices and specialty retail
- Improve the appearance of the corridor - both the streetscape and private properties
- Support development on small lots
- Encourage pedestrian-oriented design
- Limit auto-servicing uses south of Patane Avenue





# Existing Conditions Analysis

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# Existing Conditions Analysis

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The existing conditions analysis provides a context for evaluating the opportunities for creating a stronger, more sustainable commercial mix in the Roslyn business district. As specified in the Montgomery County Revitalization Manual, the background summary identifies and evaluates existing conditions in five broad categories - land use, economic development, housing, infrastructure and public safety. In addition, the analysis has identified a target commercial mix for Roslyn based on trade area demographics, expenditure potential, physical opportunities and limitations of area commercial structures and parcels and the community's vision for the types of businesses that make sense for Roslyn.



# Land Use

## Land Use

## Character Districts

## Zoning

The Easton Road corridor in Roslyn includes a mix of uses that range from automobile dealerships at the north end of the corridor to smaller-scale commercial and residential development to the south. Development includes a neighborhood shopping center, several small commercial strips, residential structures that have been converted to retail or office space, multi-family residences and single-family dwellings. The corridor was originally residential in nature, except for small nodes of commercial development at major intersections. See Figure 1 for a map of the existing land use.

As traffic increased along Easton, the pressure to convert residences to commercial use was considerable. Thus began a scattered approach to retrofitting residential structures for commercial use. The average lot depth is about 150 feet, and lot width is about 50 feet, making stand-alone redevelopment for commercial uses challenging. Some parcels have been assembled and larger developments built - examples of this include the Sussman car dealerships and the Roslyn Valley Shopping Center. Absent lot consolidation, small lot sizes will continue to limit the commercial development potential of many sites along the corridor.

For a closer look at the land use and design conditions, the land use analysis broke the corridor down into six “character districts.” There are three categories of districts: centers, nodes and transition areas. The centers are the locations of present or potential anchors that can help concentrate activity and investment. The nodes contain major activities but are not at the level of the centers. Between the centers and nodes are transition areas in which the character of the corridor more resembles its beginning as a residential street. The issues summarized for each character district take into account the existing conditions and potential future opportunities contained within each. See Figure 2 for a map of the character districts.

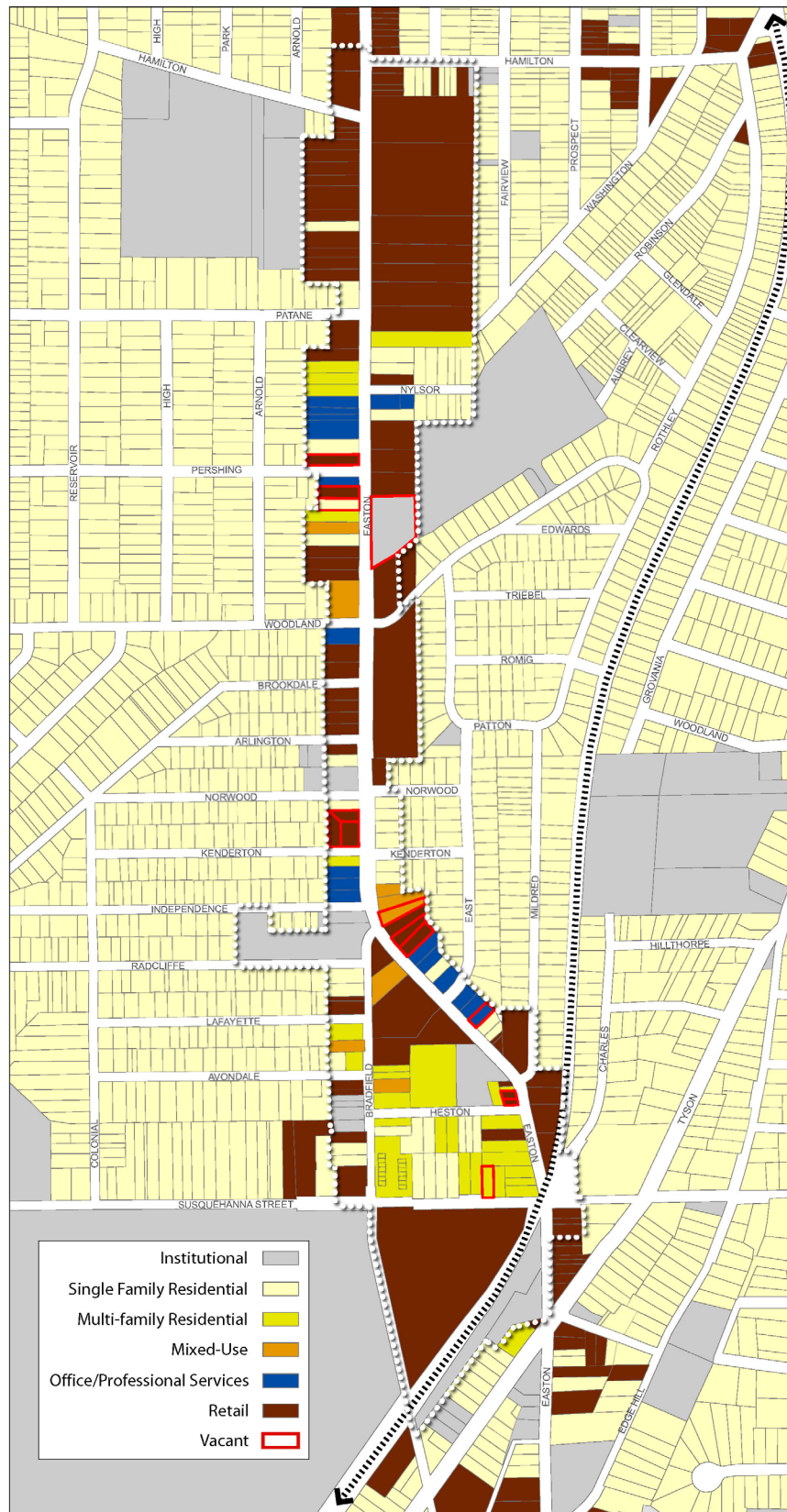


Figure 1: Map of Existing Land Use

## CHARACTER DISTRICTS

### TRAIN STATION - NODE (GENUARDI'S TO HESTON)

- Train station is considered the southern gateway to Roslyn.
- Two major activities: Roslyn Train Station and Genuardi's supermarket.
- Contains two key intersections: Easton/Susquehanna Roads and Bradfield/Susquehanna Roads.
- The train station was formerly located north of Susquehanna on east side of the track, where the Roslyn Welcome Garden is currently located. The property is still owned by SEPTA.
- Residential uses remain along busy Susquehanna Road; some are vacant.
- Wawa generates significant traffic at the Bradfield/Susquehanna Road intersection, and inadequate parking for the Wawa creates confusion.
- Train station parking is insufficient and overflows into the Genuardi's lot.
- Crosswalks at Easton/Susquehanna intersection are disjointed and do not provide a good connection to the train station entrance.
- The gas station located at the southeast corner of Easton/Susquehanna Road has almost continuous curb cuts, which results in traffic exiting the site in all directions.

### TRIANGLE - CENTER (HESTON TO INDEPENDENCE)

- A new Roslyn Branch Library currently proposed in this area would create an important anchor; however, as of early 2010, the potential Township purchase of the site was in litigation.



Figure 2: Map of Character Districts



- Gateway signage at Bradfield Road contributes a sense of arrival.
- Gas station at the intersection of Bradfield and Easton Roads is highly visible, and cars parked in front waiting for service detract from the appearance of the gateway. Multiple curb cuts complicate traffic patterns at an already complex intersection.
- The Faith Community Church between Independence Avenue and Radcliff Road is a major presence.
- Bank of America moved out of a major building in 2009, and the property is currently for sale. Limits to site egress imply that the property is best suited for uses with lower traffic volumes.

#### **TRANSITION 1 (INDEPENDENCE TO NORWOOD)**

- The east side of the street is zoned for residential uses right up to Easton Road.
- Some professional offices are located in this area.
- A vacant gas station is located on the northwest corner of Kenderton Avenue and Easton Road.

#### **WOODLAND – CENTER (NORWOOD TO PERSHING)**

- The Roslyn Valley Shopping Center is the major activity center. Anchored by Rite Aid, the center is a mix of retail, restaurant, service and medical-related uses. Designed as a traditional suburban strip center, parking is located in the front. A short wall separates parking from the sidewalk, but the wall is unattractive and detracts from the streetscape improvements in this area.
- The Township is purchasing a parcel known as the Grove Property, located on the northeast side of the Easton Road and Woodland Avenue intersection. The property will be consolidated with the adjacent Grove Park to extend the park to Easton Road.
- On the northwest side of the Easton Road and Woodland Avenue intersection, the owner of the Specialty Floors site has expressed interest in selling its assemblage of parcels for redevelopment some time in the next seven years. The site encompasses 1.5 acres and offers, especially when combined with the park and shopping center, a substantial opportunity to create an important destination on the corridor.

#### **TRANSITION 2 (PERSHING TO PATANE)**

- The west side of Easton Road is characterized by small-lot residential development.
- Auto-oriented uses dominate the east side of Easton Road in this transition area.
- Nylsor Road is residential and provides access to Grove Park, which does not currently have direct access from Easton Road.

#### **HAMILTON – NODE (PATANE TO HAMILTON)**

- The character of this segment is distinct from the rest of the corridor. Substantial lot consolidation has provided for considerable auto-oriented development, dominated by Sussman auto dealerships
- The roadway configuration in this segment is the only portion of the corridor that has a continuous turn lane.

## ZONING

The current zoning in the corridor is primarily mixed use and commercial, with some high-density residential, as follows:

- SC - Special Commercial
- TC - Town Commercial
- M - Mixed Use
- R4 - High Density Residential

Abington Township is working with Montgomery County to revise its zoning Township-wide. While the process is still underway, the primary focus in Roslyn is on the design of commercial development, with a goal of ensuring design that balances the needs of local businesses with community needs for pedestrian accessibility and compatibility with surrounding residential development. The direction of the rezoning initiative is generally consistent with the goals of the Roslyn Community Revitalization Plan. See Figure 3 for a map of the existing zoning.

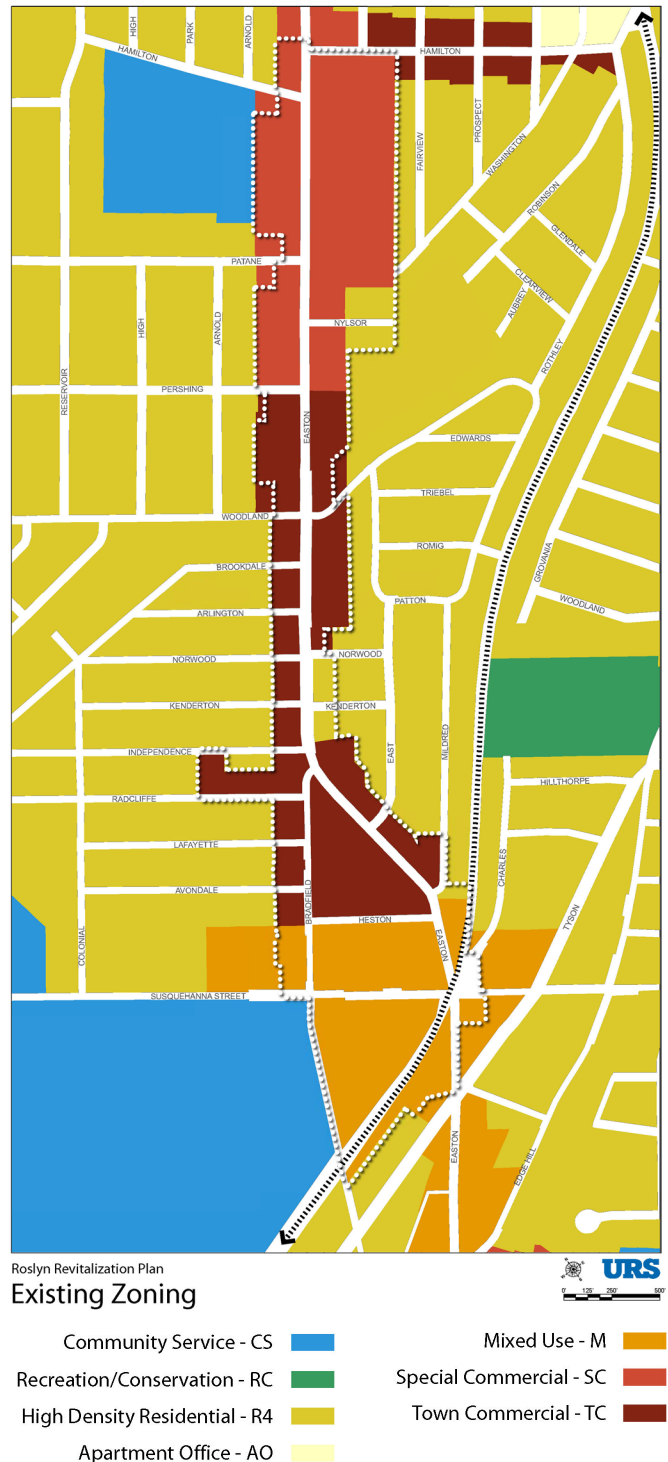


Figure 3: Map of Existing Zoning



# Economic Development

## Residential Market

## Retail Market

## Demographic Characteristics of the Retail Trade Area

## Characteristics of Neighborhood and Community Shopping Centers in Abington and Vicinity

## Office Market

## Local Tax Burden

The following sections provide information regarding the existing and projected real estate market conditions within which various land uses in Roslyn compete. Data are drawn from several proprietary services including the TREND residential multiple listing service (MLS), REIS, a commercial real estate data vendor and ESRI, a vendor of demographic data.

### RESIDENTIAL MARKET

According to data from the Federal Housing Finance Agency House Price Index (HPI), the average annual home price appreciation in the Philadelphia metropolitan statistical area (MSA) between the second quarter of 2000 and the second quarter of 2009 was 7.3 percent. The 2000 Census average owner-occupied residential value for Roslyn was \$134,781. ESRI projected that the average value had increased to \$232,428 by 2009, an average annual increase of 6.2 percent. A review of current Board of Realtor TREND multiple listing indicates that homes in the Roslyn study area are now selling in the \$130,000 to \$270,000 range.

Data from the 2000 Census indicates that the average home value for an owner-occupied unit in Abington Township was \$176,770. The average residential sales price in Abington zip code 19001 for the second quarter of 2009 was \$255,500. This figure includes both owner-occupied and other residential properties. ESRI projected that the 2009 average value for owner occupied properties in Abington Township was \$303,647.



Figure 4: Two-Mile Trade Area

Several apartment complexes are located in the southern end of the study area, within walking distance of the Roslyn Train Station. REIS data and projections indicate that the average annual apartment vacancy rate in the Moreland/Abington/Upper Dublin apartment submarket between 1995 and 2009 was 4.5 percent, indicating a balanced supply and demand. The current recession has led to some softening in the local apartment market. Vacancies are projected to peak at 9.1 percent in 2010 before trending downward to a projected 6 percent by 2013. The 2009 weighted average asking rent for apartments in the Moreland/Abington/Upper Dublin submarket was \$1,222 per month, down 0.7 percent from year end 2008.

### RETAIL MARKET

The suitability of the Roslyn commercial corridor as a location for retail and service businesses is influenced by:

- The demographic and income characteristics of the surrounding trade area
- The vehicular traffic count passing through the commercial corridor
- The location and characteristics of competitive properties
- Patterns of expenditure leakage outside the trade area

Typical primary trade areas for a suburban neighborhood commercial area such as Roslyn range from one to three miles. Given the population density, transportation patterns, and the location of competing shopping corridors, Real Estate Strategies estimates that the primary trade area for the Roslyn corridor extends no more than two miles. Figure 4 shows the areas encompassed with both a one- and two-mile radii of the 1200 block of Easton Road.

### DEMOGRAPHIC CHARACTERISTICS OF THE RETAIL TRADE AREA

Table 1: Demographics

2009 Estimates	1 mile	2 miles
Population	16,559	53,605
Households	6,142	20,414
Families	4,235	14,013
Median Age	40.3	41.4
Median Household Income	\$73,783	\$76,701

Source: ESRI

As shown in Table 1, both the population density and the household income levels in the trade area are adequate to attract a range of retailers targeting middle income households. However, while there is significant vehicular traffic passing through and by the Roslyn study area each day, the traffic counts are marginal for many national retailers. Traffic counts taken in 2007 show an average daily traffic volume (ADT) of nearly 16,500 cars at Easton Road and Nylsor Avenue. Counts taken in 2005 show volume of 17,000 ADT on Susquehanna Road at both Colonial and Edge Hill Roads. Chain retailers and national brand restaurants typically look for an ADT of at least 20,000 ADT. For corner locations, ADTs are aggregated for the intersecting

streets. Thus the corner of Susquehanna and Easton Road would be viewed as having a significantly higher traffic count than would mid-block sites on either road alone.



Roslyn is also affected by the presence of a significant concentration of retail space one mile to the north in Willow Grove. The 1.2 million square foot Willow Grove Mall and the additional 266,000 square feet of space in Regency Square and the Willow Grove Shopping Center are able to capture a significant share of trade area expenditures for clothing and household goods. An additional 11 neighborhood and community shopping centers are located within or immediately adjacent to the two-mile radius Roslyn trade area and compete for trade area expenditures. Many of these shopping centers are fully leased, but several are experiencing dramatic vacancy levels as a result of the recession.

**Table 2: Comparable Properties**

Comparable Properties Data as of Q2 2009									
Name	Street Address	City	Size (SF)	Year Built (Renovated)	Nonanchor Rent, if applicable	Anchor Rent, if applicable	Vacancy Rate	Center Type	Anchor/Major Tenants
Abington Towne Center	1495 Old York Rd	Abington	214,372	1958 (1988)	\$34.55	\$25.89	0.7%	Community	Dan's Cleaners, Firestone, Great Clips, Old Country Buffet, Payless Shoe Source, Sprint, Target, TJ Maxx
Abington Shopping Center	1411 Old York Rd	Abington	59,461	1965	\$35.00	\$25.00	0.0%	Neighborhood	Clemens Market, Radio Shack, Rite Aid, Salon
Baederwood Shopping Center	1601 the Fairway	Jenkintown	106,948	1961 (1988)	\$23.82	\$16.70	49.2%	Neighborhood	Beneficial Capital, Chico's, Curves, Pnc Bank, Ritz Camera, Shoe Revue, Vac Fmr Baederwood, Whole Foods
Willow Grove Shopping Center	154 Park Ave	Willow Grove	215,000	1953	\$26.67	\$19.84	0.9%	Community	Barnes & Noble, Macaroni Grill, Marshalls, Modell's, Toys R Us, Ultra Cosmetics, Vacant Anchor, Vacant Anchor
Cloverly Plaza	616 Old York Rd	Jenkintown	28,750	1990	\$34.91	N/A	30.2%	Neighborhood	Bank of America, Corners Framing, Cvs, H&r Block, Leslie's Pool Supply, Supercuts
Mt Carmel Plaza	540 W Mt Carmel Ave	Glenside	14,504	1986	\$17.79	\$11.80	70.7%	Neighborhood	China King, Domino's Pizza, Svs Produce, Vac Fmr Dollar Land
Jenkintown Place	455 Old York Rd	Jenkintown	8,000	1925 (2007)	\$18.00	N/A	33.0%	Neighborhood	AT&T Wireless
Upper Dublin Shopping Center	3622 Welsh Rd	Willow Grove	90,554	1964 (1984)	\$29.91	\$20.17	0.0%	Neighborhood	Bank, Dsw, Pnc Bank, Rite Aid, Sleepy's, Super Fresh
Regency Square	1025 Easton Rd	Willow Grove	50,720	1980	\$29.91	\$23.19	0.0%	Neighborhood	Bonefish Grill, China Inn, Nail Salon, Red Wing Shoes, Slacks Hoagies, Staples
Dreshertown Plaza	1650 Limekiln Pike	Dresher	97,000	1975	\$25.34	\$15.38	11.9%	Neighborhood	Hallmark, Mcdonald's, Movie Gallery, Radio Shack, Rite Aid, Salad Works, Shop N Bag, Sovereign Bank, Wild Birds Unlimited
Fairway Shopping Center	1622 Limekiln Pike	Dresher	41,220	1960 (2005)	\$22.00	\$10.00	4.7%	Neighborhood	Acme Markets, Kowit Ronald Pizza
Shops @ the Pavilion	323 Old York Rd	Jenkintown	172,000	1963 (1996)	\$21.70	\$12.18	0.0%	Neighborhood	Acme Markets, Applebee's, Dark Fmr Eckerd, Good Furniture Store
Jenkintown Square	93 Old York Rd	Jenkintown	38,000	1985	\$22.00	N/A	0.0%	Neighborhood	Computerware, Eye Lab, Wiechert Realty



#### **CHARACTERISTICS OF NEIGHBORHOOD AND COMMUNITY SHOPPING CENTERS IN ABINGTON AND VICINITY**

As Table 2 indicates rental rates for non-anchor tenants at these properties range from \$17.50 to \$35.00 per square foot, with both mean and median non-anchor rental rates in the \$25.00 range. Anchor tenant rates ranged from \$10.00 to \$25.00 per square foot. Median vacancy for the properties surveyed was just under one percent, while the weighted average vacancy was eight percent. Rental rates in the Roslyn corridor vary widely. Typically rents are quoted on a storefront basis, rather than on a square foot basis, and range from \$1,200 to \$2,000 per month.

The retail leakage analysis for the 2-mile Roslyn trade area shown in Table 3 reflects the significant concentration of shopping centers in the trade area. The chart on the following page compares the spending potential of area residents with sales at establishments located within the trade area. A negative figure - shown in red - indicates that sales exceed the demand potential of the trade area, which means that area establishments are importing sales from outside the primary trade area. This sales surplus suggests that it would be difficult for new establishments in these categories to compete unless they offer something unique in the marketplace.

A positive figure - shown in green - indicates that sales potential is “leaking” from the trade area and suggests an opportunity for new establishments to capture these dollars. Of particular note is the almost \$30 million in spending for full-service restaurants that is leaking from the trade area. The Roslyn commercial corridor has an opportunity to capture a percentage of this leakage. Similarly, the specialty foods category - which includes bakeries, butcher shops, seafood purveyors and the like - also shows leakage from the trade area. These types of establishments are particularly suited for locations in well-traveled neighborhood commercial corridors.

**Table 3: Retail Leakage Analysis: Roslyn 2-mile Trade Area**

<b>Industry Group</b>	<b>Demand (Retail Potential)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Gap</b>
Motor Vehicle & Parts Dealers (NAICS 441)	\$142,057,952	\$312,165,449	<b>-\$170,107,497</b>
Automobile Dealers (NAICS 4411)	\$125,491,738	\$294,823,926	<b>-\$169,332,188</b>
Other Motor Vehicle Dealers (NAICS 4412)	\$8,114,906	\$5,048,511	<b>\$3,066,395</b>
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$8,451,308	\$12,293,012	<b>-\$3,841,704</b>
Furniture & Home Furnishings Stores (NAICS 442)	\$23,934,586	\$23,751,475	<b>\$183,111</b>
Furniture Stores (NAICS 4421)	\$14,501,153	\$9,393,043	<b>\$5,108,110</b>
Home Furnishings Stores (NAICS 4422)	\$9,433,433	\$14,358,432	<b>-\$4,924,999</b>
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$20,520,860	\$18,375,379	<b>\$2,145,481</b>
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$25,858,695	\$11,496,133	<b>\$14,362,562</b>
Building Material and Supplies Dealers (NAICS 4441)	\$23,704,380	\$10,934,348	<b>\$12,770,032</b>
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,154,315	\$561,785	<b>\$1,592,530</b>
Food & Beverage Stores (NAICS 445)	\$126,561,116	\$171,140,657	<b>-\$44,579,541</b>
Grocery Stores (NAICS 4451)	\$114,850,819	\$163,034,671	<b>-\$48,183,852</b>
Specialty Food Stores (NAICS 4452)	\$2,667,388	\$1,127,020	<b>\$1,540,368</b>
Beer, Wine, and Liquor Stores (NAICS 4453)	\$9,042,909	\$6,978,966	<b>\$2,063,943</b>
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$23,721,113	\$64,057,931	<b>-\$40,336,818</b>
Gasoline Stations (NAICS 447/NAICS 4471)	\$81,760,256	\$67,946,567	<b>\$13,813,689</b>
Clothing and Clothing Accessories Stores (NAICS 448)	\$28,640,594	\$82,161,732	<b>-\$53,521,138</b>
Clothing Stores (NAICS 4481)	\$24,035,256	\$67,842,095	<b>-\$43,806,839</b>
Shoe Stores (NAICS 4482)	\$2,835,346	\$7,581,271	<b>-\$4,745,925</b>
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,769,992	\$6,738,366	<b>-\$4,968,374</b>
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$7,833,435	\$23,902,285	<b>-\$16,068,850</b>
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$4,631,671	\$12,894,385	<b>-\$8,262,714</b>
Book, Periodical, and Music Stores (NAICS 4512)	\$3,201,764	\$11,007,900	<b>-\$7,806,136</b>
General Merchandise Stores (NAICS 452)	\$54,911,842	\$104,807,879	<b>-\$49,896,037</b>
Department Stores Excluding Leased Depts. (NAICS 4521)	\$30,768,384	\$91,970,395	<b>-\$61,202,011</b>
Other General Merchandise Stores (NAICS 4529)	\$24,143,458	\$12,837,484	<b>\$11,305,974</b>
Miscellaneous Store Retailers (NAICS 453)	\$12,105,839	\$14,625,778	<b>-\$2,519,939</b>
Florists (NAICS 4531)	\$2,025,632	\$2,677,201	<b>-\$651,569</b>
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,414,738	\$4,999,785	<b>-\$585,047</b>
Used Merchandise Stores (NAICS 4533)	\$232,094	\$1,833,652	<b>-\$1,601,558</b>
Other Miscellaneous Store Retailers (NAICS 4539)	\$5,433,375	\$5,115,140	<b>\$318,235</b>
Nonstore Retailers (NAICS 454)	\$47,648,903	\$7,461,732	<b>\$40,187,171</b>
Food Services & Drinking Places (NAICS 722)	\$102,470,730	\$113,448,389	<b>-\$10,977,659</b>
Full-Service Restaurants (NAICS 7221)	\$58,435,022	\$28,452,195	<b>\$29,982,827</b>
Limited-Service Eating Places (NAICS 7222)	\$25,266,377	\$55,794,614	<b>-\$30,528,237</b>
Special Food Services (NAICS 7223)	\$11,624,791	\$22,255,562	<b>-\$10,630,771</b>
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$7,144,540	\$6,946,018	<b>\$198,522</b>

Sources: ESRI; RES

## OFFICE MARKET

Office space in Roslyn is generally classified as part of the submarket that also includes the Old York Road corridor and Jenkintown. The market includes approximately 627,000 square feet of Class A office space and an additional 1.2 million square feet of Class B and Class C space.

REIS reports that Class A asking rents in the Jenkintown submarket averaged \$22.05 in the second quarter of 2009; submarket Class B/C asking rents averaged \$18.59. According to REIS, deep concessions in the office market are resulting in effective rental rates that are only 75 to 80 percent of the asking rents. This situation is projected to persist over the next five years. Space in the Roslyn corridor is typically less expensive, starting around \$12.00 per square foot. However, commercial space is generally not purpose-built office space. Much of the professional office space in the Roslyn corridor is located in repurposed residential properties.

In the second quarter of 2009, the overall vacancy rate in the Jenkintown submarket was 24.6 percent for Class A space and 15.2 percent for more the affordable Class B/C space. Vacancies have climbed substantially from a low point in 2007. The annualized Class A vacancy rate was 9.6 percent that year; Class B properties registered vacancies of only 5.5 percent of inventory. The Jenkintown submarket has been hard hit by the current recession, as have many of the other office submarkets north of Philadelphia.

A review of third quarter 2009 submarket data prepared by brokerage firm Grubb & Ellis indicates that the Jenkintown submarket has the highest office vacancy rates of any of the suburban Philadelphia areas tracked. It is unlikely that the office market will fully absorb existing vacancies within the next five years. As a result, it would be difficult for the Roslyn corridor to compete for traditional office tenants who are being lured by deep concessions to fill existing office buildings. The Roslyn study area will, however, continue to be attractive to professionals and small businesses looking for inexpensive, small footprint space in an accessible location with good traffic counts. In particular, business owners and professionals who live in the immediate area may find the opportunity to work in close proximity to home an attractive option.

## LOCAL TAX BURDEN

The type and level of taxes levied by a municipality impact its appeal as a location for small businesses. In relation to most neighboring communities, Abington's taxes are relatively high (See Table 4). The real estate tax rates (including County, School District, and municipal millage) are higher than all surrounding municipalities except Cheltenham Township. Abington also levies a Mercantile and Business Privilege tax on gross receipts. Neither Upper Dublin nor Horsham Township levies this tax, which could tip the balance in favor of these nearby areas for a business considering a site in Roslyn.

Table 4: Comparison of Local Tax Levies

	Total Real Estate Tax Millage--2009 (a)	Earned Income Tax	Mercantile and Business Privilege Tax
<b>Abington Township</b>	<b>33.422</b>	<b>yes</b>	<b>yes</b>
Cheltenham	48.9421	yes	yes
Lower Moreland	33.2253	yes	yes
Upper Moreland	31.674	yes	yes
Horsham	27.778	yes	no
Upper Dublin	30.928	yes	no

Sources: Township websites; Montgomery County; RES

(a) Includes County, School District and municipal millage



# Housing and Demographic Analysis

## Population and Household Trends

### Age Profile

### Average Household Size

### Racial Profile

### Household Income

### Educational Attainment

### Housing Trends

### Housing Stock

### Vacancy

### Housing Value

### Labor Force and Employment

### Business Mix

This chapter outlines data on demographic trends in Roslyn and Abington Township. Demographic estimates and projections were collected from several sources, including the Delaware Valley Regional Planning Commission (DVRPC) and ESRI, a proprietary demographic data vendor. For the purpose of the demographic analysis, the Roslyn study area was defined as Census Tract 2016.06.

## POPULATION AND HOUSEHOLD TRENDS

According to the 2000 Census counts, Abington Township is the second most populous municipality in Montgomery County. The Roslyn study area represented 4.6 percent of the Township population. See Table 5.

Table 5: Population Trends: 1990, 2000 and 2009

	Roslyn	Abington Township
1990 Census	2,447	56,358
2000 Census	2,589	56,103
Percent Change 1990-2000	5.8%	-0.5%
2009 Estimate	2,629	55,934
Percent Change 2000-2009	1.5%	-0.3%

Source: US Census; ESRI

Between 1990 and 2000, the population in Roslyn increased by 5.8 percent. The census tract boundary changed during this period resulting in the inclusion of several additional residential blocks in Census Tract 2016.06. The population data reflect the addition of those blocks in the 2000 Census Tract definition, so the actual population increase would be smaller than 5.8 percent. During the same period, Abington Township registered a modest population decline.

Both Roslyn and Abington Township as a whole experienced very modest household growth between 1990 and 2000 and this growth is estimated to have continued through 2009, albeit at a slower pace. See Table 6.



**Table 6: Household Trends: 1990, 2000 and 2009**

	<b>Roslyn</b>	<b>Abington Township</b>
1990 Census	902	21,543
2000 Census	950	21,878
Percent Change 1990-2000	5.3%	1.6%
2009 Estimate	980	21,912
Percent Change 2000-2009	3.2%	0.2%

*Source: US Census; ESRI*

Abington Township is a largely built-out community with a stable population level. DVRPC has prepared population projections for Abington Township through 2035, and these anticipate population growth in the Township of less than one percent over the next 25 years. The DVRPC projections are available at the municipal level, but not for smaller census geographies. Five-year population projections (2009-2014) are available from ESRI for Roslyn. The ESRI projections indicate an essentially flat population level in Roslyn through 2014. See Table 7.

**Table 7: Population Projections 2009-2035**

	<b>Roslyn</b>	<b>Abington Township</b>
2009 Estimate	2,629	55,934
2014 Projection (ESRI)	2,634	55,780
2015 Forecast (DVRPC)	NA	55,954
2020 Forecast	NA	56,026
2025 Forecast	NA	56,093
2030 Forecast	NA	56,157
2035 Forecast	NA	56,216

*Source: ESRI; Delaware Valley Regional Planning Commission*

## AGE PROFILE

With a 2009 estimated median age of 37 years, Roslyn's population is close in age to the United States median, but considerably younger than that of Montgomery County and Pennsylvania as a whole. By contrast, the median age of the Abington Township population, 43.6 years, is significantly older than either the County or the State levels. See Table 8.

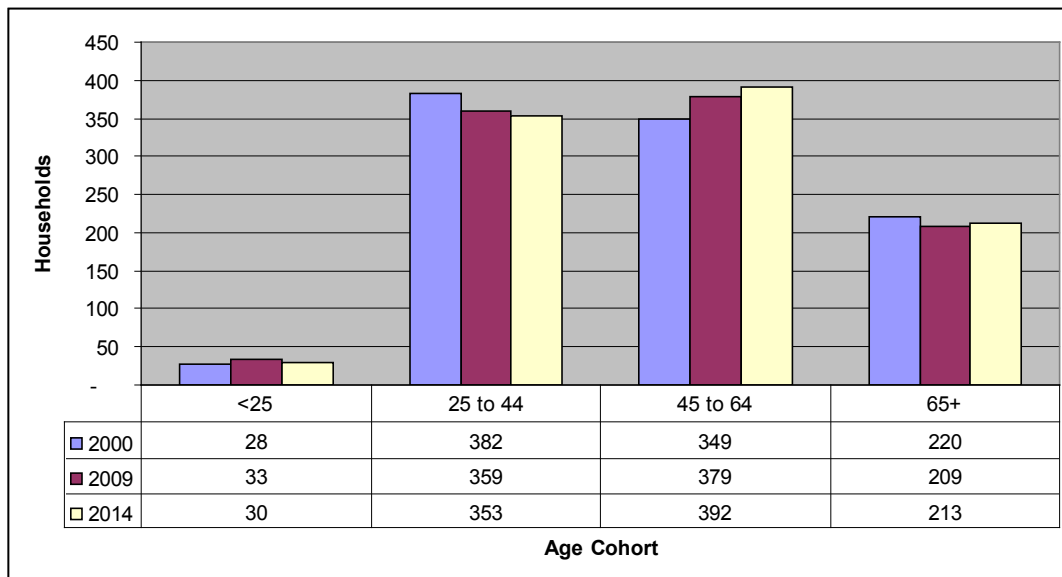
**Table 8: Median Age: 2009 Estimate**

	<b>Median Age (years)</b>
<b>Roslyn</b>	<b>37.0</b>
<b>Abington Township</b>	<b>43.6</b>
Montgomery County	40.6
Pennsylvania	40.4
USA	36.9

*Source: ESRI*

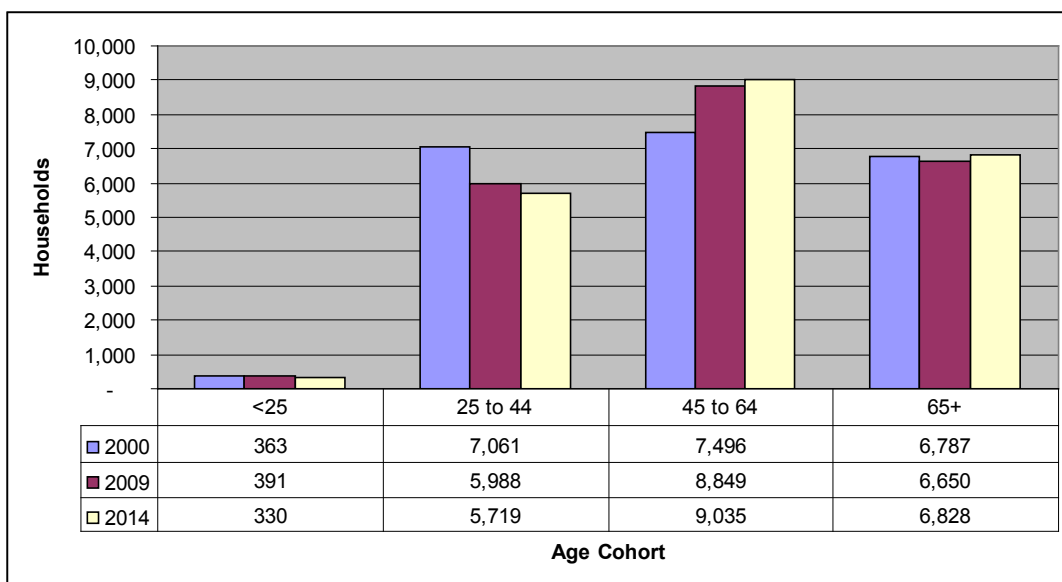
The projected distribution of households by age is directly relevant to current and future housing demand. Table 9 and Table 10 below compare the number of households in key age cohorts for 2000, 2009 and 2014. In both Roslyn and Abington Township as a whole, the number of households in the 45-to-64 year cohort - typically associated with move-up and empty nester housing - is expected to grow, while the number of households in the 25 to 44 year age cohort declines. The number of senior households (65+) is projected to grow by 178 in the Township overall through 2014, but to stay relatively stable in Roslyn during the same time period.

**Table 9: Roslyn Households by Age of Householder: 2000, 2009 and 2014**



Source: ESRI; RES

**Table 10: Abington Township Households by Age of Householder: 2000, 2009 and 2014**



Source: ESRI

### AVERAGE HOUSEHOLD SIZE

Average household size in Roslyn is larger than in Abington Township as a whole. For both Roslyn and Abington, household size declined slightly between 2000 and 2009. See Table 11.

Table 11: Average Household Size: 2000 and 2009

	Roslyn	Abington Township
2000	2.70	2.54
2009 Estimate	2.66	2.51

Source: US Bureau of the Census; ESRI

### RACIAL PROFILE

Roslyn is more racially and ethnically diverse than Abington as a whole. Minorities represent 41.7 percent of the Roslyn population compared to 15.9 percent of the Township population as a whole. See Table 12.

Table 12: Population Distribution by Selected Race Classification and Hispanic/Latino Origin: 2009 Estimate

	White Alone	Black Alone	Asian Alone	Other	Hispanic or Latino Origin
Roslyn	58.3%	34.6%	3.7%	3.4%	2.5%
Abington	84.1%	10.8%	3.3%	1.8%	1.6%

Source: ESRI; RES

NOTE: Persons of Hispanic/Latino origin can be of any race.

### HOUSEHOLD INCOME

Household income statistics for Roslyn are lower than those for Abington Township as a whole, but ESRI estimates suggest that both median and per capita incomes in Roslyn grew at a greater rate than those in Abington as whole. See Table 13.

**Table 13: Household Income Characteristics: 2000 Census and 2009 Estimates**

	2000 Census	2009 Estimate	Percent Change 2000 - 2009
<b>Roslyn</b>			
Median Household Income	\$52,442	\$72,637	38.5%
Per Capita Income	\$20,975	\$29,837	42.3%
<b>Abington Township</b>			
Median Household Income	\$59,919	\$78,992	31.8%
Per Capita Income	\$30,311	\$39,434	30.1%
<b>Montgomery County</b>			
Median Household Income	\$60,868	\$80,212	31.8%
Per Capita Income	\$30,898	\$40,149	29.9%

*Source: 2000 US Census; ESRI; RES*

Income growth in all three areas profiled in the table above exceeded the 23.8 percent growth in the Consumer Price Index (CPI) between 2000 and 2009 signaling real, rather than nominal, increases in wealth and purchasing power.

Table 14 below presents the 2009 distribution of households by income for Roslyn and Abington Township. The pattern of income distribution in Roslyn generally parallels that of the Township as a whole, but Roslyn has a much smaller percentage of households with incomes of more than \$200,000 per year.

**Table 14: Household Distribution by Income: 2009 Estimates**

Household Income	Roslyn	Abington Township
< \$15,000	5.5%	4.5%
\$15,000 - \$24,999	6.1%	5.6%
\$25,000 - \$34,999	10.7%	6.3%
\$35,000 - \$49,999	9.4%	11.7%
\$50,000 - \$74,999	20.0%	18.3%
\$75,000 - \$99,999	18.0%	17.3%
\$100,000 - \$149,999	23.4%	23.9%
\$150,000 - \$199,999	5.1%	5.3%
\$200,000+	1.8%	7.1%

*Source: 2000 US Census; ESRI*

### **EDUCATIONAL ATTAINMENT**

Abington Township has a well-educated adult population. More than 42 percent of adults aged 25 and older have earned a bachelor's degree. This figure nearly matches the 42.4 percent of Montgomery County adults who have attained at least a bachelor's degree. (Only 25.3 percent of Pennsylvania adults statewide have attained this level of education.) In Roslyn, 26.6 percent of adults hold at least a bachelor's degree, a figure exceeding the state average, but significantly lower than the levels in Abington Township as a whole. See Table 15.

**Table 15: Population Age 25+, Distribution by Educational Attainment: 2009 Estimates**

	<b>Roslyn</b>	<b>Abington Township</b>
Less than 9th Grade	3.2%	1.8%
9th - 12th Grade, No Diploma	8.6%	5.3%
High School Graduate	39.2%	26.9%
Some College, No Degree	18.3%	17.3%
Associate Degree	4.1%	6.7%
Bachelor's Degree	13.8%	24.3%
Graduate/Professional Degree	12.8%	17.8%

Source: ESRI

The educational profile of a community's residents is a key factor for businesses in evaluating potential location opportunities. Abington Township offers a diverse labor pool appropriate for a range of business types.

#### **HOUSING TRENDS**

Housing construction peaked in Abington Township in the 1950s, when nearly 7,000 housing units were built. Significant residential construction activity continued through the 1980s. At this time, the Township is largely built out; thus, relatively few housing units have been added to Abington's inventory subsequent to the figures reported in the 2000 Census. The median year built for housing units in Abington is 1954. Roslyn's housing stock is somewhat older than the Township inventory. The median year built is 1950 for Roslyn residential units. See Table 16.

**Table 16: Housing Units by Year Structure Built**

	<b>Roslyn</b>	<b>Abington Township</b>
Total:	1,006	22,547
Built April 2000 to 2007	NA	180
Built 1990 to March 2000	31	634
Built 1980 to 1989	48	1,044
Built 1970 to 1979	87	2,377
Built 1960 to 1969	124	3,268
Built 1950 to 1959	203	6,969
Built 1940 to 1949	240	3,176
Built 1939 or earlier	273	4,899

Source: 2000 US Census; DVRPC; RES

Abington Township has a very high homeownership rate. In 2009, an estimated 79.3 percent of occupied units were owner-occupied, while the remaining 20.7 percent were renter-occupied. The Roslyn community also has a high homeownership rate - 68.4 percent. Roslyn has a higher percentage of rental housing (31.6 percent of occupied units) than the Township as a whole. See Table 17.

**Table 17: Occupied Housing Units by Tenure: 2009 Estimate**

	<b>Roslyn</b>	<b>Abington Township</b>
Owner-Occupied	68.4%	79.3%
Renter-Occupied	31.6%	20.7%

Source: ESRI; RES

## HOUSING STOCK

The housing stock in Abington Township is comprised primarily of single-family detached dwelling units. According to 2000 Census data, single-family detached homes made up approximately 70 percent of total inventory in both Abington Township as a whole and in Roslyn. Roslyn has a much higher percentage of two-unit dwellings than the Township overall, but a smaller percentage of large (20+ units) multifamily structures. See Table 18.

**Table 18: Housing Units by Type: 2000**

<b>Type of Housing</b>	<b>Roslyn</b>	<b>Abington Township</b>
<b>Total housing units</b>	<b>1,006</b>	<b>22,367</b>
1-unit, detached	69.8%	71.0%
1-unit, attached	6.4%	7.9%
2 units	12.9%	3.6%
3 or 4 units	3.6%	2.7%
5 to 9 units	0.8%	2.2%
10 to 19 units	4.7%	3.5%
20 or more units	1.9%	9.0%
Mobile home	0.0%	0.1%
Boat, RV, van, etc.	0.0%	0.0%

Source: 2000 US Census

## VACANCY

Table 19 below shows June 2009 data collected by the US Postal Service on vacancy. The data are available by census tract and reflect individual postal addresses by type: residential, businesses or other. Of 987 residential addresses, only six were identified as vacant. Not quite 12 percent of business addresses were identified as vacant.

**Table 19: Roslyn Vacancy Data: June 2009**

	<b>Total</b>	<b>Vacant</b>	<b>Percent</b>
Residential	987	6	0.6%
Business	102	12	11.8%
Other	37.0%	0.0%	0.0%

Sources: HUD/ US Postal Service vacancy data



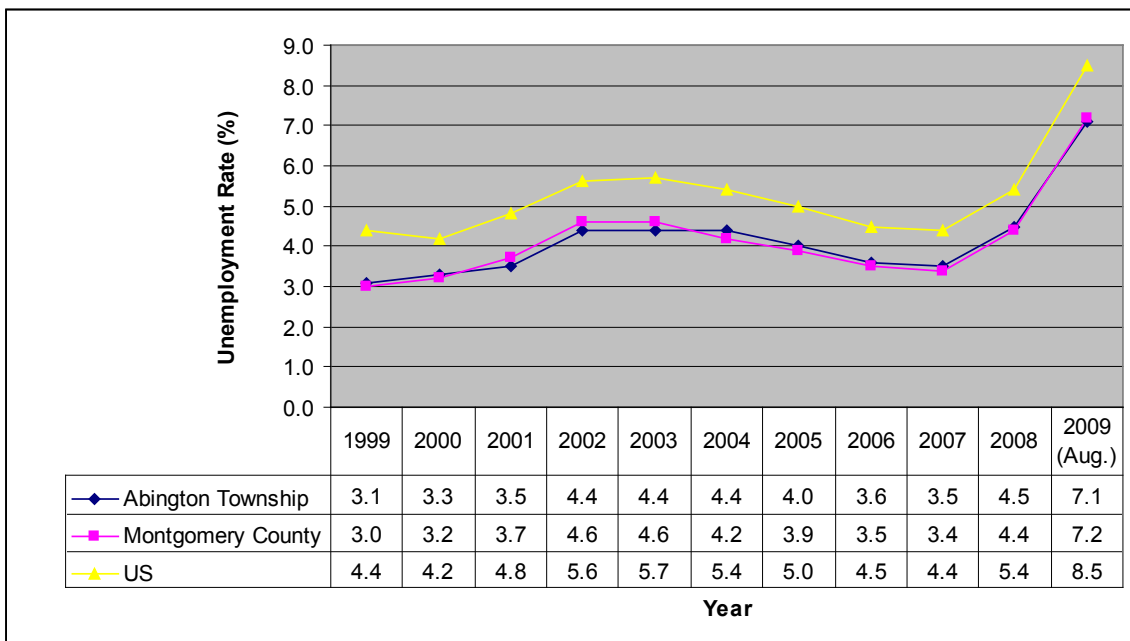
## HOUSING VALUE

Data from the 2000 Census indicates that the average home value for an owner-occupied unit in Abington Township was \$176,770. The average residential sales price in the Abington zip code 19001 for the second quarter of 2009 was \$255,500. The 2000 Census owner-occupied residential value for Roslyn was \$134,780. Homes in the Roslyn study area are now selling in the \$130,000 to \$270,000 range.

## LABOR FORCE AND EMPLOYMENT

The Abington Township labor force totaled 29,583 workers as of August 2009. Since 1999 the unemployment rate in Abington has closely tracked the Montgomery County rate while remaining significantly below Pennsylvania statewide levels. It is likely that the unemployment rate for all three jurisdictions will trend higher into early 2010. See Table 20.

Table 20: Unemployment Rate Trends: 1999 - 2009



Source: US Bureau of Labor Statistics

NOTE: Data are not seasonally adjusted. Beginning in 2004, Pennsylvania revised its labor force estimation and modeling methodology.

## BUSINESS MIX

ESRI data indicate that an estimated 209 businesses, employing an estimated 570 persons, are located in the Roslyn study area. Many of the establishments in Roslyn are small businesses with fewer than 10 employees. The Roslyn business community represents a little more than nine percent of all Abington businesses, but only 2.2 percent of jobs located in the Township. Roslyn has a higher concentration of construction and miscellaneous service businesses than Abington Township as a whole and a lower percentage of health care establishments.

The postal vacancy data report a total of 102 business addresses in the Roslyn census tract. ESRI identifies 209 businesses. It is likely that many of these additional businesses are operated out of residential addresses.

**Table 21: Distribution of Business by NAICS Sector: 2009**

	Roslyn (Census Tract 2016.06)				Abington Township			
Total Businesses:	209				2308			
Total Employees:	570				26,263			
Total Residential Population:	2,629				55,934			
Employee/Residential Population Ratio:	0.22				0.47			
	BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing and Hunting	1	0.5%	0	0.0%	5	0.2%	18	0.1%
Mining	0	0.0%	0	0.0%	1	0.0%	1	0.0%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	29	13.9%	20	3.5%	215	9.3%	1,401	5.3%
Manufacturing	3	1.4%	4	0.7%	51	2.2%	304	1.2%
Wholesale Trade	8	3.8%	13	2.3%	93	4.0%	399	1.5%
Retail Trade	37	17.7%	159	27.9%	392	17.0%	5,244	20.0%
Motor Vehicle and Parts Dealers	4	1.9%	35	6.1%	37	1.6%	787	3.0%
Furniture and Home Furnishings Stores	2	1.0%	0	0.0%	27	1.2%	185	0.7%
Electronics and Appliance Stores	2	1.0%	0	0.0%	23	1.0%	181	0.7%
Building Material and Garden Equipment and Supplies Dealers	6	2.9%	64	11.2%	16	0.7%	133	0.5%
Food and Beverage Stores	2	1.0%	19	3.3%	27	1.2%	1,093	4.2%
Health and Personal Care Stores	1	0.5%	7	1.2%	45	1.9%	457	1.7%
Gasoline Stations	1	0.5%	6	1.1%	16	0.7%	56	0.2%
Clothing and Clothing Accessories Stores	6	2.9%	9	1.6%	92	4.0%	843	3.2%
Sporting Goods, Hobby, Book, and Music Stores	2	1.0%	7	1.2%	25	1.1%	295	1.1%
General Merchandise Stores	2	1.0%	0	0.0%	11	0.5%	913	3.5%
Miscellaneous Store Retailers	8	3.8%	12	2.1%	69	3.0%	298	1.1%
Nonstore Retailers	1	0.5%	0	0.0%	4	0.2%	3	0.0%
Transportation and Warehousing	1	0.5%	1	0.2%	17	0.7%	156	0.6%
Information	3	1.4%	8	1.4%	39	1.7%	257	1.0%
Finance and Insurance	14	6.7%	39	6.8%	154	6.7%	1,307	5.0%
Real Estate and Rental and Leasing	11	5.3%	24	4.2%	108	4.7%	748	2.8%
Professional, Scientific, and Technical Services	18	8.6%	15	2.6%	221	9.6%	1,034	3.9%
Legal Services	3	1.4%	2	0.4%	55	2.4%	210	0.8%
Management of Companies and Enterprises	0	0.0%	0	0.0%	3	0.1%	0	0.0%
Administrative and Waste Management Services	17	8.1%	21	3.7%	129	5.6%	464	1.8%
Educational Services	3	1.4%	2	0.4%	59	2.6%	1,774	6.8%
Health Care and Social Assistance	11	5.3%	53	9.3%	271	11.7%	9,226	35.1%
Arts, Entertainment, and Recreation	0	0.0%	0	0.0%	26	1.1%	264	1.0%
Accommodation and Food Services	10	4.8%	22	3.9%	129	5.6%	1,685	6.4%
Accommodation	0	0.0%	0	0.0%	6	0.3%	20	0.1%
Food Services and Drinking Places	10	4.8%	22	3.9%	123	5.3%	1,665	6.3%
Other Services (except Public Administration)	36	17.2%	189	33.2%	292	12.7%	1,294	4.9%
Automotive Repair and Maintenance	7	3.3%	123	21.6%	52	2.3%	376	1.4%
Public Administration	0	0.0%	0	0.0%	32	1.4%	644	2.5%
Unclassified Establishments	7	3.3%	0	0.0%	71	3.1%	43	0.2%
Totals	209	100.0%	570	100.0%	2,308	100.0%	26,263	100.0%

Source: InfoUSA; ESRI; RES



# Infrastructure

## Roadway Conditions

## Traffic Conditions

## Pedestrian Conditions

## Lighting

## Crosswalks

## Intersection Geometry

## Curb Cuts and Access Management

## Parking Conditions

## Transit Conditions

## Bicycle Conditions

## Infrastructure Conditions

### ROADWAY CONDITIONS

In just one mile of roadway, Easton Road includes five distinct configurations including:

- Two travel lanes, with off-street parking
- Two travel lanes, with a narrow median and wide shoulders
- Two travel lanes, a raised median and on street parking
- Two travel lanes, with dedicated turning lanes and no shoulders
- Two travel lanes, with continuous turn lane and no shoulders

The transportation infrastructure overall is in good condition. Roadway improvements have been made during the last ten years, including the installation of bump-outs, new traffic signal and crosswalks. Easton Road is owned by Montgomery County, and maintenance is handled by the County. Easton Road was completely reconstructed by Montgomery County and PennDOT in 2001; prior to the reconstruction, it was a four lane facility north of Woodland Road. The County and PennDOT worked with Abington Township to identify community needs at the time of reconstruction. At the Township's request, it was redesigned to accommodate a single lane of through traffic in each direction. The brick median near Brookdale Avenue was also added to provide pedestrian refuge in the area with the highest pedestrian traffic.

### TRAFFIC VOLUMES

According to many, the Easton corridor experiences traffic congestion. A 1992 study made recommendations to relieve some the congestion and to implement intersection improvements. A major contributor the congestion problem is SEPTA buses. Due to the narrow lane width throughout the corridor, there is no space for buses to pull aside while making stops. This causes congestion behind the buses because the cars are unable to drive around them safely.



Figure 5: Traffic levels at various times over a typical weekday.

Figure 5 shows screen shots of the relative speed of movement along the corridor over a typical weekday. Rarely do both northbound and southbound lanes become congested at the same time. More often, one direction is moving much more slowly than the other, depending on the time of day.

Another traffic issue is that longer (peak hour) SEPTA trains block the intersection of Susquehanna and Easton Roads when they are parked at the Roslyn Station. This causes considerable traffic congestion at this intersection.

### SIDEWALKS

Sidewalks along Easton Road are in varying states of repair. Some sections have been recently repaired or replaced, while others are in poor condition. Large portions of the residential sections adjacent to the study area lack sidewalks and curbs or require repairs. An incomplete sidewalk network limits pedestrian access to Easton Road.

The scattered sidewalk system dates back to when the residential neighborhoods were first developed. Particularly in older neighborhoods, curbs and sidewalks were

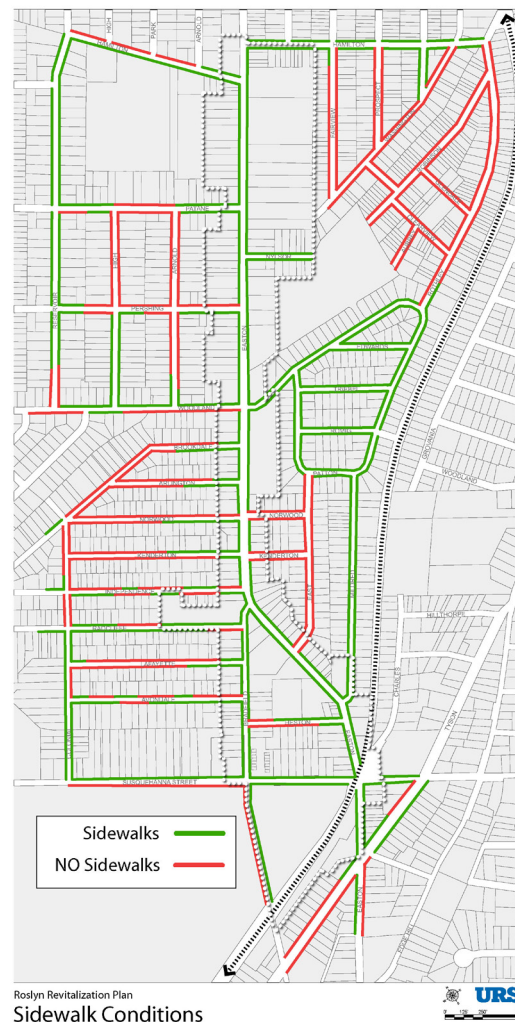


Figure 6: Map of Sidewalk Conditions

never installed. As newer homes were built, sidewalks were added, and some existing homes over time have added sidewalks. However, maintenance needs and liability concerns have limited resident interest in new sidewalk additions. See Figure 6 for a map of sidewalk conditions.

### **LIGHTING**

Pedestrian-scaled, antique-style street lighting was added to the entire study area corridor in 2000. The lighting fixtures are designed to accommodate small banners that brand the corridor as Roslyn Valley. The adjacent residential neighborhoods have conventional overhead street lighting attached to utility poles. The dog park in Grove Park near the intersection of Easton and Woodland Roads lacks sufficient lighting along its paved pedestrian trail. The bridge crossing in the park is poorly lit and poses a potential safety hazard.

### **CROSSWALKS**

There are four basic types of crosswalks within the study area. The safest are the signaled crosswalks with push button activation, which occur at the following intersections:

- Susquehanna and Bradfield Roads
- Susquehanna and Easton Roads
- Easton and Bradfield Roads
- Easton and Woodland Roads
- Easton Road and Hamilton Avenue

The next level of pedestrian protection is found in the textured crosswalks located at the mid-block crossing just south of Woodland Road. The texture helps alert the motorist of potential pedestrian crossings. The final two types of crosswalks lack both signal protection and texture to warn motorists. The most visible are marked

with large parallel white stripes across the road, and the more basic crosswalks are denoted by a simple outline of the crosswalk area. These are the least protective of pedestrians. See the Public Safety section for further discussion of pedestrian and auto conflicts.

### **INTERSECTION GEOMETRY**

Out of the 16 street intersections with Easton Road in the study area, only four are traditional four-way intersections. Of the traditional four-way intersections, only two are signalized. Bradfield and Susquehanna Roads at the south end of the corridor is also a signalized four-way intersection. This means that the majority of intersections along Bradfield and Easton Roads are T-intersections. While effective at reducing commercial cut-through traffic into residential neighborhoods, these “incomplete” intersections create pedestrian safety issues because they are less visible to drivers than four-way intersections.

### **CURB CUTS AND ACCESS MANAGEMENT**

With twenty curb cuts providing vehicular access points along the one-mile stretch of Easton Road from Susquehanna Road to Hamilton Avenue, access management is a critical concern for both traffic flow and pedestrian and bicycle safety. See the Parking Conditions section below for a further discussion of curb cuts and potential solutions.

### **PARKING CONDITIONS**

Parking supply is a big issue in the study area, and in most locations the supply falls short of needs. A few locations permit on-street parking, though the vast majority of parking is accommodated off-street. Small parcel sizes make it difficult to achieve needed parking levels for retail uses, though



it is easier to accommodate the needs of office and personal service uses. This is why parking is often cited as the reason why Roslyn cannot attract a larger retail anchor. The largest lots, with the most potential for providing on-site parking, are located north of Woodland Road stretching up to Hamilton Avenue.

Overall, there is a shortage of parking spaces along the corridor even if we assume, as the 2002 Roslyn Community Revitalization Plan did, that a parking standard of three parking spaces per 1,000 square feet of building area is sufficient for retailers. This



number is lower than the four to five spaces per 1,000 square feet typically used in retail development. However, the neighborhood-convenience orientation of many of the retailers and the desire to create pedestrian connectivity into the surrounding neighborhoods can be used to justify a lower parking ratio.

The on-street parking supply is located south of Woodland Road, and occurs in two concentrated locations. The first is between Brookdale and Arlington Avenues along the Post Office block. The design fits well with the raised median and streetscape improvements, which contribute to the vibrancy of this location. The on-street parking at this location also helps to calm traffic as it passes this stretch of the corridor. The next concentration of on-street parking is staggered on both sides of Easton Road north of Heston Street, extending to its intersection with Bradfield Road. There are a total of 32 on-street parking spaces in this 600-foot stretch of Easton Road. Some of the spaces are marked with white lines, though the parking north of East Avenue on the west side of Easton Road is unmarked.

The design of off-street parking has many variations along the corridor. Some parking lots are placed between the principal building and the street, while others are placed to the rear of buildings. In either case, the lack of shared parking among the many small-scale retail uses and offices creates a large number of curb cuts or driveways along Easton Road. There have been failed attempts in the past to consolidate some of the parking lots along the corridor, which has set a precedent of non-cooperation between residents, business owners and the Township. If the actual sharing of lots is too difficult, perhaps property owners could try sharing access and reduce the number of driveways along Easton Road by providing a single entrance for potential customers. This is the way a strip mall operates, though it is often difficult for multiple land owners to come to agreement to implement such an arrangement.

Another issue with off-street parking is appearance. The look and feel of a parking



lot can greatly contribute to the success of a retail corridor. There must be a balance between visibility, safety, quality, efficiency and access. Often the desire for visibility of parking tips the balance towards a large paved area close to the street, which is meant to entice the customers and display all the parking to them as clearly as possible. This technique, found in locations along the corridor, reduces the pedestrian appeal and the visibility of stores in the study area.

### TRANSIT CONDITIONS

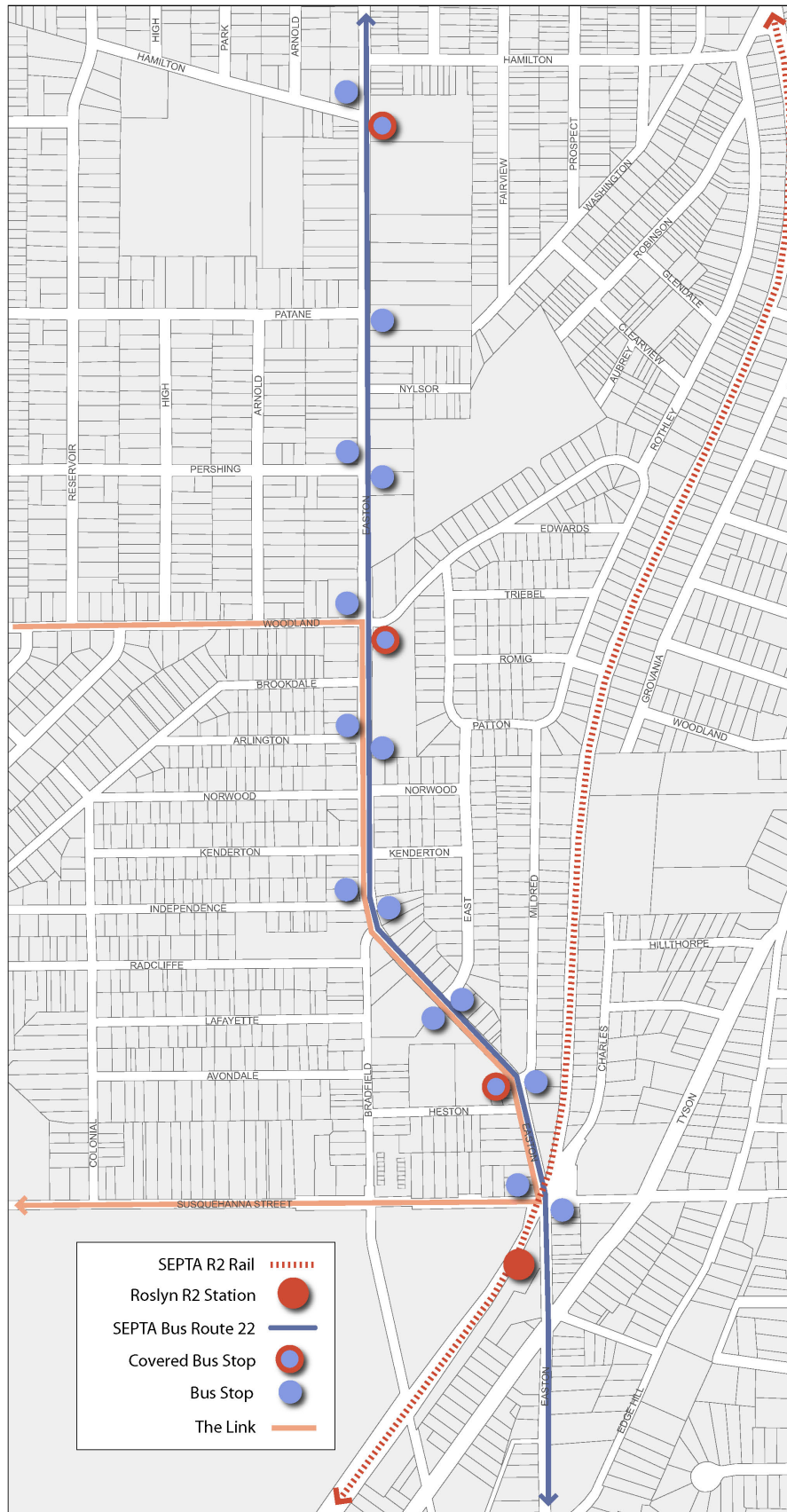
The study area is served by three distinct forms of public transportation, a shuttle, SEPTA bus service and SEPTA Regional Rail. See Figure 7 for a map of the transit service. The shuttle is called the Link and was formerly known as the “Easy Rider.” The Link makes a long loop around Abington, and travels through study area going eastbound on Woodland Road, turning south on Easton Road, then west on Susquehanna Road. The route is funded by the Pennsylvania Commonwealth and Abington and Cheltenham Townships. For that reason, the service is shared with Cheltenham and runs every other day through Abington. The ride is free for those older than 65 when they obtain a pass from the Township. The shuttle will stop at any intersection along the route and has scheduled time points at the Easton and Bradfield Road intersection for 9:29AM,

11:21AM, 1:36PM, 3:13PM. This puts the headways at 90-120 minutes, which is not conducive to impulse riding.

SEPTA’s Route 22 is the main local bus service along the corridor. It stops northbound and southbound at most intersections along Easton Road through the study area. The entire route runs from Olney Transportation Center in Philadelphia to Warminster Township in Bucks County from 5:00AM to 1:00am, and has 20 minute or shorter headways from 6:00AM until 6:30PM.

Three bus shelters have been installed in the study area. Shelters are installed and maintained by a private advertising company under contract to SEPTA. They are only erected in locations that have good sign visibility and permission of the adjacent property owner. Shelters are currently located at the southbound stop at East Avenue and at the northbound stops at Woodland Road and Hamilton Road.

SEPTA’s R2 Regional Rail line runs from Warminster to Center City Philadelphia. Peak trains run every 30 minutes, while mid-day and weekend headways are 60 minutes. The travel time from Roslyn Station to Suburban Station in Philadelphia is 34 minutes, making the train a time- and cost-effective option for commuting to Center City. The Roslyn Station is also served by the R1 line that runs from Warminster to the Philadelphia International Airport. According to the 2010 SEPTA Annual Service Plan, 204 passengers board trains at Roslyn Station each day, putting it well above SEPTA’s minimum ridership standard of 75 boardings per day. The Crestmont Station, north of the Roslyn Station and just outside the study area falls below this standard with only 61 boardings per day.



Roslyn Revitalization Plan  
Transit Service

Figure 7: Map of Transit Service

The Roslyn Station currently provides a ticket booth, covered benches and 87 daily parking spaces, costing \$1.00 per day. The parking at Roslyn Station is observed to be at or near capacity most days, with an average of one space available. Unlike regional rail stations adjacent to residential neighborhoods, there is not a clear location for spillover parking, except the Genuardi's shopping center parking lot. The eastern half of the Genuardi's parking lot is often filled with cars on weekdays, even though it is quite a distance from the front entrance to the store. It is suspected that many commuters choose to park at Genuardi's for reasons of cost or parking availability. There are no formal signs prohibiting parking for commuters at Genuardi's, and there are no pedestrian links to the sidewalk along Susquehanna. Informal paths from the parking lot to the station can be seen in Genuardi's perimeter landscaping.

The Crestmont Station was under construction while the Roslyn Community Revitalization Plan was being written. Improvements included new shelters and high-level platforms to enhance disabled access. SEPTA plans to reconstruct the Roslyn Station beginning in fall 2013. Improvements will include high-level platforms to improve disabled access and a new station building, which will be moved from its current location to avoid blocking the Susquehanna/Easton Road intersection when a train is stopped at the station.

#### **BICYCLE CONDITIONS**

Abington Township lacks a complete and integrated system for pedestrian and bicycle travel. Easton Road lacks bike trails, bike lanes and bike racks, and it is not currently listed as a bike lane approved highway.

Bikes on Easton Road have two options - travel in the roadway, which is busy and other vehicles are often not willing to share the road, or ride on the sidewalk. Riding on the sidewalk is potentially hazardous because the condition and width of the sidewalk itself can vary dramatically. Some stretches of Easton have sidewalk widths approaching four feet which is not enough room for two people to comfortably pass each other on foot and certainly not if one is on a bike.

#### **STORMWATER INFRASTRUCTURE CONDITIONS**

The storm sewer system collects storm water on Easton Road and routes it to the intersection of Easton and Woodland Roads, where it empties into the Sand Run behind the Sunoco Gas Station. Flooding occurs at Easton and Woodland Roads when the culvert directing water downstream from Easton Road and Grove Park gets backed up and floods over the roadway. The culvert is undersized. It either needs to be upgraded or more effective stormwater management needs to happen upstream. No improvements are currently scheduled, though the system is aging and will need to be tended to eventually.





# Public Safety

## Overview

## Juvenile Behavior Issues

## Auto/Pedestrian Conflicts

## Roadway Design

### OVERVIEW

When quality of life is concerned, few things are as important as public safety. Real and perceived threats to public safety reduce the attractiveness of commercial areas and residential neighborhoods. According to the stakeholders and Township representatives, violent crime is not an issue in Roslyn, but juvenile crime and other quality of life crimes have become a concern. The Abington Township Police Department is aware of the quality of life crimes and are using the community policing program, headed by Sergeant Dan Buckley, to address the issues.

Similar to many other communities in the area, the Roslyn neighborhood and Abington Township have low levels of violent crime. In Abington Township in 2008, there was a 0.3 percent chance of being the victim of a crime and there was a 0.03 percent chance of being the victim of a bodily crime. (Crime statistics - <http://ucr.psp.state.pa.us/UCR/ComMain.asp>) One problem that has gotten more attention recently is the theft of belongings left in automobiles. The issue is two-fold, one regarding the theft itself, the other being that the automobiles targeted have been unlocked. The Police Department has tried a public education campaign to encourage residents to lock their cars. The campaign involves placing notices on unlocked cars warning them of the potential danger of theft. Of course, after leaving the notices, the Police lock the doors of the cars to prevent making the criminal's job any easier by marking unlocked cars for them.

### JUVENILE BEHAVIOR ISSUES

Some stakeholders have referenced an increase in juvenile quality-of-life crimes including fights, theft and destruction of property. The Police acknowledge this issue and have been working to solve it. There is hope that the newly opened Roslyn Skate Park will give some of the kids a place to go. Graffiti has become more prevalent, mostly occurring on vacant stores. Vacant properties in the Triangle Area become a common target for graffiti and skateboarding. The large blank walls and loading dock provide ample opportunity for both graffiti and skateboarding.



### **AUTO/PEDESTRIAN CONFLICTS**

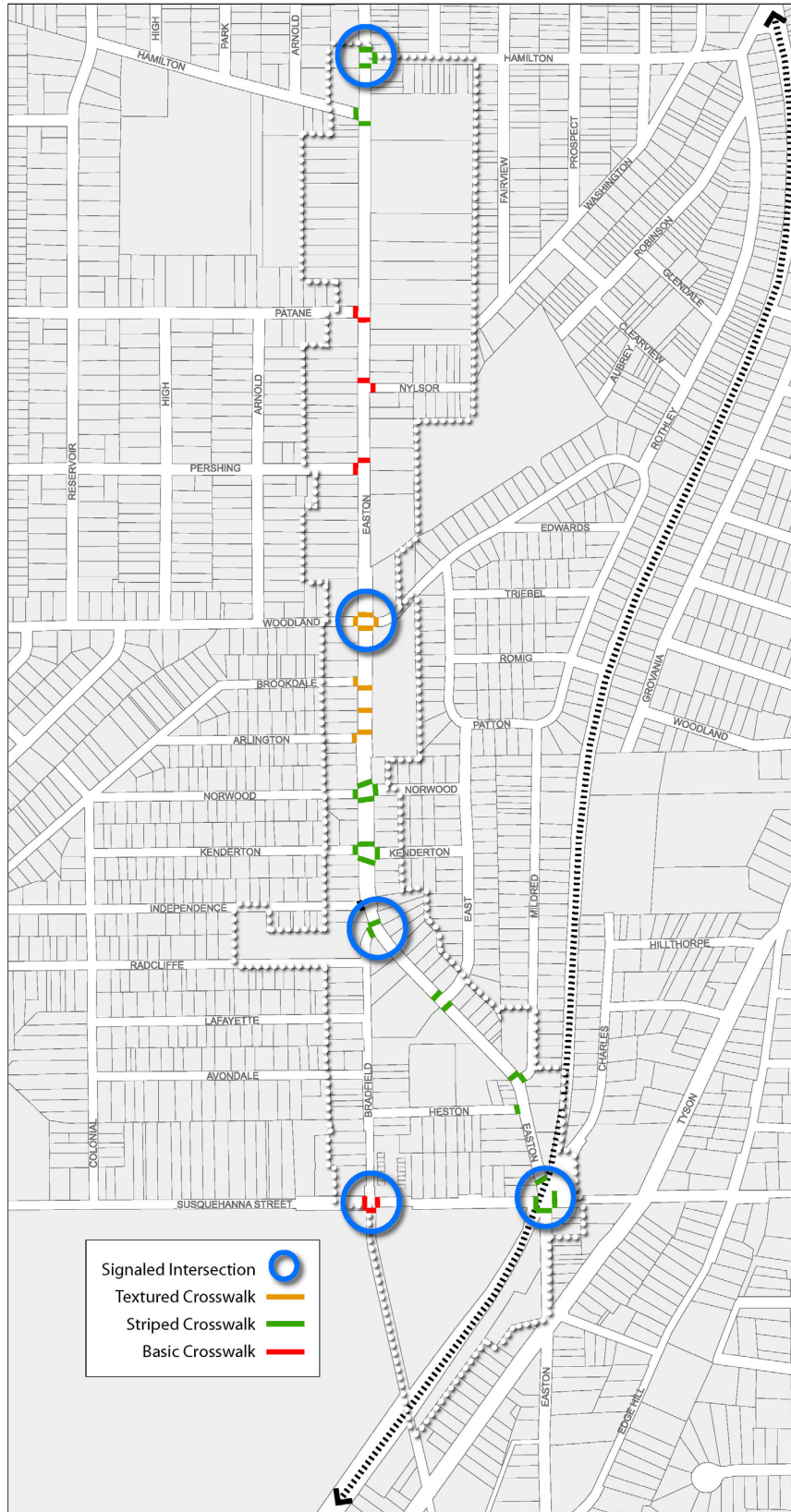
Business owners want to make Roslyn more walkable because they know that patrons are pedestrians at some point along their way to the store, whether patrons walk across a large parking lot or around the corner to the store's entrance. Furthermore, anyone who is visiting, walking, or living in the Roslyn business district will be a pedestrian at some point in their trip. Residential neighborhoods also depend on a sense of pedestrian safety to thrive. If neighborhood streets are perceived as dangerous for children and seniors, the housing values diminish and fewer people use the streets to exercise, socialize, play or walk to nearby amenities.

Crossing Easton Road can be a difficult maneuver because in the one mile stretch of Easton Road in the study area, there are only four signaled intersections and crosswalk conditions vary considerably. From south to north the only signalized intersections are Susquehanna Road, Bradfield Road, Woodland Road and Hamilton Avenue. If you are walking north from Woodland Road, you have to walk one half of a mile, or ten minutes at an urban pace, before you reach the next signaled intersection.

Between the signaled intersections, crosswalks and signage warning automobiles of upcoming crosswalks is scattered and inconsistent. The only location with good pedestrian signage is adjacent to the raised medians between Arlington and Brookdale Avenues, where signs identify the crosswalks and inform motorists of the pedestrian right of way. The Police Department acknowledges that many automobiles do not yield to pedestrians in the non-signalized crosswalks. This has been difficult to address because enforcement has not happened consistently. See Figure 8 for a map of intersections and crosswalks.

### **ROADWAY DESIGN**

There is a simple correlation between lane width and traffic speeds. Wide lanes encourage higher speeds, which means more danger for pedestrians. However, speeding has not been an issue on Easton Road, mostly due to the high traffic volumes. From a safety perspective, the most troublesome intersection is Easton and Susquehanna, mostly due to the odd geometry, high traffic volumes on both roads and the rail line crossing. Traffic cut-through is not a concern for any of the residential neighborhoods in the study area due to the layout of the street network. There is, however, considerable cut-through traffic using Bradfield Road from Susquehanna to Easton Road. Bradfield Road allows for fewer signaled intersections along the same distance, but is not set up to handle the amount of traffic that uses Easton Road.



Roslyn Revitalization Plan

## Intersections and Crosswalks



Figure 8: Map of Intersections and Crosswalks





# Vision and Goals

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# Vision and Goals

## Vision

## Major Goals

### VISION

The Roslyn Community Revitalization Plan seeks to transform Easton Road into a successful, attractive and walkable business district that serves the needs of the Roslyn community and visitors traveling through our neighborhood. This transformation will require implementation of an intertwined set of initiatives to attract new businesses, support and enhance current businesses and improve the appearance and walkability of the corridor.

### MAJOR GOALS

Plan implementation will be guided by a set of seven separate goals listed below. The first three goals address solutions to be implemented along the entire corridor. The last four address improvements to be made in four focus areas. The focus areas were identified during the planning process as important locations that offer opportunities to leverage the energy and funding for other planned investments and changes.

#### Roslyn Revitalization Planning Goals

1. Create a balanced mix of businesses along the corridor while supporting and enhancing existing businesses.
2. Create a pedestrian-friendly environment along Easton Road that encourages strolling along the corridor and better connections into surrounding neighborhoods.
3. Create an easy to understand wayfinding and signage program that will reduce clutter and increase design quality.
4. Create a more welcoming southern gateway and ensure better pedestrian and vehicular connections between the SEPTA Regional Rail station and the Roslyn community.
5. Create a new anchor at the “Triangle Area” on Easton Road south of its intersection with Bradford Road to create a new node of activity, leverage physical improvements and attract new businesses.
6. Support a concentration of activity in and around the new Grove Park entrance along Easton Road just north Woodland Road by attracting new businesses, concentrating façade improvements and making new pedestrian connections.
7. Create a more welcoming northern gateway into Roslyn.







# Action Plan

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# Project Recommendations

- Business Outreach & Design Assistance
- Pedestrian Environment Enhancement
- Signage and Wayfinding Program
- Train Station Access and Gateway Improvements
- Triangle Area Improvement Project
- Woodland Road Area Improvement Project
- Hamilton Gateway Project
- Supporting Initiatives

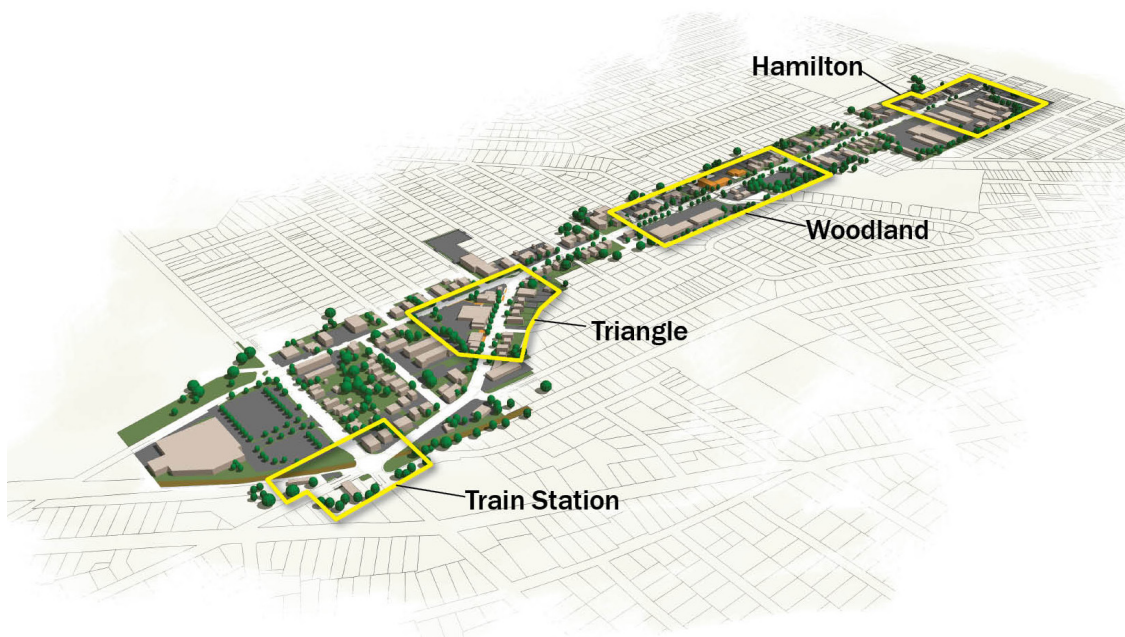
Throughout the planning process, the Roslyn Revitalization Plan Task Force and community members took an active role in identifying and prioritizing strategies to take forward. The projects included in this Action Plan are those identified by the public and the Roslyn Community Revitalization Plan Task Force as those that can most effectively provide momentum while providing the best “bang for the (limited) buck.” A clear set of priorities, as identified in the Implementation Matrix, will enable the Township and Roslyn community to focus their attention on a series of initial projects that will provide momentum for future projects and improvements.





Three of the proposed projects focus on improvements needed along the entire corridor and four focus on specific target areas. The corridor-wide projects include:

- Improvements to the pedestrian environment, including streetscape beautification, pedestrian safety enhancements and general design recommendations to support pedestrian-friendly development patterns
- Business development programs that will support and enhance existing businesses and attract new ones
- Signage and wayfinding programs that will improve the appearance of the business district and help people find their way along the one mile corridor



The planning process identified four focus areas where new investment and activity would provide economic opportunities and benefits for the entire corridor. These are:

- The Roslyn Train Station area, which was identified as the southern gateway to Roslyn
- The Triangle Area, near the intersection of Easton and Bradfield Roads
- Easton Road near its intersection with Woodland Road
- Easton Road near Hamilton Avenue, which was identified as the northern gateway to Roslyn

The Action Plan provides detailed planning concepts and maps out the implementation steps for each identified project. Every project listed includes a description, work tasks, funding sources, phasing and responsible parties. Cost estimates and project priority for each are included in the Implementation Matrix. Each project has one or more phases, though the recommended implementation phases do not have specific years attached. The important thing about implementing these projects is not what specific year they are completed, but in what order the steps are completed. Depending on funding, or the interests/cooperation of property owners, project order may shift over time. Whichever projects are completed first, the internal phasing for each project should be followed.



## Business Outreach & Design Assistance

### BACKGROUND

Abington Township and Montgomery County offer several strong programs for business assistance, including start-up and capital loan programs and façade and signage improvement matching grant programs. However, most Roslyn businesses are either unaware of the programs or do not understand the potential benefit to them. This has resulted in a disconnect between the resources available and the implementation of improvements in the Roslyn business community. Additional outreach and assistance is needed to connect businesses to resources thereby maximizing the benefit of already existing, but underused, programs and services.

### PROJECT DESCRIPTION

The Business Outreach and Design Assistance Program would refocus a small portion of existing grant resources - and where needed seek Montgomery County Economic Development Program funding - to increase outreach to existing Roslyn businesses. The first step will be to provide education about the available grant programs - including eligibility requirements and the specific benefits resulting from the programs. An outreach coordinator would sit down with a business owner and describe the grants the business is eligible for and the pros and cons of each.

When a business decides to pursue grant resources, the outreach coordinator will assist the business owner in completing the grant applications and any other required permits or paperwork. This can be a complicated and daunting task, especially for small business owners, and

many grant applications can be discounted or thrown out for relatively small errors or omissions. The final step of business outreach support is to connect the business owner with recommended consultants, contractors and/or designer needed for physical improvements. In the case of façade and signage grants, the Township will allocate a portion of grant funding to design services that would illustrate the impact of proposed improvements to potential business participants.

To minimize program overhead and ensure that costs are only incurred when the program is active, the Outreach and Design Assistance Program will use consulting services to market the program and to provide design assistance. The Township will create on-call agreements with one or more preferred design firms that would be familiar with the local architecture, understand the economic conditions of a small business and have experience in how to effectively brand a retail storefront. As the program grows and becomes more successful over time, the Township and Roslyn Valley Business Development Group might consider expanding the program into a more traditional main street program.

As a supporting initiative to the Business Outreach and Design Assistance Program, the Township should complete or work with its on-call consultant to prepare a marketing package to give to prospective new business owners that would include conceptual development plans for significant parcels (described in more detail in the Triangle Area and Woodland Area recommendations) as well as materials on grant and tax abatement programs available.

## PHASING

### Phase 1

- Redistribute funds from existing grant programs as possible to provide outreach and design assistance.
- Pursue Montgomery County Revitalization Program and Local Economic Enhancement Program funds to supplement Township and Federal grant resources.

### Phase 2

- Hire an on-call consultant(s) to provide outreach and design services to businesses to assist them in pursuing grant programs.
- Create a list of preferred/approved design consultants for façade and signage

improvement design and cost estimating.

- Complete conceptual site planning for key opportunity sites along the corridor.

### Phase 3

- Work to increase the maximum program match for façade and sign improvements by 50% within 5 years.

## FUNDING SOURCES

Montgomery County Revitalization Program  
Abington Township  
Community Development Block Grant

## RESPONSIBLE PARTIES

Abington Township  
Roslyn Valley Business Development Group



BEFORE

AFTER



Figure 9: Façade improvements rendering

## Pedestrian Environment Enhancement

### BACKGROUND

Crossing Easton Road can be a difficult maneuver. Crosswalks should provide pedestrians with a sense of safety by alerting motorists to the possible presence of pedestrians. However, the current condition of crosswalks and pedestrian signals along Easton and Bradfield Roads is haphazard and incomplete, creating an unsafe pedestrian environment in many locations. There are four basic types of crosswalks within the study area. The safest are the signaled crosswalks which occur at the following intersections:

- Susquehanna and Bradfield Roads
- Susquehanna and Easton Roads
- Easton and Bradfield Roads
- Easton and Woodland Roads
- Easton Road and Hamilton Avenue

The next level of pedestrian protection is found in the textured crosswalks located south of Woodland Road. The texture helps alert motorists of potential pedestrian crossings. The final two types of crosswalks found in the corridor lack both signal protection and texture to warn motorists. The most visible are marked with large

parallel white stripes across the road, and the more basic crosswalks are denoted by a simple outline of the crosswalk area. These are the least protective of pedestrians.

In the one-mile stretch of Easton Road within the study area, there are only four signaled intersections. From south to north they are Susquehanna Road, Bradfield Road, Woodland Road, and Hamilton Avenue. People walking north from Woodland Road must walk one-half mile, or ten minutes at an urban pace, before they reach the next signalized intersection.

Existing signage warning automobiles of upcoming crosswalks is scattered and inconsistent. The only location with good pedestrian signage is adjacent to the raised median between Arlington and Brookdale Avenues, where signs identify the crosswalks and inform motorists of the pedestrian right-of-way. The Police Department acknowledges that many automobiles do not yield to pedestrians in the non-signalized crosswalks. This has been difficult to address due to lack of resources for consistent enforcement.

### PROJECT DESCRIPTION

This project focuses on improvements to the Roslyn business district pedestrian environment. It includes pedestrian



Figure 10: Crosswalks types along Easton Road



crossing improvements such as standardized crosswalk design, improved signals at all signalized intersections and installation of flashing lights at major non-signalized crossings. It also includes access and streetscape improvements to enhance pedestrian safety and access on the sidewalks themselves and specific standards for streetscape improvements along the entire length of Bradford and Easton Roads in the project study area.

The first phase of the Pedestrian Environment Enhancement Project is to install a standardized design of textured crosswalks and countdown pedestrian signals at each signalized intersection. By doing so, the Township will increase pedestrian safety and work towards a consistent appearance of the corridor's streetscape. This first phase will include standardized crosswalks at the following signalized intersections - Bradfield and Susquehanna Roads, Easton and Susquehanna Roads, Easton and Bradfield Roads, Easton and Woodland Roads, and Easton Road and Hamilton Avenue. See Figure 13, 14, and 15 for intersection plans.

Also included in the first project phase is communication and coordination to lay the



Figure 11: Countdown crossing signals that display the time remaining for safe crossing.

foundation for future phases. This includes coordinating with PennDOT regarding the need for flashing pedestrian signals at major non-signalized intersections. This will require coordination by the Township with PennDOT and Montgomery County in negotiating the location and installation of the pedestrian signals. Flashing pedestrian signals will provide additional safety to people crossing Easton Road at locations between the signalized intersections. Proposed locations for flashing signals include East, Norwood and Nylsor Avenues, and a mid-block crossing between Woodland Road and Pershing Street.

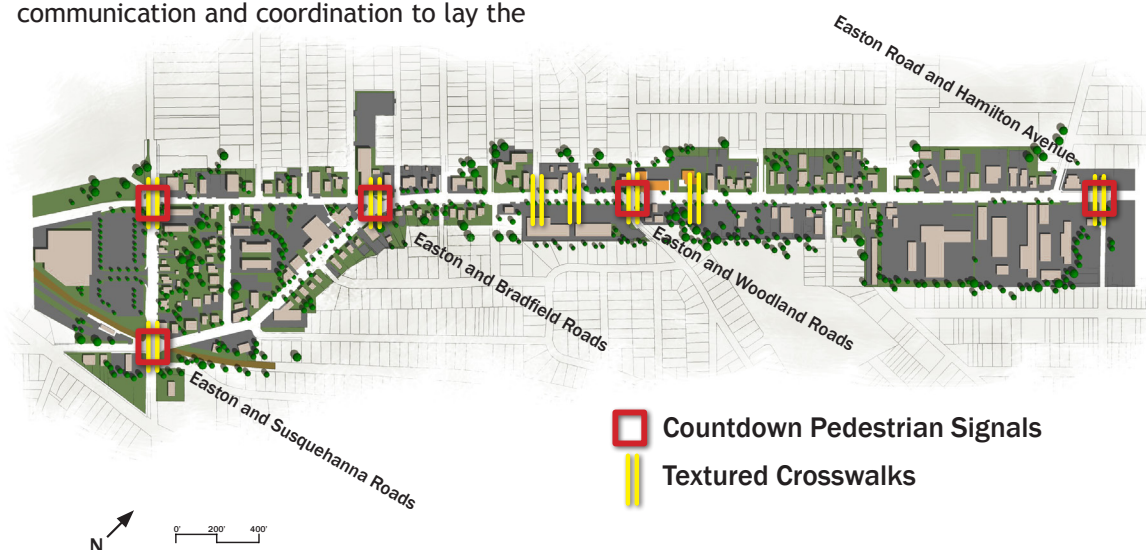
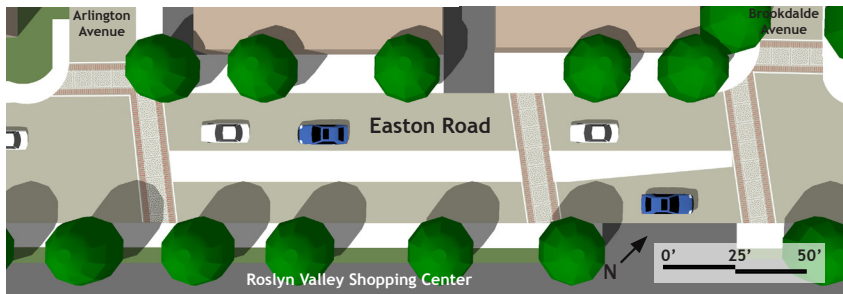
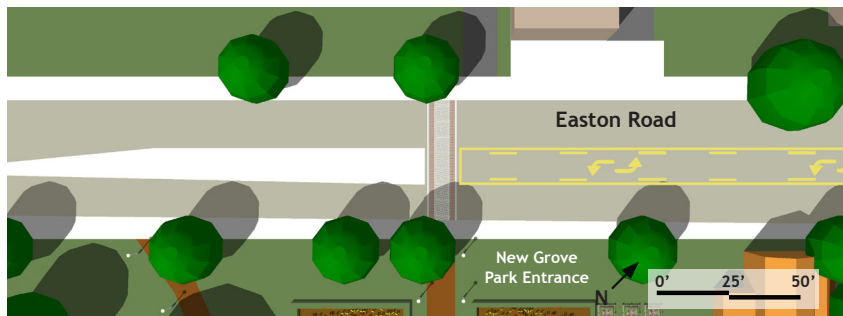


Figure 12: Location of intersections receiving new countdown pedestrian signals or crosswalks

## New Textured Crosswalks



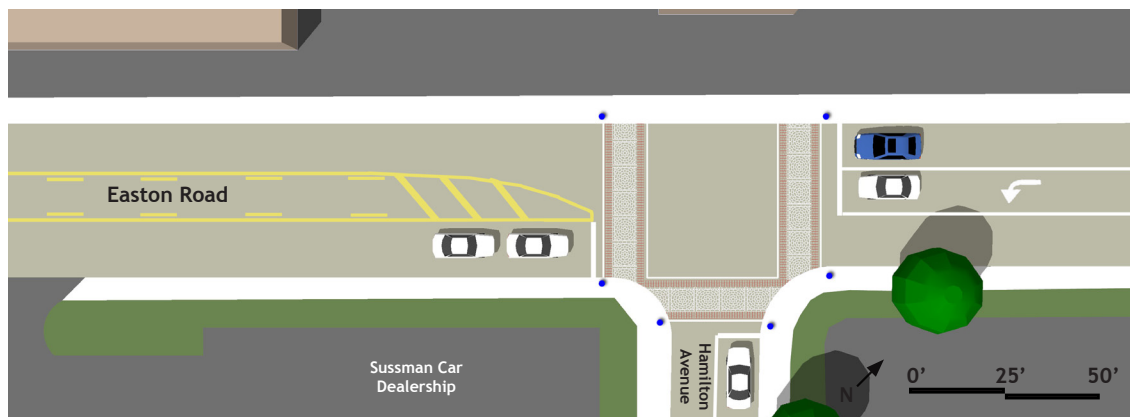
Easton Road between Brookdale and Arlington Avenues



Easton Road between Woodland Road and Pershing Avenue

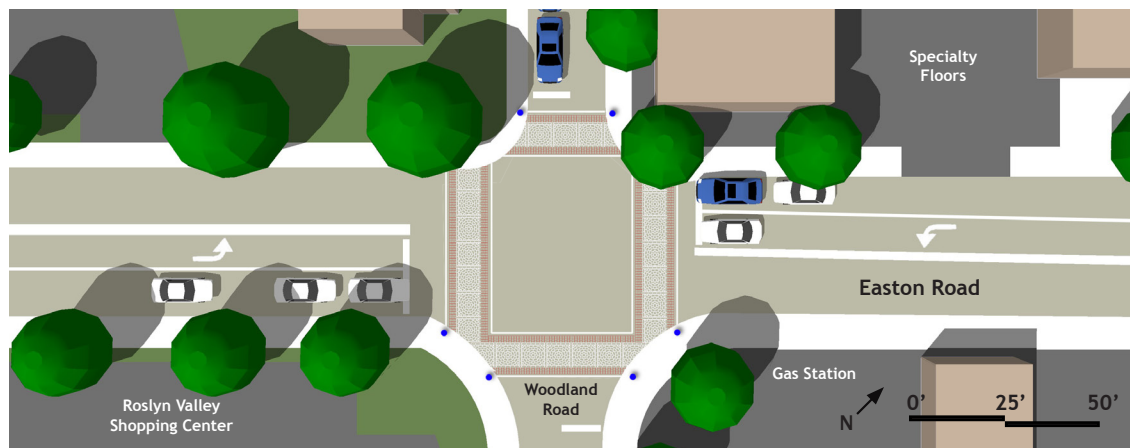
Figure 13: Plans for new textured crosswalks

## New Textured Crosswalks and Countdown Pedestrian Signals



Easton Road and Hamilton Avenue

● New Pedestrian Countdown Signal  
 ■ New Textured Crosswalk



Easton and Woodland Roads

● New Pedestrian Countdown Signal  
 ■ New Textured Crosswalk

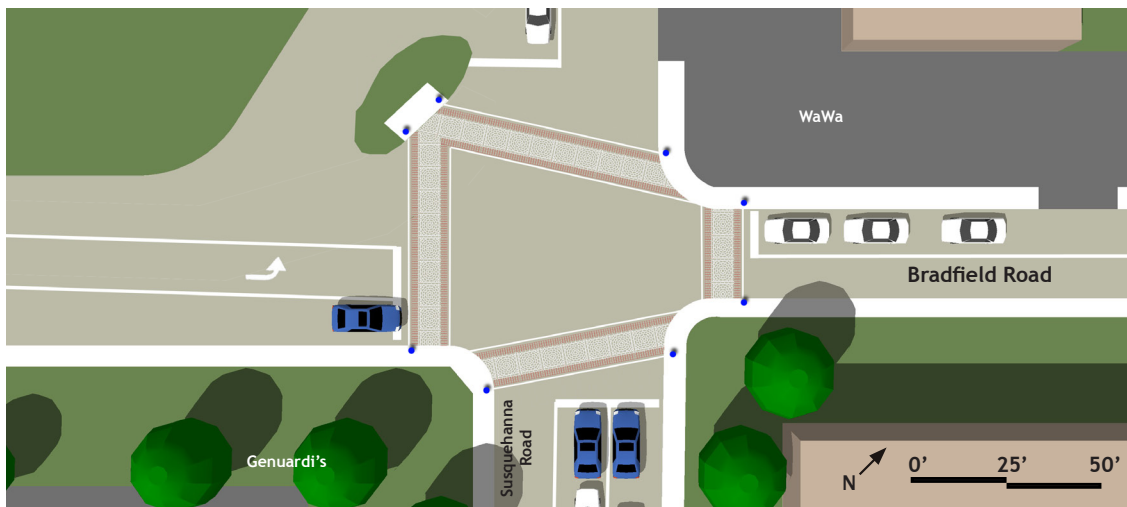
Figure 14: Plans for new textured crosswalks and countdown pedestrian signals

## New Textured Crosswalks and Countdown Pedestrian Signals



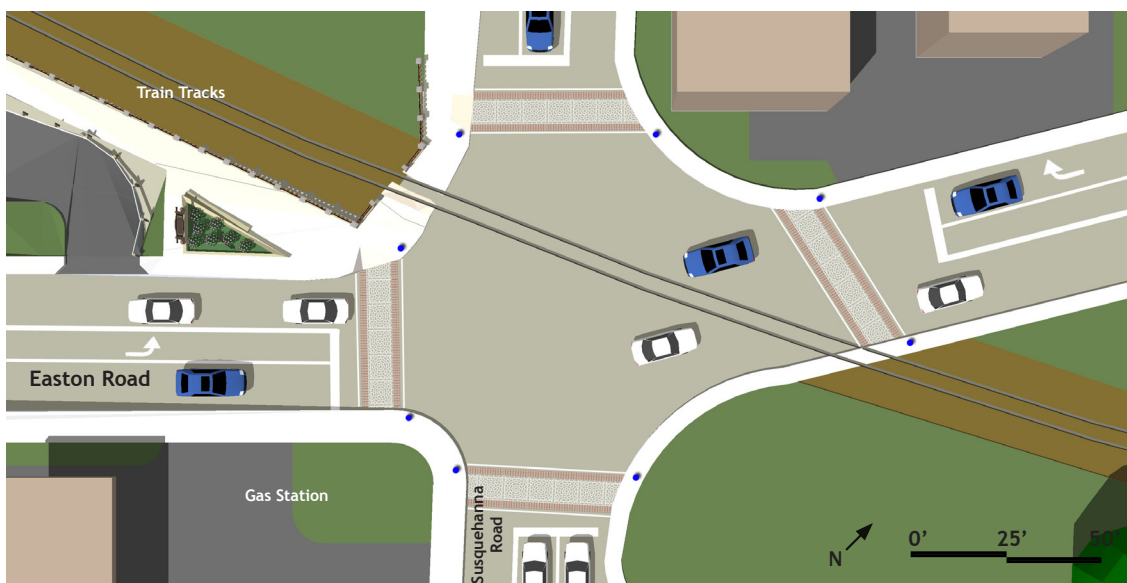
**Easton and Bradfield Roads**

● New Pedestrian Countdown Signal  
 New Textured Crosswalk



**Bradfield and Susquehanna Roads**

● New Pedestrian Countdown Signal  
 New Textured Crosswalk



**Easton and Susquehanna Roads**

● New Pedestrian Countdown Signal  
 New Textured Crosswalk

Figure 15: Plans for new textured crosswalks and countdown pedestrian signals



The final Phase 1 task will involve negotiations and work with property owners to encourage agreements to share driveways and/or parking lots to reduce the number of curb cuts along Easton Road. There have been failed attempts in the past to consolidate some of the parking lots along the corridor, which has set a precedent of non-cooperation between residents, business owners and the Township. If the actual sharing of parking lots is too difficult, an interim goal should be to simply share access, reducing the number of driveways along Easton Road and providing a single consolidated entrance for customer access at each business location.

The second phase of this project begins by installing pedestrian flashing signals at locations agreed upon with PennDOT in Phase 1. This phase would also include consolidating driveways and parking lots in

places where agreements have been reached between property owners. As a follow up to the pedestrian improvements in Phase 1, the project's second phase also calls for a raised median to be installed between Pershing Avenue and Woodland Street adjacent to the new Grove Park entrance. The median would similar in design and function to that currently installed on Easton Road between Arlington and Brookdale Avenues and would include a protected mid-block pedestrian crossing to provide better access to the new Grove Park entrance.

The final phase of pedestrian enhancements is to construct any missing streetscape elements in the areas between major improvements. See Figure 16 for locations. These will include creating and/or confirming a comprehensive “package” of street furniture, including:



Figure 16: Infill streetscape between focus areas

- Trash cans
- Benches
- Lighting
- Signage
- Landscaping/potted plants
- Decorative paving

A supporting initiative for all of the pedestrian improvements will be strategic enforcement of regulations that require drivers to yield to pedestrians.

### PHASING

#### Phase 1

- Upgrade pedestrian crossing signals and crosswalks at all signalized intersections.
- Negotiate with PennDOT for permission to install flashing pedestrian signals at non-signalized intersections and at a proposed mid-block crossing between Pershing Avenue and Woodland Road.
- Negotiate with property owners for agreements on sharing driveways/parking lots to reduce the number of curb cuts.

#### Phase 2

- Install textured crosswalks and flashing pedestrian signals at locations negotiated with PennDOT in Phase 1.
- Consolidate driveways and parking lots where applicable.
- Install raised median on the Easton Road blocks adjacent to Woodland Road.

#### Phase 3

- Expand the streetscape improvements along Easton Road between the focus areas in order to achieve a more consistent appearance.

### FUNDING SOURCES

Montgomery County Revitalization Program  
Abington Township

### RESPONSIBLE PARTIES

Abington Township  
PennDOT  
Montgomery County



Figure 17: Flashing pedestrian signal with LED lights to alert drivers when a pedestrian is trying to cross.



Figure 18: Bollard with sensor that activates flashing lights only when a pedestrian is waiting to cross.



Figure 19: Textured crosswalks to be installed at selected intersections



*Photo courtesy of SVR Design*

*Figure 20: Example of a pedestrian wayfinding system*

## Signage and Wayfinding Program

### BACKGROUND

One of the recurring criticisms heard about the Easton Road corridor during the planning process was the appearance of the storefronts, and in particular, the appearance of the signage. Many thought that existing signage was too big, too varied and that there are simply too many signs. Some of the core issues can be traced back to the zoning code that regulates signage, but if used with some guidance and design assistance, the existing sign regulations are capable of producing some very handsome signs. As described in the Business Outreach and Design Assistance Program, this Plan proposes that a portion of existing and future funding for signage improvements be used for design assistance. Supplementing matching grant funds with design assistance will give the Township more control over the appearance of signs and help owners understand effective and attractive sign design and placement.

In addition to the appearance of commercial signage, gateway and wayfinding signage was a concern for many who participated in the

planning process. The southern gateways to Roslyn are well marked, though the northern gateway lacks clear designation. A question heard often during the planning process was “after we have welcomed someone to Roslyn, how are they supposed to know where to go?” An important part of the answer lies in a wayfinding program that will use both automobile- and pedestrian-scaled signage to direct visitors to various destinations in and around Roslyn.

### PROJECT DESCRIPTION

The Signage and Wayfinding Program recommends a set of strategies to improve corridor appearance and build community identity through well-designed business and wayfinding signage.

The first phase of the project focuses on pedestrian wayfinding. Pedestrian wayfinding signs are usually intended to direct pedestrians over short distances, often one-half mile or less. Pedestrians move more slowly than motor vehicles or bicycles, and can easily stop to read signs, so agencies have the flexibility to add detailed information to a pedestrian sign if they desire. Thus, signs often serve educational as well as wayfinding functions, giving



pedestrians information about the natural or man-made landscape. The focus of the pedestrian wayfinding will be community bulletin boards to be placed at key locations along the corridor.

The first phase of this project will also include preparation for an auto-scaled wayfinding system. This will give time for negotiation with PennDOT and allow a number of planned corridor improvements to be completed prior to implementing the wayfinding program. An example would be construction of the new Grove Park entrance on Easton Road. The auto-scaled signs will be located just beyond the gateway intersections at Susquehanna Road and Hamilton Avenue and near the Woodland Road intersection for both southbound and northbound traffic. The auto-scaled wayfinding and gateway signs will be

installed in the second phase of this project.

To complement the public investment in wayfinding and gateway signage, Phase 2 of the signage initiative will aggressively pursue expanded implementation of façade and signage improvements as identified in the Business Outreach and Design Assistance Program. Funding for signage and façade improvements will be linked to a set of corridor signage design “best practices” or guidelines that limit certain sign types and the number of signs on a single business or property.

The third phase of this project is to institute a block signage program for commercial signage that would allow businesses along a block to consolidate their signage into one directory sign that motorists and pedestrians can easily read and navigate.

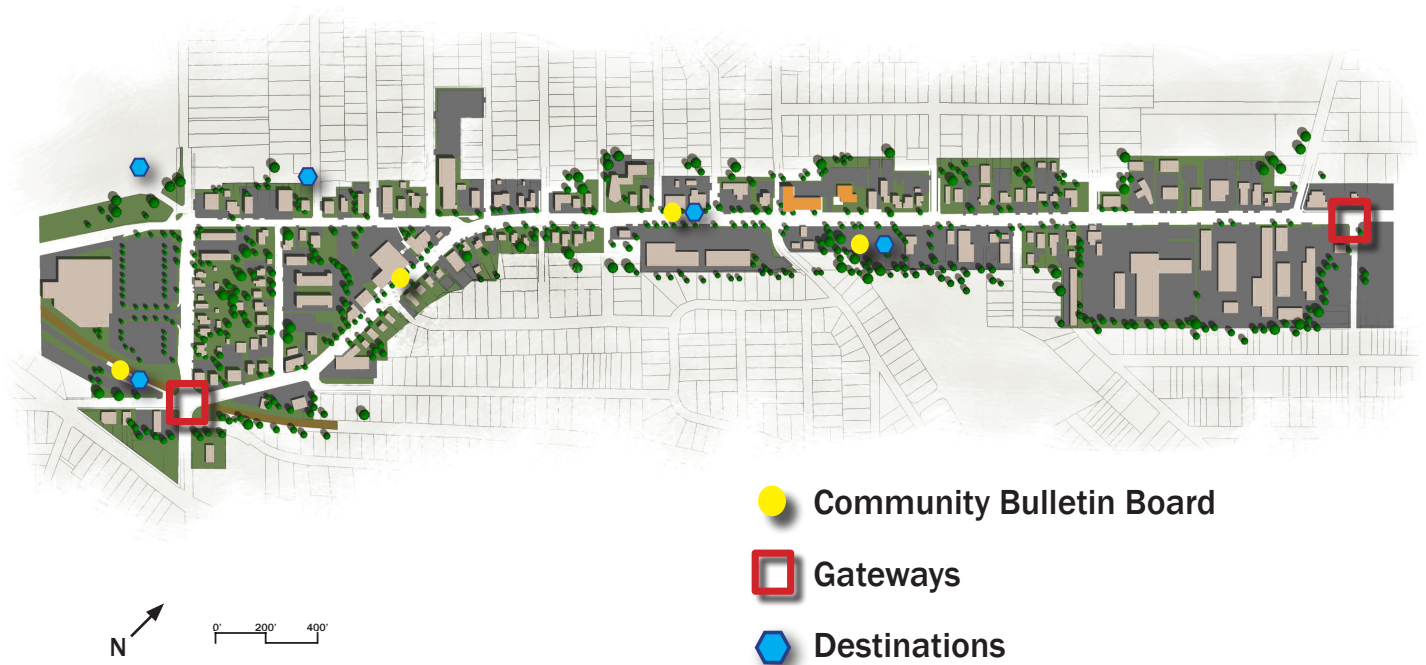


Figure 21: Map of proposed wayfinding system.



**ARLINGTON, VA**



**ALEXANDRIA, VA**



**DETROIT, MI**



**PHILADELPHIA, PA**

Figure 22: Various examples of pedestrian wayfinding system in the United States.

## PHASING

### Phase 1

- Pursue additional funding for signage grants and design assistance.
- Prepare a detailed wayfinding plan.
- Install community bulletin boards near the Roslyn Train Station, the clock at Bradfield and Easton Roads and the new entrance to Grove Park just north of Woodland Road.

### Phase 2

- Install auto-scaled wayfinding signs for northbound traffic at intersection of Easton and Susquehanna Roads, southbound traffic at the intersection of Easton Road and Hamilton Avenue, and both southbound and northbound traffic and the intersection of Easton Road and Woodland Road.
- Expand current façade and signage program, providing technical and design services to business owners to facilitate improvements.
- Link money for signage and façade improvements to corridor signage design “best practices” or guidelines that restrict certain sign types and the number of signs.

### Phase 3

- Institute a block signage program for commercial sign consolidation.

## FUNDING SOURCES

Montgomery County Revitalization Program  
Abington Township

## RESPONSIBLE PARTIES

Abington Township  
PennDOT  
Roslyn Valley Business Development Group



Figure 23: Example of a community bulletin board in a park setting.







## Train Station Access and Gateway Improvements

### BACKGROUND

The Roslyn Train Station on SEPTA's R2 line is scheduled to be reconstructed by SEPTA in 2013. This presents an outstanding opportunity for the Township to work with SEPTA to resolve the many access and safety issues in and around the station. One of the primary concerns is the safety of pedestrian access to the station. Incomplete sidewalks combined with the large number of potential pedestrian conflicts with automobile traffic make this a high priority project. The station's role as the southern gateway into Roslyn also makes this an important project for the community.

Much of this project could be accomplished through cooperation with SEPTA in its station reconstruction project. The construction of a new station will no doubt disrupt the site and create the need for new access. It is crucial that the Township stay involved with SEPTA through the design process so that the important aspects of this project can be addressed by SEPTA for little or no incremental cost to the Township.

*Opposite: A SEPTA Regional Rail train arriving at the Roslyn Train Station*

### PROJECT DESCRIPTION

The vast majority of this project will be implemented through SEPTA's planned station reconstruction. The first phase of the project will entail the ongoing coordination with SEPTA during its station design process to ensure that SEPTA and the Township maintain the open communication needed to make certain that the new station design meets the shared needs of the two organizations.

The second phase of the project will entail construction of the physical improvements. A critical element will be to tackle the way that vehicles enter the station. The existing configuration has the entrance located directly in the signaled intersection at Easton and Susquehanna Roads. This causes multiple problems, the foremost being conflicts with pedestrians. Because of the multiple turning movements created by cars entering from all four directions of the intersection, a pedestrian crossing Easton Road on the south side of the intersection has nine potential conflict points. Conflict points are places that cars cross over the crosswalk and potential collisions can occur. The fewer conflict



**BEFORE**



Realign crosswalk and extend the sidewalks all the way around the corner into the station.

**AFTER**



**BEFORE**

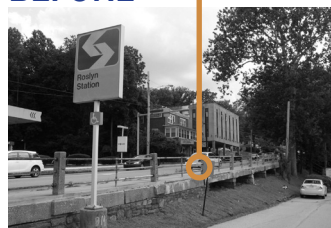


Replace existing vehicle driveway with a curbed pedestrian plaza.

**AFTER**



**BEFORE**



Relocate station entrance farther south on Easton Road and install a low landscaped gateway feature with a built in pedestrian bench.

**AFTER**



Figure 24: Renderings of project recommendations.



## BEFORE

Figure 25: Renderings of project recommendations.



## AFTER

1

**LOW WALL SEPARATING PEDESTRIANS FROM THE TRACKS.**

2

**WIDEN EXISTING SIDEWALK AND CONNECT IT FROM SUSQUEHANNA TO EASTON.**

**MOVE STATION BACK AWAY FROM INTERSECTION TO ALLOW FOR LONGER TRAINS**

3

points, the safer the crosswalk is. Moving the entrance off of the intersection and farther south on Easton Road will reduce the number of conflicts to four. This plan recommends that the entrance be moved as far south as possible while still permitting a 90 degree turn into the station entrance and the ability negotiate the change in topography from Easton Road to the station level.

In conjunction with moving the vehicular entrance, the pedestrian access will be improved. This will be done by extending the sidewalk and curb all the way to the station and by installing a low stone wall to separate pedestrians from the tracks. Moving the entrance will also allow for the realignment of the crosswalk on Easton Road to a safer location.

Improvements will also extend the Roslyn streetscape package all the way to the

Roslyn Train Station. This will further enforce the relationship between the station and the neighborhood beyond. This element will include installation of a landscaped gateway feature with new sign that identifies the new Roslyn Station as well as the southern entrance to Roslyn Valley. The final set of improvements to be included in the station reconstruction will be to enhance wayfinding signage telling cars and pedestrians how to get to the station from the intersection of Susquehanna and Easton Roads.

A third phase of this project will be to consider ways to “activate” the new plaza area created when the station entrance is moved. The Township will work with SEPTA to explore the installation/operation of amenities at the station such as a flea/ farmers market in the parking lot or a coffee shop in the station.



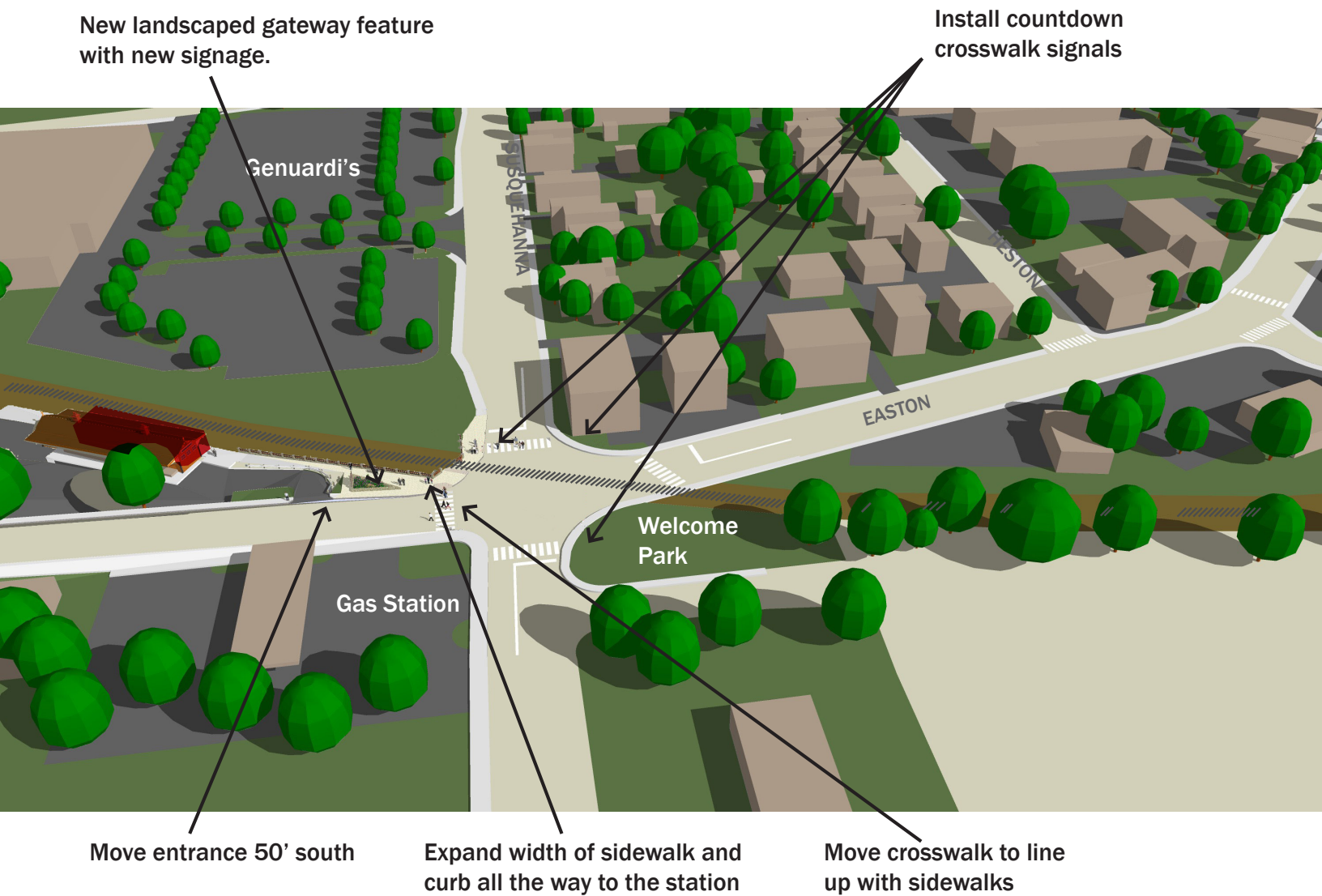


Figure 26: Summary of project recommendations

## PHASING

### Phase 1

- Coordinate with SEPTA and PennDOT as needed during the station design process.

### Phase 2

- Construct station improvements, including:
- Move vehicular entrance to the station approximately 50 feet to the south on Easton Road to reduce the pedestrian conflicts crossing the crosswalk.
- Create a pedestrian plaza in the area where the entrance currently exists.
- Increase the width of the existing sidewalks adjacent to the station.
- Realign the crosswalk on Easton Road from the gas station to train station to better line up with new sidewalk on the station side.
- Install new countdown signals and textured crosswalks across Susquehanna Road.
- Extend streetscape “package” to train station.
- Design and install a landscaped gateway feature integrating the standard SEPTA Regional Rail Sign.
- Improve signage telling cars and pedestrians how to get to the station from the Susquehanna/Easton Road intersection.

### Phase 3

- Work with SEPTA to explore the installation/operation of amenities at the station, such as:
- Flea/farmers market in parking lot
- Coffee shop

## FUNDING SOURCES

Montgomery County Revitalization Program  
Abington Township  
SEPTA  
PennDOT

## RESPONSIBLE PARTIES

Abington Township  
SEPTA  
PennDOT







## Triangle Area Improvement Project

### BACKGROUND

The Triangle area gets its name from the shape created by the bounding roadways of Heston Street and Easton and Bradfield Roads. The triangle that is created gives this area unique challenges as well as opportunities. The challenges are related to access and connectivity, but the opportunities provided by larger lot sizes, some with frontage on two major roads, are considerable. Today the area is largely defined by an older strip mall complex. A new library has been proposed by the Township for this location, but as of early 2010 purchase of the site for a library use was in litigation. Even if the library proposal does not materialize, an “anchor development” of some kind would be a tremendous asset for the corridor and surrounding community.

The intersection of Bradfield and Easton Roads is highly visible and has been improved with a small seating area, clock tower and gateway signage to Roslyn Valley. These

facilities have done a great job of making this intersection memorable to visitors and aesthetically pleasing to residents. The gas station at the corner opposite the gateway signage is also highly visible, but does not add positively to the appearance of the corridor. Cars parked on-site waiting to be serviced detract from the area and make it unwelcoming to pedestrians. Multiple curb cuts complicate traffic patterns at an already complex intersection.

A bank building on Easton Road was vacated by Bank of America in 2009. At the time this plan was written in 2010, the property was for sale for \$1.8 million - an amount that seems high for the corridor. Limits to site egress imply that the property is best suited for uses with lower traffic volumes.

### PROJECT DESCRIPTION

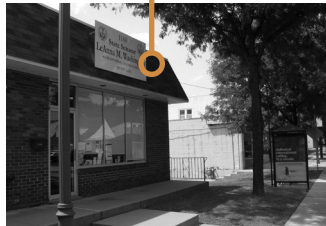
The Triangle Area Improvement Project focuses on the physical improvements, investments and other activities needed to create an active and attractive center of new activity for Roslyn.

The first phase of the project will focus on creating a new community attraction - or

*Opposite: Looking south toward the Triangle Area from the intersection of Easton and Bradfield Road*



**BEFORE**



Create new signage guidelines that require signs to acknowledge the architecture of the building.

**AFTER**



**BEFORE**

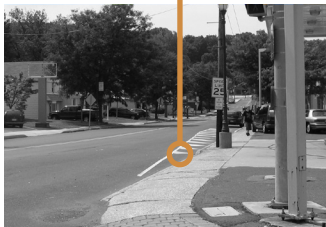


Create a pedestrian path from Easton Road through to Bradfield Road to connect both sides of the neighborhood.

**AFTER**



**BEFORE**



Create a wider pedestrian area along the edge of the gas station by creating sidewalk "bump outs".

**AFTER**



Figure 27: Renderings of project recommendations



## BEFORE

Figure 28: Renderings of project recommendations



## AFTER

**1 INSTALL A NEW BUS SHELTER WITH MORE SEATING.**

**3 CREATE A PAVED AREA FIT FOR OUTDOOR SEATING.**

**2 MAKE THE EXISTING SIDEWALKS WIDER.**

**4 ENCOURAGE BUILDINGS TO WRAP AROUND THE CORNER AND FACE THE PLAZA AS WELL AS EASTON ROAD.**

anchor - for the Triangle Area. The Township should continue to pursue locating the Roslyn Branch Library here. During the planning process, residents were vocal in their support for such a use - both to enhance library services in the neighborhood and as a way to attract additional visitors to Roslyn. New visitors would then create a new market for small businesses including cafes, small-scale retail and supporting entertainment uses.

If the Township is unable to purchase the property for the library relocation, it should shift its efforts to position this area of the corridor for other new development and attract a full-service restaurant or small-scale entertainment use. Specific actions could include preparing a conceptual development plan for the area and working with local realtors to advertise it directly to desired restaurateurs, retailers or other appropriate users.

Once a new anchor development is secured for the site, the Township can design streetscape and site improvements to support the new development and connect it to the Roslyn community. The design work and easement acquisition for all of the improvements described below will constitute Phase 2 of the Triangle Area Project.

Design improvements will include better connections between Bradfield Road and the Triangle Area. Currently, residents living west of Bradfield Road must take a circuitous route to get to the shops along Easton Road or jaywalk across Bradford Road and cut through the large open parking lot behind the buildings facing Easton Road. A new crosswalk at Lafayette Avenue will provide a safer, more attractive connection across Bradfield.



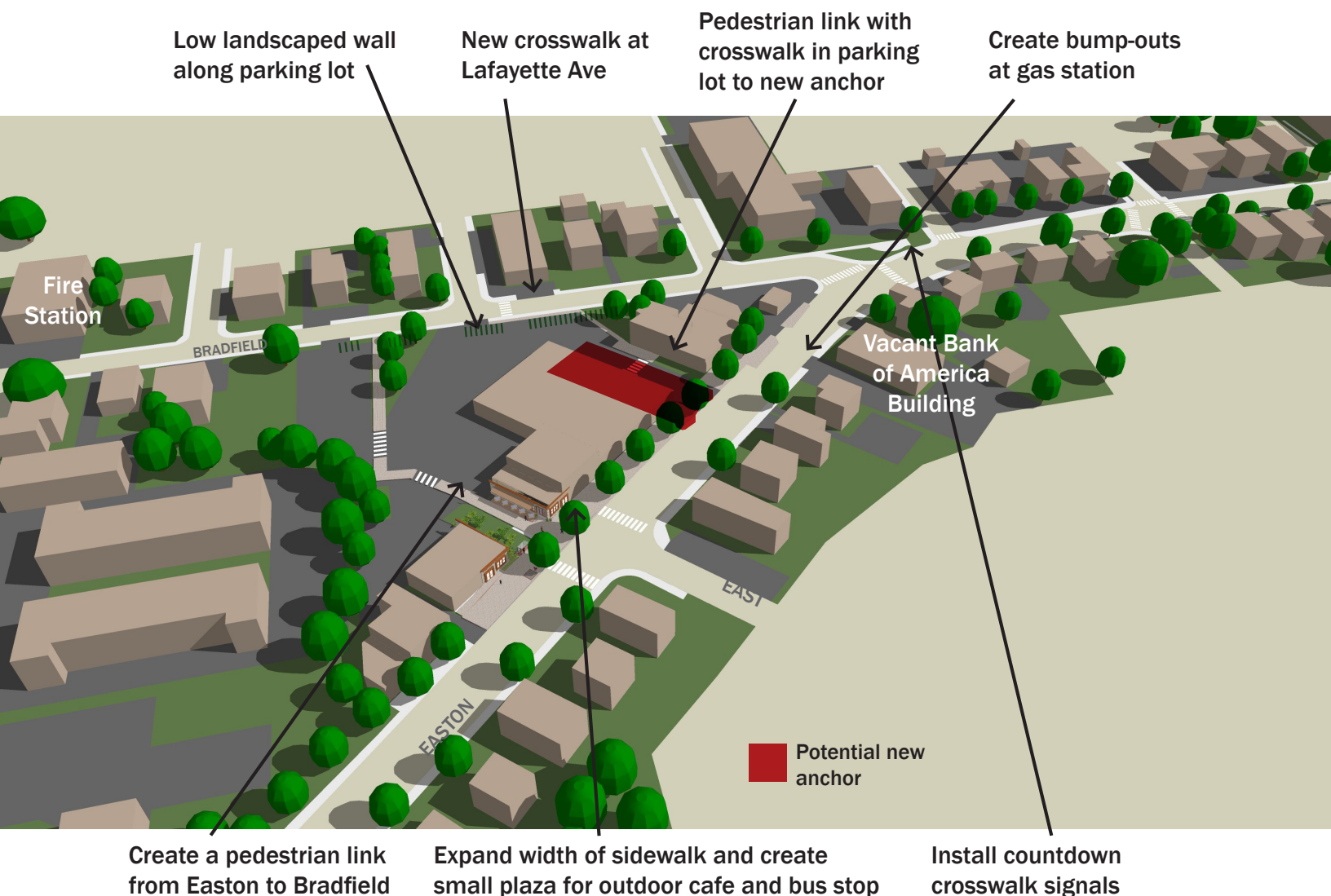


Figure 29: Summary of project recommendations

Sidewalks near the intersection of Easton and Bradfield Road will be another improvement. The sidewalk on Easton Road is generous until it reaches the gas station at Easton and Bradfield Roads, where the sidewalk width decreases to approximately five feet, down from almost twenty feet. This is a bottle neck for pedestrian traffic coming south from Bradfield Road. A series of sidewalk “bump-outs” would reclaim some of the roadway that is currently unused and turn it over to the pedestrian. Such an improvement will continue to allow cars to freely enter and exit the gas station and at the same time double the sidewalk width for pedestrians. See Figure 27.

Another area where the continuity of the sidewalk is severely interrupted is on the western side of Easton Road at its intersection with East Avenue. A bus shelter is located at the most narrow point. A patch of grass sits behind the shelter between two buildings. This Plan recommends that this area become a pedestrian plaza that will provide a comfortable place for people to wait for the bus as well as allow both of the buildings adjacent to it to “turn the corner” and increase their presence. This would be an ideal location for an outdoor café or some other use that capitalizes on some outdoor space. See Figure 27.

In addition to the streetscape improvements described above, the Township should work with property owners to design and implement a new pedestrian network internal to the Triangle Area. This network would greatly increase access and enhance the appearance of the new community anchor. Two new pedestrian links will connect the site from Easton Road to Bradfield Road. The first would be a pedestrian path that would link the neighborhood west of Bradfield Road from the new crosswalk at Lafayette Avenue, along the edge of the existing parking lot. This path could be constructed without eliminating any existing parking spaces. See Figure 28.

A second pedestrian path would link the intersection of Bradfield Road and Lafayette Avenue with the intersection of Easton Road and East Avenue. The path would begin in the newly created plaza along Easton Road and proceed through the existing parking lot towards Lafayette Avenue. The path would be landscaped with low shrubs and trees to provide a comfortable walking experience and maintain some physical separation between people walking and cars in the parking lot.

Phase 3 will be to construct the improvements designed in Phase 2 above.

#### **INITIAL WORK TASKS AND SCHEDULE**

##### **Phase 1**

- Secure an anchor development for the Triangle Area - the goal is to move the Roslyn Branch Library to this location.

##### **Phase 2**

- Design all streetscape and internal site pedestrian improvements. (See above or Implementation Matrix for details)

##### **Phase 3**

- Install all streetscape and internal site pedestrian improvements. (See above or Implementation Matrix for details)

#### **FUNDING SOURCES**

Montgomery County Revitalization Program  
Abington Township

#### **RESPONSIBLE PARTIES**

Abington Township  
Property Owners







## Woodland Road Area Improvement Project

### BACKGROUND

This area of Easton Road has been the focus of a number of previous streetscape investments, including sidewalk improvements, a raised median and a protected mid-block pedestrian crossing. The Roslyn Valley Shopping Center is the major activity center in this area. Anchored by Rite Aid, the center is a mix of retail, restaurant, service and medical-related uses. Designed as a traditional suburban strip center, parking is located in front of the shops. A low wall separates parking from the sidewalk, but the wall is unattractive and detracts from the streetscape improvements in this area.

At the time of plan preparation in 2010, the Township was in the final phase of work to purchase a parcel in this area. The site, known as the Grove Property, is located on the northeast side of the intersection

of Easton and Woodland Roads. When purchased, the property will be consolidated with the adjacent Grove Park to extend the park to Easton Road. Today, Grove Park is largely a passive park that includes trails, a stream and a dog park. Park access is limited to a winding path that begins at the end of Nylsor Avenue. During the planning process, many nearby residents were surprised to learn that there was in fact a park behind the Grove Property.

Specialty Floors is located on the northwest side of the intersection of Easton and Woodland Roads. See Figure 32. The business and property owner is considering selling the property within the next five to seven years. This business includes four consolidated parcels that are 225 feet deep, 75 feet deeper than the typical parcel on the corridor and 10 feet deeper than the Roslyn Shopping Center. Due to the increased lot depths and relatively large size - 1.5 acres - the Specialty Floors parcels offer significant redevelopment opportunities.

*Opposite: Looking north on Easton Road approaching the intersection with Woodland Avenue*



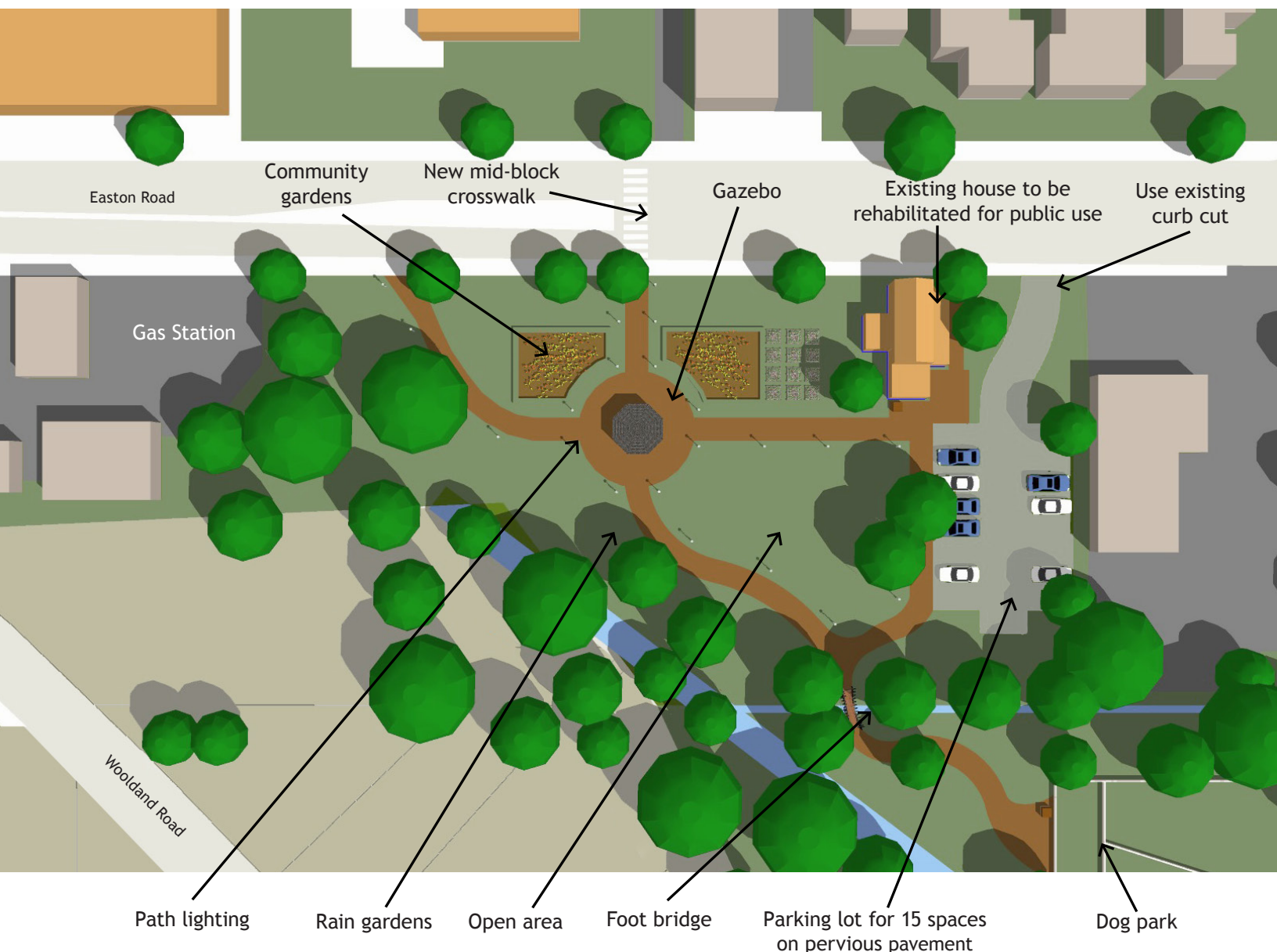


Figure 30: Conceptual site plan of new entrance to Grove Park along Easton Road

#### PROJECT DESCRIPTION

The Woodland Road Area Improvement Project focuses on enhancing and expanding the economic and community activities already taking place in this area and making aesthetic improvements to the Roslyn Valley Shopping Center. An important goal is to create a new community draw, such as a full-service restaurant or small entertainment venue.

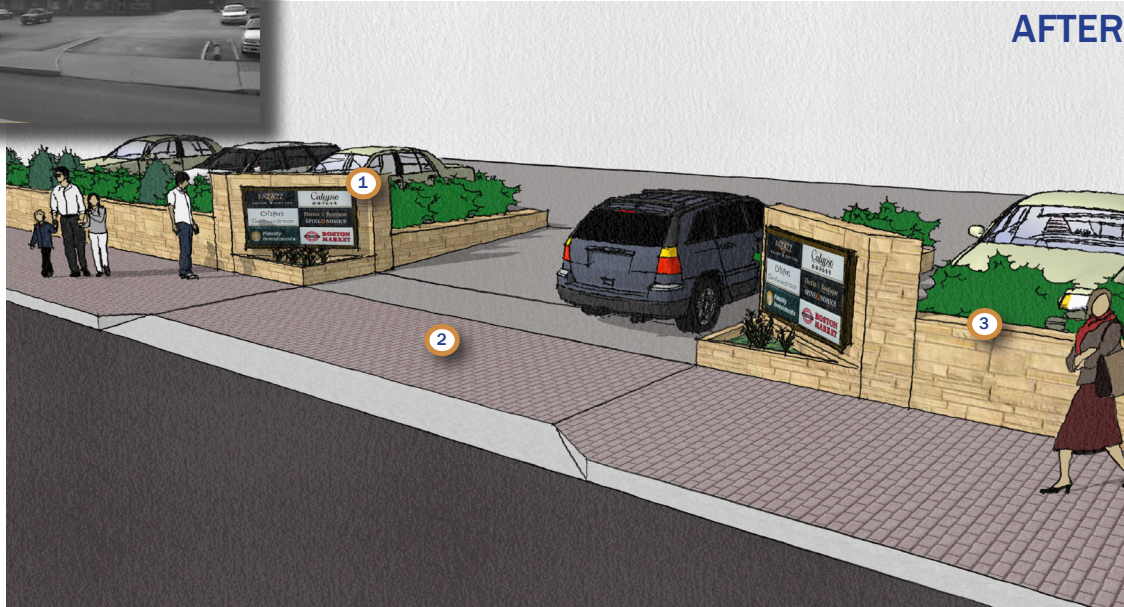
The first phase of the Woodland Road Area Improvement Project is to capitalize on the acquisition of the Grove Property on Easton

Road to connect Grove Park to the corridor. A new entrance to the park on Easton Road will utilize the existing curb cut next to the house located on the property and will extend to a new parking area. Improvements will include a parking lot for approximately 15 cars at the north end of the site using pervious paving materials in order to reduce stormwater runoff. The area around Grove Park has had a history of flooding and anything that can be done on this new entrance to reduce runoff will be invaluable. See Figure 30 for a schematic site plan.



## BEFORE

Figure 31: Rendering of new entrance to Roslyn Valley Shopping Center



1 **CONSOLIDATE SIGNAGE INTO TWO LOW MONUMENT SIGNS BUILT INTO STONE WALL.**

2 **REMOVE MULTIPLE DRIVEWAYS AND CREATE ONE DRIVEWAY FOR ENTRANCE AND EXIT.**

3 **INSTALL A LOW STONE WALL WITH EVERGREEN LANDSCAPING BEHIND TO BUFFER PEDESTRIANS FROM THE PARKING LOT.**

The southern portion of the Grove Property will be redesigned to include a walking path that will lead pedestrians from Easton Road to the dog park and larger park beyond. At the beginning of the walking path there will be a small kiosk that will offer some basic information about Roslyn, the park and environs. The path will contain a new complement of street furniture that is both aesthetically pleasing and environmentally responsible. Some of these items could include solar powered trash cans/compactors, solar powered lighting and native landscaping. The overall goal is to create a fully functional park that impacts the ecology of this sensitive area as lightly as possible. The new park area will include event space between the existing house, the stream bed and the sidewalk along Easton Road. Events could include farmers' markets, small performance areas and other activities.

Also in the project's first phase, the Township will begin working with PennDOT and property owners to lay the ground work for pedestrian and site improvements that will enhance the appearance and multi-modal transportation function of the corridor. The proposed improvements are described in the second and third project phases below.

The second phase will include the design of new private and public realm improvements as negotiated with PennDOT and private property owners. The public improvements include a new mid-block crosswalk just south of the new Grove Park entrance to line up with the edge of a driveway across the street. The purpose is to establish a relationship with the large consolidated Specialty Floors site across the street. This phase also includes design of a raised median/turning lane that will extend

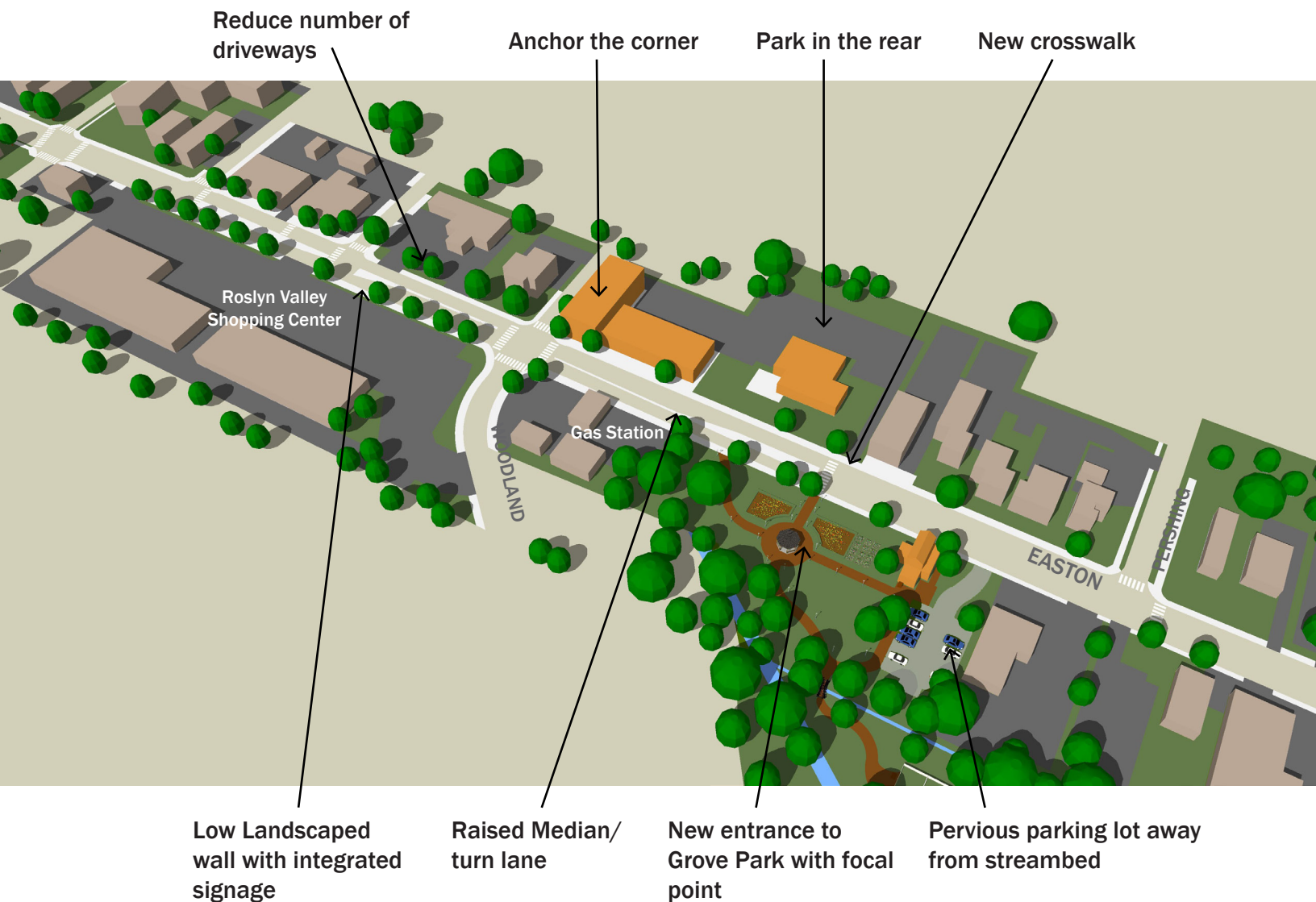


Figure 32: Summary of project recommendations

from the new mid-block crosswalk to the intersection of Woodland and Easton Roads. These will match the scale and look of the raised median along Easton Road between Brookdale and Arlington Streets.

The private improvements focus on a new entrance to the Roslyn Valley Shopping Center. The new entrance will include

a low stone wall around the parking lot with evergreen landscaping behind it. These improvements will help mitigate the difference in elevation between the parking lot and the sidewalk so that headlights will be blocked by the stone wall and no longer shine onto the sidewalk at a pedestrian's eye level. Two low monument signs will be built directly into the stone wall framing the



entrance/exit. The signs will be angled to not only signal the entrance but allow for northbound or southbound traffic to view the signs. The consolidated signage will help de-clutter and simplify that stretch of Easton Road.

The primary focus of Phase 3 will be construction of improvements designed in Phase 2. The next priority for Phase 3 is to create a development plan for the Specialty Floors parcels on the northwest corner of Woodland and Easton Roads. This is an opportunity site along the corridor because of the consolidated ownership, the deeper-than-average lot sizes and its pivotal location on one of the most important intersections on the corridor. As part of the development plan, guidelines should be set to maintain a pedestrian-friendly development, no matter what uses get developed. The guidelines should include things such as:

- Maintain a two-story presence on the corner of Woodland and Easton Roads to anchor the corner.
- All of the parking should be in the rear of the parcel with one curb cut on Easton Road and another access from Woodland Road.
- The curb cut along Easton Road should be aligned with proposed mid-block crosswalk to connect the site to the new Grove Park entrance.

The final initiative in the private realm improvements is to consolidate curb cuts and parking lots. This is something that has been attempted in the past without results. The most important part of the process is obtaining the agreements between business owners on how the reconfigured parking lot and entrances will work. It is hoped that the demonstrated success of other improvements along the corridor will help in building

support and negotiating agreements for shared driveways and/or parking facilities. Figure 32 illustrates locations that show potential for consolidation.

#### **PHASING**

##### **Phase 1**

- Design and construct a new Grove Park entrance.
- Negotiate with PennDOT for public realm improvements.
- Negotiate with private property owners for private realm improvements.

##### **Phase 2**

- Complete design work for public and private realm improvements.

##### **Phase 3**

- Construct improvements designed in Phase 2.
- Create a development plan for the Specialty Floors site.
- Implement driveway consolidation and shared parking as opportunities arise.

#### **FUNDING SOURCES**

Montgomery County Revitalization Program  
Abington Township  
PennDOT

#### **RESPONSIBLE PARTIES**

Abington Township  
Montgomery County  
PennDOT  
Business and Property Owners

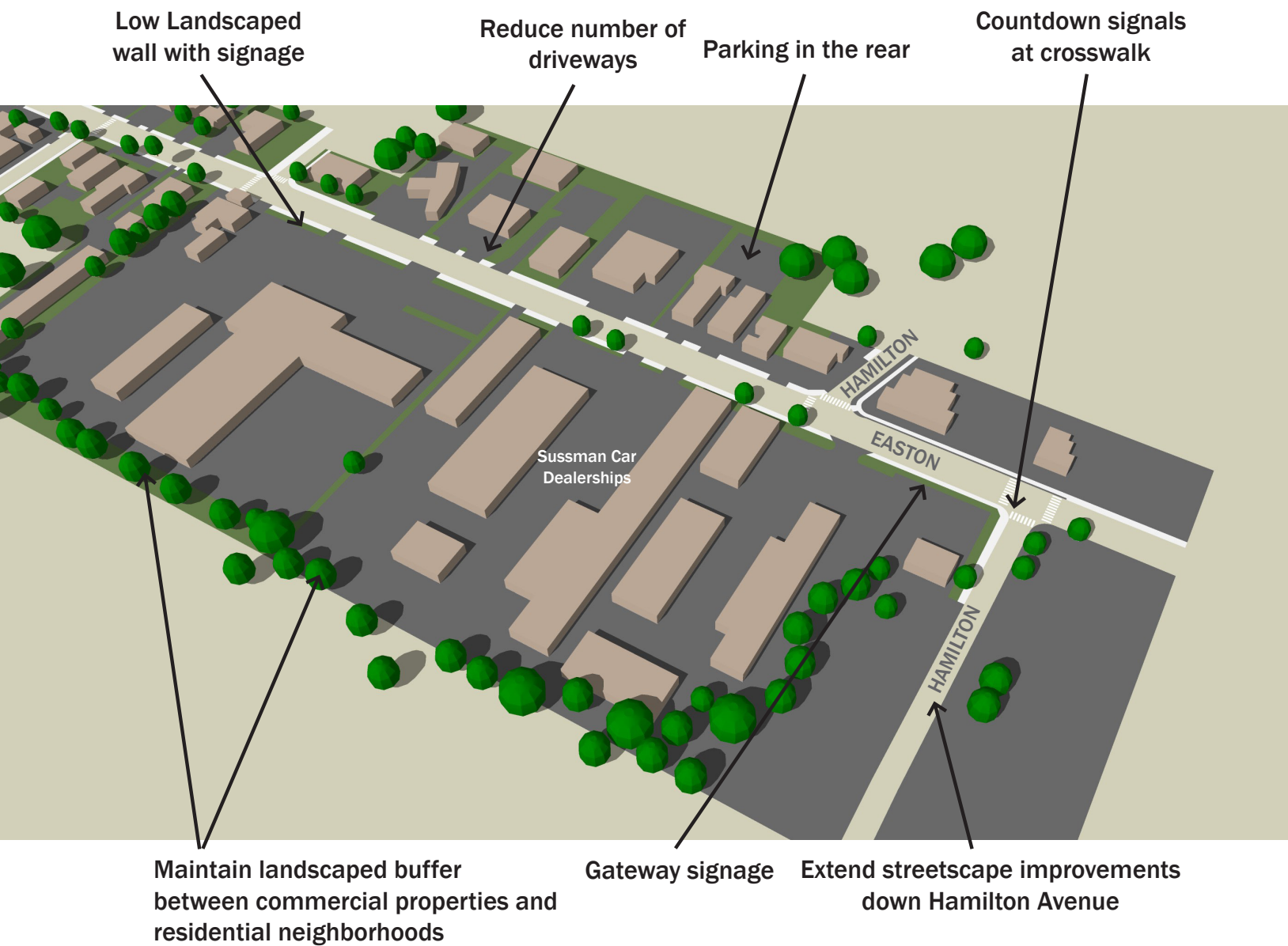


Figure 33: Summary of project recommendations



## Hamilton Gateway Project

### BACKGROUND

The character of this segment is distinct from the rest of the corridor. Lot consolidation has created much larger lots than found to the south, which has provided for considerable auto-serving development, dominated by Sussman auto dealerships. The parcels are very large and could have a major impact on the corridor if they were to be redeveloped. Throughout the planning process, the intersection of Hamilton Avenue and Easton Road was identified as the northern gateway to Roslyn; however, today it lacks any sort of marker.

As a result of additional community leader review, Hamilton Avenue should be considered as an opt-in area to be ultimately determined by Montgomery County Revitalization Board. Hamilton Avenue is immediately adjoining the Easton Road corridor area, and is functioning as a transition zone from the Crestmont neighborhood into Roslyn.

### PROJECT DESCRIPTION

The focus of the Hamilton Gateway Project is to create a visible gateway and other physical improvements to tie this area more closely to the remainder of the Roslyn community. The project consists of two key initiatives. The first involves creating a gateway sign or marker at or

directly adjacent to the Hamilton Avenue intersection. The second entails installing streetscape elements along Hamilton Avenue similar to those found on the Easton Road corridor.

The final phase of this project would be working with business owners to reduce the number of curbs cuts, share parking lots where appropriate and provide low landscaped walls as a buffer between parking lots and the sidewalk.

### PHASING

#### Phase 1

- Install auto-scaled gateway signage.
- Apply to Montgomery County to add Hamilton Avenue to the Roslyn Revitalization Area.

#### Phase 2

- Extend streetscape elements down Hamilton Avenue.

#### Phase 3

- Design and construct private realm improvements including buffer walls, curb cut consolidation and shared parking.

### FUNDING SOURCES

Montgomery County Revitalization Program  
Abington Township

### RESPONSIBLE PARTIES

Abington Township  
Business and Property Owners





**ENCOURAGING SMALL- TO MEDIUM-SCALE RETAIL AND OFFICE USES.**



**DISCOURAGING AUTOMOBILE-SERVICING BUSINESSES SOUTH OF PATANE AVENUE.**



**ENCOURAGING TWO- TO THREE-STORY BUILDINGS.**



**ENCOURAGING PARKING LOTS IN THE REAR, WITH BUILDINGS CLOSE TO THE SIDEWALK**



**ENCOURAGING ACTIVE STOREFRONTS THAT MAXIMIZE AMOUNTS OF WINDOW AREA FOR DISPLAYS.**



**ENSURING THAT ANY RESIDENTIAL CONVERSIONS MAINTAIN THE APPEARANCE OF A RESIDENTIAL STRUCTURE.**

*Figure 34: Photographs of development guidelines*





## Supporting Initiatives

In addition to pursuing the priority projects described in this plan, the Township and the Roslyn Valley Business Development Group should keep track of Township-wide initiatives and ensure that they are consistent with the needs of the Roslyn business district. Specific issues to consider include:

1. Ensuring that any zoning changes happening at the Township level allow for an appropriate mix of businesses along Easton and Bradfield Roads:
  - a. Encouraging small- to medium-scale retail and office uses.
  - b. Discouraging automobile-servicing businesses south of Patane Avenue.
  - c. Encouraging two- to three-story buildings.
  - d. Encouraging parking lots in the rear, with buildings close to the sidewalk
  - e. Encouraging active storefronts that maximize amounts of window area for displays.
  - f. Ensuring that conversions of residential structures to commercial use maintain the appearance of a residential structure. (The Montgomery County Residential Office District Model Ordinance can provide guidance on this issue.)
2. Integrating Easton Road pedestrian improvements into a larger trail system.
3. Integrating stormwater best management practices in all new development and redevelopment projects to reduce flooding.



# Implementation Matrix

Business Outreach &  
Design Assistance

Pedestrian Environment  
Enhancement

Signage and Wayfinding  
Program

Train Station Access and  
Gateway Improvements

Triangle Area  
Improvement Project

Woodland Road Area  
Improvement Project

Hamilton Gateway  
Project

The Implementation Matrix shown on the following pages provides a work plan for implementing the recommendations included in the Roslyn Community Revitalization Plan. The recommendations are organized by program goal as developed with the Roslyn Community Revitalization Task Force. For each project the Matrix includes:

- Task description
- Identification of which element(s) of the Montgomery County Revitalization Program the project addresses (see description below)
- Priority (high, medium or low)
- Planning-level cost estimates
- List of potential funding sources
- Identification of parties responsible for implementation

The Montgomery County Revitalization Program requires that Plan projects address specific elements of the County's revitalization process. Each of the following project descriptions is followed by a lettered code that represents one or more Revitalization Program element(s) addressed by that strategy. The codes are as follows:

- Economic development (ED)
- Public safety (PS)
- Community facilities (CF)
- Transportation (T)
- Housing (H)

## Business Outreach & Design Assistance

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
<p>Ensure that any zoning changes happening at the Township level allow for an appropriate mix of businesses:</p> <ul style="list-style-type: none"> <li>Encouraging small- to medium-scale retail and office uses</li> <li>Discouraging automobile-servicing businesses south of Patane</li> </ul>	ED	HIGH	-	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
<p>Redistribute funds from existing grant programs to provide design assistance.</p>	ED	HIGH	\$1,500 per façade; \$750 per sign	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
<p>Pursue Montgomery Community Revitalization Program and Local Economic Enhancement Program funds to supplement Township and Federal grant resources.</p>	ED	HIGH	-	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>Community Development Block Grant</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
<p>Hire an on-call consultant(s) to provide outreach and design services to businesses to assist them in pursuing grant programs.</p>	ED	MEDIUM	\$20,000 per year (plus cost of design assistance included above)	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Roslyn Valley Business Development Group</li> </ul>



TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Create a list of preferred/ approved design consultants for façade and signage improvements.	ED	MEDIUM	-	-	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
Complete conceptual site planning for key opportunity sites along the corridor.	ED	MEDIUM	\$5,000 per site plan	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
Work to increase the maximum program match for façade and sign improvements by 50% within 5 years.	ED	LOW	\$15,000 per year	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
Prepare a marketing package to give to prospective new business owners that includes: <ul style="list-style-type: none"> <li>Conceptual development plans for significant parcels</li> <li>Materials on grant and tax abatement programs available</li> </ul>	ED	LOW	\$5,000	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Roslyn Valley Business Development Group</li> </ul>
Ensure that conversions of residential properties to commercial use maintain the appearance of a residential structure.	ED, H	LOW	-	-	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Montgomery County (Model ordinance)</li> </ul>

## Pedestrian Environment Enhancement

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Upgrade pedestrian crossing signals and crosswalks at all signalized intersections. (A full intersection will have four textured crosswalks and eight countdown signals.)	PS, T	HIGH	\$10,000 per textured crosswalk; \$8,000 for each new pedestrian signal. \$105,00 per full intersection	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>PennDOT</li> <li>Montgomery County</li> </ul>
Negotiate with PennDOT for permission to install flashing pedestrian signals at mid-block crossings.	PS, T	HIGH	-	-	<ul style="list-style-type: none"> <li>Abington Township</li> <li>PennDOT</li> <li>Montgomery County</li> </ul>
Negotiate with property owners for agreements on sharing driveways/parking lots to reduce the number of curb cuts.	PS, T	HIGH	-	-	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> <li>Montgomery County</li> </ul>
Consolidate driveways and parking lots where applicable.	T	HIGH	-	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> <li>PennDOT</li> </ul>
Ensure that any zoning changes occurring at the Township level continue to encourage a pedestrian supportive development pattern.	ED	HIGH	-	-	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Install textured crosswalks and flashing pedestrian signals at key non-signalized intersections	PS, T	MEDIUM	\$40,000 - \$60,000 per crossing	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Montgomery County</li> <li>PennDOT</li> </ul>
Install raised medians on the Easton Road blocks north and south of Woodland Road.	PS, T	MEDIUM	\$50,000 - \$100,000	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Montgomery County</li> <li>PennDOT</li> </ul>
Expand the streetscape improvements along Easton Road between focus areas to achieve a more consistent corridor appearance	CF	LOW	Tree = \$1,000 ea. Bench = \$1,000 ea. Solar Trash Can = \$4,000 ea. Bike Rack = \$1,000 ea	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
Where opportunities arise, create wider sidewalks in denser retail areas to accommodate pedestrians.	T	LOW	Sidewalk = \$12/sf Curb and Gutter = \$30/lf	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>

## Signage and Wayfinding Program

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Pursue additional funding for signage grants and design assistance.	ED, CF	HIGH	See Business Outreach and Design Assistance	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Montgomery County</li> </ul>
Prepare a detailed wayfinding plan.	ED, CF	HIGH	\$25,000	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>DVRPC</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Montgomery County</li> </ul>
Install community bulletin boards near the Roslyn Train Station, the clock at Bradfield and Easton Roads and the new entrance to Grove Park just north of Woodland Road.	ED, CF	MEDIUM	\$10,000 per board	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
Install auto-scaled wayfinding signs for northbound traffic at the intersection of Easton and Susquehanna Roads, southbound traffic at the intersection of Easton Road and Hamilton Avenue, and both southbound and northbound traffic at the intersection of Easton and Woodland Roads.		MEDIUM	\$10,000 per sign	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>PennDOT</li> </ul>



TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Expand the current façade and signage program, providing technical and design services to business owners to facilitate improvements.	ED	MEDIUM	See Business Outreach and Design Assistance	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Roslyn Valley Business Development Group</li> </ul>
Link money for signage and façade improvements to corridor signage design “best practices” or guidelines that restrict certain sign types and the number of signs.	ED	MEDIUM	-	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
Institute a block signage program for commercial sign consolidation.	ED	LOW	-	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> </ul>

## Train Station Access and Gateway Improvements

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Coordinate with SEPTA and PennDOT as needed during the station design process	PS, T	HIGH	-	—	<ul style="list-style-type: none"> <li>Abington Township</li> <li>SEPTA</li> <li>Montgomery County</li> <li>PennDOT</li> </ul>
Move vehicular entrance to the station approximately 50 feet to the south on Easton Road to reduce the pedestrian conflicts crossing the crosswalk.	PS, T	HIGH	-	<ul style="list-style-type: none"> <li>SEPTA</li> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>SEPTA</li> <li>Abington Township</li> <li>Montgomery County</li> <li>PennDOT</li> </ul>
Create a pedestrian plaza in the area where the entrance currently exists.	PS, T	HIGH	Sidewalk = \$12/sf	<ul style="list-style-type: none"> <li>SEPTA</li> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>SEPTA</li> <li>Abington Township</li> <li>Montgomery County</li> <li>PennDOT</li> </ul>
Increase the width of the existing sidewalks adjacent to the station.	T	HIGH	Sidewalk = \$12/sf Curb and Gutter = \$30/lf	<ul style="list-style-type: none"> <li>SEPTA</li> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>SEPTA</li> <li>Abington Township</li> <li>Montgomery County</li> <li>PennDOT</li> </ul>

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Realign crosswalk from gas station to train station to better line up with new sidewalk on the station side.	T	HIGH	See Pedestrian Environment	<ul style="list-style-type: none"> <li>• SEPTA</li> <li>• Montgomery County Revitalization Program</li> <li>• Abington Township</li> <li>• PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>• SEPTA</li> <li>• Abington Township</li> <li>• Montgomery County</li> <li>• PennDOT</li> </ul>
Install new countdown signals and crosswalks across Susquehanna Road.	T	HIGH	See Pedestrian Environment	<ul style="list-style-type: none"> <li>• SEPTA</li> <li>• Montgomery County Revitalization Program</li> <li>• Abington Township</li> <li>• PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>• Abington Township</li> <li>• SEPTA</li> <li>• PennDOT</li> <li>• Montgomery County</li> </ul>
Extend streetscape “package” to train station.	CF	MEDIUM	Tree = \$1,000 ea. Bench = \$1,000 ea. Solar Trash Can = \$4,000 ea. Bike Rack = \$1,000 ea	<ul style="list-style-type: none"> <li>• Montgomery County Revitalization Program</li> <li>• Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>• Abington Township</li> <li>• PennDOT</li> </ul>
Design and install a landscaped gateway feature with a new sign.	CF, T	MEDIUM	\$25,000	<ul style="list-style-type: none"> <li>• SEPTA</li> <li>• Montgomery County Revitalization Program</li> <li>• Abington Township</li> <li>• PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>• SEPTA</li> <li>• Abington Township</li> <li>• Montgomery County</li> <li>• PennDOT</li> </ul>

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Improve signage telling cars and pedestrians how to get to the station.	T	LOW	\$3,000 per sign	<ul style="list-style-type: none"> <li>• SEPTA</li> <li>• Montgomery County Revitalization Program</li> <li>• Abington Township</li> <li>• PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>• SEPTA</li> <li>• Abington Township</li> <li>• Montgomery County</li> <li>• PennDOT</li> </ul>
Work with SEPTA to explore the installation/operation of amenities at the station: <ul style="list-style-type: none"> <li>• Flea/farmers market in parking lot</li> <li>• Coffee shop</li> </ul>	ED	LOW	-	<ul style="list-style-type: none"> <li>• Montgomery County Revitalization Program</li> <li>• Abington Township</li> <li>• SEPTA</li> </ul>	<ul style="list-style-type: none"> <li>• Abington Township</li> <li>• SEPTA</li> </ul>

## Triangle Area Improvement Project

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Secure an anchor development for the Triangle Area - the goal is to locate the Roslyn Branch Library to this location.	T, PS	HIGH	-	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
Install new textured crosswalks and countdown pedestrian signals at the Bradfield and Easton Roads intersection.	T, PS	HIGH	See Pedestrian Environment Enhancements	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Montgomery County</li> <li>PennDOT</li> </ul>
Install new crosswalk at Lafayette Avenue to connect residential neighborhoods to the new library.	T	HIGH	\$3,000 (for 1 standard crosswalk)	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Montgomery County</li> <li>PennDOT</li> </ul>
Make a clear pedestrian link through the parking lot from the new crosswalk at Lafayette Road to Easton Road.	T, PS	MEDIUM	Sidewalk = \$12/sf Curb and Gutter = \$30/lf	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> <li>Montgomery County</li> </ul>



TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Widen the sidewalk along Easton Road extending south from the proposed library location to the group of stores past East Avenue. Use decorative pavers at the current bus stop location to create a larger patio space for outdoor café seating and integrate a more substantial bus stop.	T	MEDIUM	Sidewalk = \$12/sf Pavers = \$25/sf Curb and Gutter = \$30/lf	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Montgomery County</li> <li>Property Owners</li> </ul>
Place a community bulletin board on the sidewalk in front of the proposed library location.	CF	MEDIUM	See Wayfinding and Signage Program	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
Create angled “bulb outs” on Easton Road extending from the south end of the gas station at Easton and Bradfield Roads to increase the sidewalk width between the stores along Easton to the Bradfield intersection.	T	MEDIUM	\$75,000-\$100,000	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>PennDOT</li> <li>Montgomery County</li> </ul>
Work with the business owners to improve the appearance and screening of the Excitement Video site, including a fence combined with evergreens and new signage that would be discrete and meet design recommendations for the corridor	ED, CF	LOW	-	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> </ul>

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Consider a low monument sign at the gas station, in lieu of the pole sign, which is ineffective given the topography and the sign location.	ED	LOW	\$15,000	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> </ul>
Enhance entrances to parcels off Bradfield Road.	T	LOW	-	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> </ul>
Extend Easton Road streetscape improvements along Bradfield Road between its intersection with Easton and Susquehanna. Improvements should include a low landscaped wall along the east side up against the parking lot located on the east side of the street.	T	LOW	Tree = \$1000 ea. Bench = \$1000 ea. Solar Trash Can = \$4000 ea. Bike Rack = \$500 ea. Wall \$30,000	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>

## Woodland Road Area Improvement Project

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
<p>Design and construct the Grove Park entrance using the following plan guidelines:</p> <ul style="list-style-type: none"> <li>• Provide open event space on southern portion of the site.</li> <li>• Consider reusing existing house on the site for a public purpose.</li> <li>• Create path from sidewalk on Easton Road to entrance of dog park.</li> <li>• Locate parking on the northern end of the site, as far from the stream bed as possible, using pervious pavement.</li> <li>• Create a gathering space with a gazebo.</li> <li>• Install signage/ community bulletin board.</li> <li>• Install textured mid-block crosswalk from Grove Park to Specialty Floors site.</li> </ul>	CF, T, PS	HIGH	\$225,000	<ul style="list-style-type: none"> <li>• Montgomery County Revitalization Program</li> <li>• Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>• Abington Township</li> </ul>
Negotiate with PennDOT for public realm improvements.	ED, CF, T	HIGH	-	<ul style="list-style-type: none"> <li>• Montgomery County Revitalization Program</li> <li>• Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>• Abington Township</li> <li>• PennDOT</li> <li>• Montgomery County</li> </ul>

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Negotiate with private property owners for private realm improvements.	ED, CF, T	HIGH	-	—	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> </ul>
<p>Develop the opportunity site on northwest corner of Woodland and Easton Road using the following design guidelines:</p> <ul style="list-style-type: none"> <li>Anchor the corner with a building of at least two stories.</li> <li>Locate parking (shared) in the rear.</li> <li>Use design features in new development that mimic or otherwise acknowledge the park across the street.</li> <li>Consolidate driveways on Easton to provide a single point of access.</li> <li>Where the buildings do not meet the sidewalk, provide landscaping.</li> <li>Target uses: Full-service restaurant, small-scale entertainment, specialty retail</li> </ul>	ED, CF, T	HIGH	See Business Outreach and Design Assistance	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> </ul>

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Screen parking lot at Roslyn Shopping Center with landscape and hardscape features including a low wall with evergreen bushes above.	CF, T	MEDIUM	\$75,000	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> </ul>
Integrate low block signs into the walls at the driveways along Easton Road.	T	MEDIUM	\$15,000 per sign	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> </ul>
Increase landscaping along Easton Road leading up to the new Grove Park entrance.	CF	MEDIUM	\$1,000 per tree	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>
Integrate Grove Park and Easton Road pedestrian improvements into larger trail system.	CF	MEDIUM	-	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> </ul>



TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Integrate stormwater best practices in new Easton Road connection to reduce flooding.	CF	MEDIUM	-	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	
Concentrate façade improvements for key parcels, using targeted outreach to owners.	ED	LOW	-	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> </ul>
Continue raised medians to new Grove Park entrance, provide turning lanes.	T	LOW	See Pedestrian Environment	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>PennDOT</li> </ul>
Implement driveway consolidation and shared parking as opportunities arise.	ED, T	LOW	See Pedestrian Environment	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> <li>Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>PennDOT</li> <li>Property Owners</li> </ul>

## Hamilton Gateway Project

TASK DESCRIPTION	ELEMENT	PRIORITY	COSTS	FUNDING SOURCES	RESPONSIBLE PARTIES
Install auto-scaled gateway signage.	ED	HIGH	\$10,000 per sign	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>PennDOT</li> <li>Montgomery County</li> </ul>
Install new countdown crosswalks at Hamilton and Easton.	PS, T	HIGH	See Pedestrian Environment	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>PennDOT</li> <li>Montgomery County</li> </ul>
Apply to Montgomery County to add Hamilton Avenue to the Roslyn Revitalization Area.	ED	HIGH	-	-	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Montgomery County</li> </ul>
Extend streetscape elements down Hamilton Avenue.	PS, T	MEDIUM	See Pedestrian Environment	<ul style="list-style-type: none"> <li>Montgomery County Revitalization Program</li> <li>Abington Township</li> <li>PennDOT</li> </ul>	<ul style="list-style-type: none"> <li>Abington Township</li> <li>PennDOT</li> <li>Montgomery County</li> </ul>
Lay groundwork for private realm improvements including buffer walls, curb cut consolidation and shared parking.	ED, PS, T	LOW	-	-	<ul style="list-style-type: none"> <li>Abington Township</li> <li>Property Owners</li> <li>PennDOT</li> </ul>





# Appendix

Public Meeting #1  
Summary

Public Meeting #2  
Summary

## Roslyn Revitalization Plan Public Meeting #1

October 28, 2009

Location: Living Word Church

Attendance: approx. 55

Summary of board “dot” feedback

### CENTER - TRIANGLE

- Most people have heard about the library proposal and think it is a good thing for Roslyn.
- Three people had not heard about the proposal before the meeting.
- About half of the participants currently use the library
- The votes were almost unanimous that the proposed library would cause them to use the library more often, would draw more people to this area, and cause them to visit the area more often.
- When coming to use the library, the other things that they wanted to see or walk to included community services, open space, convenience retail, a full service restaurant, and boutique retail. The only thing that was not desired was a gas station.

### CENTER - WOODLAND

- The most popular improvements to existing developments were landscaping and façade improvements, followed by simplified signage.
- There is strong support for opening up the dog park to Easton Road with most people stating that it will be a good thing for Roslyn.
- There was a comment that something should be done with buildings on the Grove Property.
- When coming this area, the most popular other thing that they wanted to see or walk to was a full service restaurant, followed by unanimous support for community services and open space. A smaller majority wanted convenience retail and boutique retail. The only thing that was not desired was a gas station.



#### **CENTER – TRAIN STATION**

- Voters were split on whether or not the station improvements would cause them to use the station more.
- The top uses for the station were for occasional commuting and recreation.
- There was a comment that the station needed bike racks.
- Most people walk to station, the next most popular way to get there was to drive. A few rode the bus, and nobody biked.
- Of those who drive to the station, most parked in the station lot, and a few at Genuardis.
- Safer crosswalks would entice the most people to walk to station.
- It was commented that many who drive as part of their commute actually drive to Jenkintown or other stations that have more frequent train service.

#### **DEVELOPMENT – LAND USE**

- These are the uses that participants want to see more of along Easton Road, in order of total votes
  - o Restaurants
  - o Entertainment
  - o Open space/recreation
  - o Independent retail
  - o Professional offices
- These uses received a mixed reaction
  - o Chain stores
  - o Residential
- The only use that participants wanted less of was auto related uses.

#### **DEVELOPMENT – DEVELOPMENT PATTERNS**

- When it comes to development patterns along Easton Road, participants wanted more 2-3 story buildings, front door on sidewalk with parking in the rear, and design that is specific to Roslyn. They wanted less low-density single story development and less typical “corporate” design.
- Where there are residential buildings along Easton Road today most people would accept commercial development, but require it to look like residential development.

#### **DEVELOPMENT – PARKING**

- Some locations marked with dots on the aerial of the corridor as parking issues:
  - o East side of Easton just south of Hamilton
  - o The end of Nylsor
  - o The area around the intersection of Easton and Pershing.
  - o The Grove Property
  - o Intersection of Easton and Kenderton
  - o Intersection of Easton and Mildred
  - o Train Station
- Participants were split when asked if they ever use the on-street parking along Easton Road or if they ever pass though the corridor because they can’t find a parking space.

- When asked what would make parking behind stores easier, the votes were split between better signage and shared driveways
- There was strong support for a municipal lot, whether it was in a central location or not.
- There was a specific comment about cars being ticketed and towed while parking in the abandoned parking lot adjacent to Hollywood Nails.

#### **SIGNAGE – TYPES**

- There was support for more canopy signs, projecting signs, and wall signs. There was not support for freestanding or digital signs, while support was mixed for monument signs.
- In order to gain consistency in design quality, the most popular choice was to offer business owners matching grants, followed by implementing detailed design guidelines.
- There was a comment that given the range of building types and setbacks along the corridor, there is a need for a range of different sign types, and this can make design consistency difficult.

#### **SIGNAGE – ISSUES**

- The major concerns about signage are too many signs/information overload, poor sign placement, and poor sign design. The vote was largely split on the impact of the existing ordinance.
- Comments that Roslyn needs a unique theme for signage.
- Comment that trees and bushes can obscure a sign from a car.

#### **STREETSCAPE – APPEARANCE**

- The item that had the biggest effect on how the participants see a place was landscaping, followed by street fixtures and signage. Rounding out the list with the smallest effect were utilities, the public realm, and finally the auto realm.
- Most agreed that it is important that streetscape improvements have a consistent look throughout Easton Road.
- Voters thought the best way to achieve consistency was through similar styles, flowed by similar materials.
- Some suggested that a balance was needed, not uniformity.
- A comment that there needs to be better sight lines.

#### **STREETSCAPE – IMPROVEMENTS**

- There was overwhelming support for the following items when creating an attractive corridor:
  - o Planters
  - o Decorative paving
  - o Countdown timers
  - o Shelters
  - o Pedestrian scaled signage
  - o Green buffer
  - o Areas to rest
  - o Newly painted crosswalks
  - o Bike racks

- There was mixed feedback for raised medians and fewer curb cuts.
- The most important goals for future streetscape improvements were for improvements to make it easier to travel without a car, that fixtures should be energy efficient, and improvements should include trees and plantings.

#### **STREETSCAPE – SOUTHERN GATEWAY**

- Most participants felt that the train station/Suquehanna was the southern gateway into Roslyn.
- Almost all voters felt that the southern gateways into Roslyn were not well marked.
- Other ideas about creating a sense of arrival included creating a center, putting gateway signage along Bradfield.

#### **STREETSCAPE – NORTHERN GATEWAY**

- Most participants felt that Hamilton and Easton was the northern gateway into Roslyn.
- The reaction was mixed about putting a physical marker for the northern gateway, although most voted that it did need one.
- The enhancement that would best announce arrival into Roslyn is signage on a post, followed by overhead signage.

#### **ADDITIONAL WRITTEN COMMENTS:**

- What about the adult video place? Giant problem!
- Better awareness of pedestrian crosswalks.
- A suggestion for one of our empty buildings - a teen center that would provide a place for teens to “hang out” in a healthy environment. It could have a TV, some video games, a ping-pong table, etc. Require membership - for a small fee, that would require their personal contact information on file and a photo ID to get in. Would probably qualify for a county or state grant.
- Entertainment - movie theater, children’s theater
- We need a teen center as much as a dog park. Omaha, Nebraska has a unique open area concept that weaves the needs of many diverse interests. Need a skateboard park that is away from a playground for smaller children. There is a fence with seating behind for people who want to watch. In the case of Roslyn - maybe this is another “center” off of Easton where a now vacant building exists: gas station on the corner.
- Too many single family homes along Easton are being used for mixed residential and commercial use. Owners are converting homes to duplex, digging up backyards and paving them to build warehouses and storage areas for their trucks. This trend will need to stop in order to improve aesthetics of the town center.

## Roslyn Revitalization Plan Public Meeting #2

December 16, 2009

Location: Living Word Church

Attendance: approx. 40

Summary of board “dot” feedback

### PEDESTRIAN ENVIRONMENT

- The most important things to do were to encourage 2-3 story building and maintain active storefronts
- Also ranked high were expanding the streetscape, improving the appearance of storefronts, putting parking in the rear, and reducing the number of curb cuts.
- Pedestrian signals at crosswalks got positive feedback, but was not as important as the other previously mentioned recommendations.
- Issues that got mixed levels of importance were improving crosswalks and having wider sidewalks.

### BUSINESS DEVELOPMENT

- When it comes to the types of development in the corridor, the most important was small to medium sized businesses.
- The next most important types of development were full-service restaurants and entertainment uses.
- Medical and professional offices got mixed feedback, while apartments and single family homes were not important development types.
- Additionally, a café and a farmers market as potential uses, got support.
- For business assistance programs, there was overwhelming support for all the recommendations. The strongest support was for assistance in funding façade improvements, signage improvements, and low-interest loans for start-up capital.
- The importance of discouraging auto-serving businesses south of Patane got a mixed response. The feedback was evenly spread from not-important to very important.
- The support for providing outreach to businesses about the grant programs was unanimous, with all the dots voting yes, and no negative votes.

### SIGNAGE

- Once people get to Roslyn it is very important to use wayfinding signs to direct them to important places in Roslyn.
- For wayfinding, the most important places to direct people to in Roslyn, in order of most important to least important, were as follows:
  - o Library
  - o Train Stations
  - o Grove Park
  - o Churches
  - o Post Office
  - o Hillside Cemetery

- The most important places to direct people towards outside the study area, in order of most important to least important, was as follows:
  - o Skate Park
  - o Willow Grove Mall
  - o Abington High School
  - o Roslyn School
  - o Center School
- Many people thought it was important to install community bulletin boards. The following locations were suggested in order of most important to least important:
  - o Susquehanna and Easton
  - o Bradfield and Easton
  - o Hamilton and Easton
  - o Woodland and Easton
- Many people thought it was also important that some portion of the grant money go towards paying for design assistance.
- The signs paid for by grant funds should also be made to meet specific design standards.
- Participants felt that the most important design standards were to restrict certain sign types, followed closely by restricting the size and number of signs, and finally that the signs should be professionally designed and installed.

#### **TRAIN STATION**

- Support was mixed for having amenities or activities at the new train station, but seemed to be in favor of having a low landscaped wall at select properties on the east side of Easton.
- The following are the recommendations listed for the train station as voted from most important to least important:
  - o Relocate station entrance
  - o Replace existing entrance with pedestrian plaza
  - o Widen existing sidewalk and connect it from Susquehanna to Easton
  - o Low wall separating pedestrians from tracks
  - o New sign for station set in low landscaped feature
  - o Install railroad crossing gates

#### **TRIANGLE**

- There was support for all the recommendations at East and Easton, including a pedestrian path to Bradfield, a new bus shelter, and signage guidelines for renovated buildings.
- Other important recommendations included a paved area fit for an outdoor café, encouraging buildings to wrap around the corner, and with slightly less support to make the existing sidewalks wider.
- There were mixed responses to the having a low landscaped wall along Bradfield behind the large parking lot, and for providing “bump-outs” at the gas station.



#### **WOODLAND**

- For the recommendations regarding a new shopping center entrance, a low stone wall with landscaping and consolidating signage in to the wall received the most support. The support was mixed when it came to removing driveways and consolidating the entrance and exits.
- There was considerable support for providing specific design guidelines for opportunity sites as well as creating a master plan for Grove Park.

#### **HAMILTON**

- There was support for the recommendations at Hamilton with countdown timers voted slightly more important than gateway signage.

#### **SUMMARY**

- First priority improvements
  - o Business Development
  - o Triangle
  - o Pedestrian Improvements
- Second priority Improvements
  - o Train Station
  - o Signage Improvements
  - o Façade Improvements
  - o Woodland
- Third priority improvements
  - o Hamilton

# ROSLYN COMMUNITY REVITALIZATION PLAN

**URS**  
WITH  
REAL ESTATE STRATEGIES

APRIL 2010