



Keswick Village Revitalization Plan Phase II

July 2012

Carter van Dyke Associates, *Planners and Landscape Architects*
with
Tim Haahs, *Parking Planning and Engineering*
Urban Partners, *Community and Economic Development Planners*

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Prepared for
Abington Township

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Table of Contents

Introduction	5
Summary of Findings	8
Part 1: Assessment of Existing Conditions	10
Streetscape Assessment	10
Economic Analysis	15
Parking Analysis	26
Part 2: Recommendations and Action Items	35
Streetscape Initiatives	35
Economic Development Initiatives	47
Parking Initiatives	51
Part 3: Implementation	61
Appendix	1
Inventory of Existing Conditions	3
Draft Parking Agreement	11
Parking Payment Technologies and Additional Information	12
New Life Parking Memo	16
Gateway Study: Abington and Keswick Avenues Roundabout	13
Economic Analysis Appendix 1. Business Inventory, Keswick Village, 2011	19
Economic Analysis Appendix 2. Retail Survey for Keswick Village Merchants	22
Public Process	
June 6, 2011 Public Meeting Survey	27
Public Input Suggestions	30
New Visions: Abington Commercial Districts, Keswick Avenue (1995) Architectural Guidelines	32
Proposed Wayfinding and Parking Sign Locations	36
Parking Inventory and Metering Plan	<i>pocket</i>

INTRODUCTION

Keswick Village is one of the major commercial centers in Abington Township and a cultural core of the Township and region, as home to the Keswick Theater, a major venue for live performances.

Now a thriving community center, the Keswick Village was not always as successful as it is at present. For this reason, sixteen years ago the Abington Township Economic Development Committee (EDC) hired Carter van Dyke Associates to develop the first revitalization plan for Keswick Village (*New Visions: Abington Commercial Districts, Keswick Avenue*). At that time the village had numerous vacant storefronts and the Keswick Theater was just beginning to develop the reputation that it has now as a regional cultural center. The outcome of that first study was the current streetscape with its new period lighting, street trees, crosswalks, and enhanced street furniture. The study also included recommendations for facade improvements, recommendations for the proper mix of commercial development, and the installation of the signature roundabout, which at the time was the first of its kind within the Delaware Valley and Pennsylvania.

The community experienced a very positive impact from the first revitalization effort. In addition to the revitalized commercial center, people who had previously moved out of adjacent neighborhoods began to move back into the community. Evidence showed that having a viable commercial town center attracted people to return. Before the recent recession, home prices and tax rates also began to increase very quickly, benefiting businesspeople and homeowners alike.

However, success has brought with it new problems that will need to be addressed to ensure the continued success of Keswick Village. One

specific concern was how to address the parking problems that currently impact the area and that could hamper future growth. This study has built upon the elements of the first study that were not implemented due to a lack of funding. The purpose of this study is to review the area so that it can once again qualify for the funding necessary to implement the remainder of the revitalization plan and address new issues. As part of this process, this study reviewed the health of the business community, housing stock, parking, and public improvements.

One of the major issues impacting Keswick Village is the increased success of the Keswick Theater. The Keswick Theater, which can seat 1,300 per performance, held 159 shows in 2008 with a total of 138,000 patrons. In 2009 there were 162 shows with a total of 143,000 patrons. Because of the increase in business in the area as well as an increase in shows and attendance at the Keswick Theater, there are new issues that did not exist when the first revitalization report was prepared.

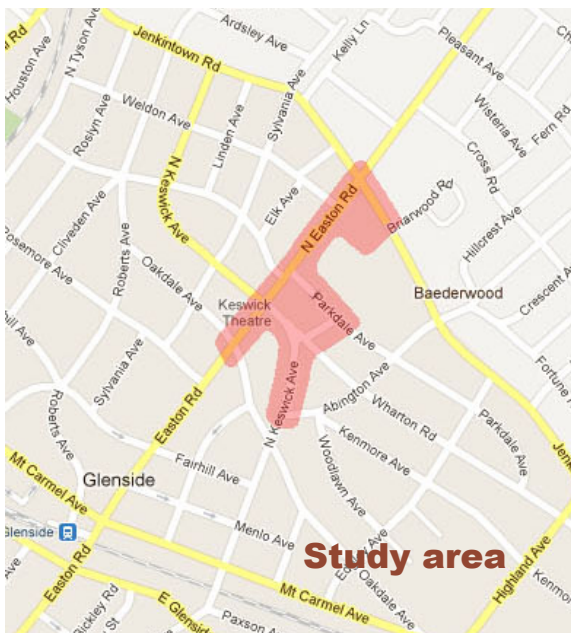
When the Keswick Theater has a major event, there is not sufficient parking to meet its needs without impacting the parking needs of area businesses, and without creating overflow parking in adjacent residential neighborhoods. The concern is that without a solution to the lack of parking, the current business environment will not be able to support growth or expansion without the types of services the community seeks.

A second issue is the changing needs of the streetscape. The streetscape has been well maintained and the trees have matured to create an attractive destination. However, the increasing use of the area by pedestrians has highlighted the need for safer sidewalks and crosswalks at key areas.

Since the first plan, a number of businesses have taken advantage of facade improvement grants and in turn, have won awards from the EDC for the redevelopment and upgrading of their establishments. However, there are still businesses that need to upgrade their facades with new architectural treatment and signs. The recommendations for design and facade enhancements from the first revitalization plan have therefore been included in the Appendix of this report.

Study Area

The study area consists of census tract 2017.05, which is bound by Jenkintown Road on the north, and SEPTA's West Trenton line on the east, Doylestown line on the south, and Warminster line on the west. The planning study area is bounded by Jenkintown Road, Easton Road, Keswick Avenue, Parkdale, and Abington Avenues (see map at right). The approximate area of this study is 8.5 acres, most of which is public right of way. Within the study area there are 53 retail establishments in the commercial core of Keswick, and 1,625 residential units in the census tract.



Planning Process

As with the first revitalization plan, this project was developed for the Abington Township Economic Development Committee, which developed the RFP and selected the consultant. The executive director of the EDC, Matthew Lahaza, Assistant Township Manager, played a key role in coordinating the project with area stakeholders and the community and helping to shape the focus of the plan.

The project team worked very closely with a steering committee that consisted of members of the Abington Township Planning Commission and key stakeholders that consisted of business owners and residents from within the study area.

During the planning process there were three Steering Committee meetings with the Project Team; one to review the assessment, a second to review alternatives, and a third to review the recommendations and develop final comments. There were also separate meetings with business owners from the Athena shopping center to review possible solutions to the parking problems in front of their shops. There was a final meeting of the Steering Committee without the project team to review and prioritize the recommendations for implementation.

On June 6, 2011 64 people attended a public meeting held at the Keswick Theater. At that meeting the Project Team presented the community analysis and gathered public input to sculpt the vision of this Phase II of the revitalization plan. The meeting was designed to facilitate public input; after the consultant presentation, the public discussed a series of ideas, issues and goals. Stations were provided where people could comment on specific issues such as parking, streetscape, economic development and any other key issues that could be incorporated into the parking plan.

Surveys

During the planning process two surveys were developed to gain further insight into problems and seek out possible solutions. The first survey was distributed at the public meeting and the second was presented to area businesses as part of the economic development analysis.

The survey handed out at the public meeting asked 43 questions that were divided into business, parking, and physical infrastructure and transit sections. A full accounting of the answers can be found in the Appendix (*June 6, 2011 Public meeting survey: Compilation of answers*). The following is a summary of the key findings of the survey:

- Desire for more upscale and family restaurants
- Respondents typically shop out of area for clothes and food
- Favored physical improvements include the redo of apartment/strip center facade
- People seem to prefer free parking
- Illegal parking in front of the pizza parlor is a safety issue
- Residential community does not want to pay for residential permit parking, but parking in residential areas is not really a problem
- The business owners within the commercial district who participated at the June meeting did not have employee parking policies
- 66% felt safe in crosswalks, but there are pedestrian and vehicle conflicts because cars do not recognize the crosswalks
- A high interest in bicycle facilities

Additional comments included:

- Need traffic calming for the nursery school at Abington and Wharton.
- Gerhard's trucks run over the pedestrian sandwich signs.
- The raised tree surrounds are awkward for cars and pedestrians.
- What can be done with the alley next to the theater?
- If the New Life parking lot is encouraged, then there must be a good pedestrian connection to the village.
- More restaurants would be great once the sewer moratorium is lifted.

Summary of Findings

This planning process has developed three areas of recommendations:

- streetscape enhancements
- business and economic development
- parking improvements

Each of these areas is related to the other: improved parking will increase business; an increase in business will affect parking; streetscape improvements will increase desire to visit the area, which will increase business. This report spells out a number of important strategies that will foster further economic development of the Keswick Village area, while they will help to strengthen the fabric of the adjacent residential neighborhoods.

Streetscape Enhancements

Most of the streetscape recommendations that were identified in the first phase of the Keswick revitalization plan have subsequently been implemented. While the improvements have had a positive impact on the community, they are now approximately 17 years old and are beginning to look tired. The streetscape not only needs renovation, but the design details needs to be extended along Easton Avenue toward Jenkintown Road.

The recommended streetscape enhancements proposed will:

- increase pedestrian safety
- enhance the village brand with wayfinding to create an attractive destination
- enhance a pedestrian friendly environment with upgraded streetscape improvements
- create attractive linkages to parking

Economic Development

Keswick is a regional destination because of the Keswick Theatre. The business mix is a combination of local establishments that serve both the community and the visitor. Findings of the planning process include a desire to increase the number of restaurants to create more of a destination. Additionally it would be advantageous to increase the number of home furnishing and improvement stores, assist existing businesses to expand, promote the business facade program, and investigate loan programs for expansion and development.

These economic strategies will benefit the businesses by:

- encouraging people to stay longer and spend more money
- by creating a stronger regional destination that will attract more people to Keswick

Parking

The parking strategy in this report will be an important change for the community, which currently relies upon limited enforcement and a low cost for parking. However, it will also mean an increase in the cost of parking, especially during events at the Keswick Theater, and increased enforcement, both of which may initially cause a perceived conflict for people who currently abuse the present system. The increased metering cost and enforcement of parking will provide the following benefits to the community that will both improve business, by making parking more accessible, and the quality of life for the whole community:

- It will resolve the conflict caused by event parking overflowing into the residential neighborhoods

- It will provide a revenue stream for the owners of existing private lots so that they can be reimbursed for the costs of parking lot maintenance, such as periodic resurfacing, striping, cleaning, snow removal, lighting, and insurance
- It will provide an added revenue stream to pay for some of the proposed capital improvements as proposed within this report that will help to create an improved sense of place
- It will provide an added revenue stream to help subsidize special advertising and promotional events

- Ultimately, it will provide a revenue stream that will pay for a new parking garage, which will lead to additional parking for more intensive uses, such as restaurants, which are the preferred use within the area.

The continued revitalization of Keswick will take mutual collaboration between Abington Township, Montgomery County, and the Keswick community. The following is a detailed assessment of streetscape, economic development, and parking issues that impact the future of Keswick Village.

Part 1: ASSESSMENT OF EXISTING CONDITIONS

Streetscape Assessment

Introduction

A detailed physical inventory was made of the conditions of the streetscapes within the study area. The results of this inventory are referenced in the aerial photographs and illustrations that are included in the Appendix of this report.

Since the adoption of the first redevelopment plan, a majority of the recommended streetscape improvements were implemented per the plan. The improvements have been on-going. Recent improvements include the extension of the streetscape enhancements along the north-western side of Easton Road. Since the initial installation of the streetscape enhancements, there has been on-going maintenance, especially as it relates to the impact of street trees upon existing concrete sidewalks. The follow is a description of areas that are in need of some further maintenance:

Current Streetscape Conditions

Easton Road

More maintenance issues are present on Easton Road when compared to Keswick Avenue. Most commonly, curbing sections are damaged, the sidewalk is cracking around tree planters, and sidewalk/crosswalk thresholds at both the Easton Road/Keswick Avenue intersection and Easton Road/Parkdale Avenue intersection do not meet current ADA regulations. Sidewalk sections are damaged in front of Matus Windows (3 sections damaged), Keswick Music Works (2 sections damaged), Hohenstein Pottery (2 sections damaged), the vacant property between Hohenstein Pottery and Illusions Nail care (2 sections damaged), Illusions Nail Care (2 sections damaged), O'Neill's Market (3 sections damaged), Soft Pretzel Bakery (1 damaged section), with large

areas of damaged sidewalk at both corners of this block. Aesthetically, it would be recommended to replace the entire sidewalk in this area, and replacing the sidewalk at one time would keep replacement costs lower in the future. Many of the sections of sidewalk that are damaged (namely in front of the vacant property between Hohenstein Pottery and Illusions Nail Care) cause these sections of sidewalk to not meet current ADA regulations by causing tripping hazards.

Important streetscape elements currently lacking that should be included in this section of streetscape are increased numbers of benches, flower planters, recycling receptacles, and trash receptacles. The parallel parking spaces along Easton Road buffer this section of streetscape from the busy automotive traffic common to Easton Road, creating a comfortable seating environment. Implementing these elements would contribute to the development of a comfortable pedestrian-focused streetscape environment. Bicycle parking is available at the corner of Easton Road and Keswick Avenue, but additional bicycle parking would be an inexpensive, worthwhile investment for the area.

Across Keswick Avenue, the corner of Easton Road and Keswick Avenue (in front of the Keswick Tavern) is an area of damaged sidewalk that does not meet current ADA regulations. Both this corner and the corner across Keswick Avenue could be developed to create a gateway to the Village. A visual indication such as distinguishing paving, planters, benches, and other similar site elements would serve to differentiate this area of Glenside as an area with a unique sense of place.

Metered parallel parking spaces exist in this area of the village, but only on the east side of

Easton Road between Parkdale Avenue and Oakdale Avenue. Unmetered parking spots are available on the west side of Easton Road between Keswick Avenue and Oakdale Avenue. Directional signage for public parking areas are lacking in this section of the Village. Parking regulation signs are present, but regulations do not exist on the parking meters.

Keswick Avenue

Due to the success of the first phase of revitalization in the Village, clear signs are present of the energy and work that has been completed in this part of Glenside. Sidewalk repairs are needed at the threshold to the parking area adjacent to and in front of Gerhard's due to cracked and damaged sidewalk panels, as well as the threshold to the parking lot behind the Abington Bank. ADA compliant crosswalks are needed for the crosswalk connecting the Keswick Theater and Gerard's across Keswick Avenue, as detectable warning pavers and signage are not present at this location.

The existing paving in front of the Keswick Theater does not serve to differentiate this entertainment area as a unique element of the Village. Updating the lighting below the overhead structure over the sidewalk would also be worthy of investigating, as this would further develop the identity of the Keswick Theater and the Village as a whole.

A potential pedestrian/automobile conflict exists between the Keswick Theater and A New You. Currently, the alley way allows for two-way traffic. The alley is a disorganized area with haphazard parking and no safe pedestrian space.

The two-way traffic also occurring at the Abington Bank parking lot/drive-thru entrance at the roundabout results in the possibility of a pedestrian/automobile conflict. However, this area is not as dangerous due to the setback of the buildings adjacent to the alley's entrance and exit.

Especially worthy of attention is the roundabout on Keswick Avenue, as it is currently not functioning as it was originally designed. It does not serve as a traffic calming device as traffic entering the circle does not yield to traffic already in the circle. Signage is needed at the entrances to the roundabout on Keswick Avenue (both directions) and Wharton Road (for traffic traveling north) to increase the functionality of the roundabout. Adding this signage will slow the speed of traffic traveling south on Keswick Avenue by having traffic entering the roundabout yield to traffic already in the roundabout. Enforcement of this revised condition will be necessary in order for the traffic roundabout to function as originally intended. ADA-compliant crosswalks are also required at the roundabout, due to detectable warning pavers not present at any of the pedestrian access points to the roundabout.

The sidewalk-grade bilco door on the Keswick Avenue side of the Keswick Tavern does not have a secure connection to the sidewalk surrounding it, and a tripping hazard is present. Replacement of this bilco door will remedy the existing situation. Bilco doors need to be replaced at A New You, Keswick Kitchen and Bath, Aerus Electrolux, Ice cream/coffee shop on Keswick Avenue, and in front of Illusions Nail Care and the Soft Pretzel Bakery on Easton Road. Replacing these access doors with stainless steel or painted doors would keep the sidewalk streetscape fresh and inviting.

In terms of on-street parking, adequate parallel parking spaces are available along the length of Keswick Avenue between Easton Road and Abington Avenue and do not impede pedestrian access to this part of the village. However, a potential pedestrian/automobile conflict exists in the small parking area north of Dynamic Modern Dentistry. Access to this parking area is from a single entrance in front of Plush, with cars exiting the lot at the same access point. This parking area has a difficult circulation pattern, and is very

worthy of addressing the design alternatives that could be used for exploring solutions to this area. Curb stops are present that protect pedestrians in the sidewalk, but these curb stops are too close to the sidewalk and limits the width of sidewalk available to pedestrians. A waist-high vegetative buffer would be a suitable fix to this problem while at the same time softening the edges of the parking area.

Worthy of investigation would be the feasibility of implementing a diagonal parking strategy south of the traffic roundabout to replace the current parallel parking spaces. When using a diagonal parking layout, more spaces are available with such a design compared to conventional parallel parking layouts. Implementing this strategy would decrease the width of Keswick Avenue south of the roundabout, but provide an added benefit of decreased traffic speed as a result of a narrower cart-way. Parking meters would have to be removed/replaced and/or added as part of the implementation of this strategy.

Also south of the roundabout, the sidewalk on the east side of Keswick Avenue should be replaced due to cracking and settling. This section of Keswick Avenue has a noticeably different atmosphere than other parts of the village due to its architectural styling, sidewalk width, and parking design. The diagonally-shaped parking island that serves as an anchor point for the crosswalk should be replaced, as the sidewalk and curbing is damaged. A low point exists at the sidewalk/crosswalk threshold, and should be regraded to prevent water from ponding at this location. The benches in this area are very different than the benches present at the north end of the Village. A common design language needs to be developed that includes this area with the larger part of the Village.

Pedestrian/automobile conflicts are also present in the small parking area behind Penny's Flowers. No definition of the parking area exists, resulting in

an area that is unfriendly to pedestrians. A similar situation exists in front of Bob Panzeter Auto Repair since no buffer exists between automobile parking and the sidewalk. Both of these areas are designed more for vehicles and service than for pedestrians.

Multi-modal Opportunities

Keswick Village is a very walkable community with destinations to meet the needs of a wide range of residents and visitors. Adequate connections to SEPTA's route 22 Nite Owl bus route and route 17 bus route exist in the area (at the intersection of Easton Road and Keswick Avenue), and this is something the Village should brand itself on. Rail connections are also in proximity to the Village. Connections exist to Doylestown, Lansdale, and Warminster to the north; Langhorne, Yardley, and West Trenton to the northeast; and the city of Philadelphia to the south. By emphasizing the Village's proximity to regional connections and environmentally-friendly transportation, less emphasis would need to be placed on automobile accommodation.

Currently there is limited use of the bike racks in the study area. However, bike rack locations are limited, and there are no defined bike lanes that would encourage additional bicycle use.

Public Safety Issues

An analysis of the study area indicates assaults (including robbery), thefts (both vehicular and reported thefts), and drug/drinking violations were the main types of crime occurring within the Keswick revitalization study area. Three assaults, one robbery, four vehicular thefts, three reported thefts, and six drug act violations were reported by the Abington Township Police Department between January 1, 2010 and December 31, 2010. Two driving under the influence (DUI) violations and one underage drinking violation were reported during the same time period. Weapon violation and domestic abuse were the crimes with the lowest

occurrence within the boundaries of the study area with one occurrence each. Of the reported crimes, twenty-two of thirty-one crimes occurred on Keswick Avenue including the parking area behind the Keswick Theater and the public parking area south of the round-about on Keswick Avenue, with the remainder of the crimes occurring at the periphery of the study area.

In the public parking areas, three crimes occurred at the parking lot for the New Life Church on Easton Road. One reported instance of drug act violation, one weapon violation, and one theft from a vehicle occurred at this parking area. One assault and one drug act violation occurred in the parking area behind the Keswick Theater. One drug act violation and one theft report occurred in the small public parking area just south of the round-about on Keswick Avenue. Seven of thirty-one reported crimes occurred in public parking areas, with drug act violations being the most common crime committed.

The area in proximity to the Keswick Tavern is heavily monitored by the Abington Township Police Department during sporting events, social nights, and other occasions that result in an increased attendance at the Keswick Tavern. As a result of the increased police presence in this area, the number and types of crime in this area reflect crimes commonly associated with such an establishment and the large crowds that the Keswick Theater can attract.

Infrastructure

Sanitary Sewers

Currently there is a moratorium on new uses that would increase sewer usage in the Keswick Village. The reason for the moratorium is that Cheltenham Township's sanitary sewer system, to which the Keswick section of Abington is connected, periodically experiences sanitary sewer overflows during rain events and high groundwater conditions. In 1997 the DEP issued a moratorium on new sanitary connections for all of Cheltenham Township and the surrounding contributing communities. Over the coming years Cheltenham Township will be working toward improvements to the system. The resolution of the sewer issue is an ongoing issue with no immediate time frame for its eventual solution.

Storm Drainage

Keswick Avenue is a low point in the headwaters of the Tookany watershed, and has experienced flooding in the past. A significant flood occurred during the first phase of revitalization construction approximately 15 years ago, when new pavement and street trees were washed down the Avenue just after they were installed. Most recently cars floated down Keswick Avenue during the severe storms of August 2011, showing that this is an ongoing problem.

The existing storm drain in Keswick Avenue is a single five foot pipe. There is potential need for doubling or tripling the capacity of this system; however, that could pose a greater impact downstream. The Keswick area of Abington is part of the headwaters for the Tookany watershed, in which there have been some significant issues with scouring and erosion of stream banks downstream in Cheltenham Township and the City of Philadelphia. This is a watershed-wide issue that will eventually require an engineering study on a multi-municipal basis to solve the problems within the watershed.

The Environmental Protection Agency has stormwater programs that addresses best management practices (BMPs) for stormwater to reduce both the amount of runoff and to increase the quality of runoff . Specifically affecting Abington Township and Keswick Village is the *Stormwater Discharges From Municipal Separate Storm Sewer Systems (MS4) Phase II Program* for communities in urbanized areas that are under 100,000 in population. Goals include retrofitting existing stormwater systems with cleansing

systems, to reduce the pollution at the point of source. The goals of the EPA can be partially achieved by installation of best management practices such as developing new infrastructure that would encourage groundwater recharge, such as rain gardens. A national database with recommended design standards for BMPs can be found at

<http://cfpub.epa.gov/npdes/stormwater/menuofbmps/index.cfm>

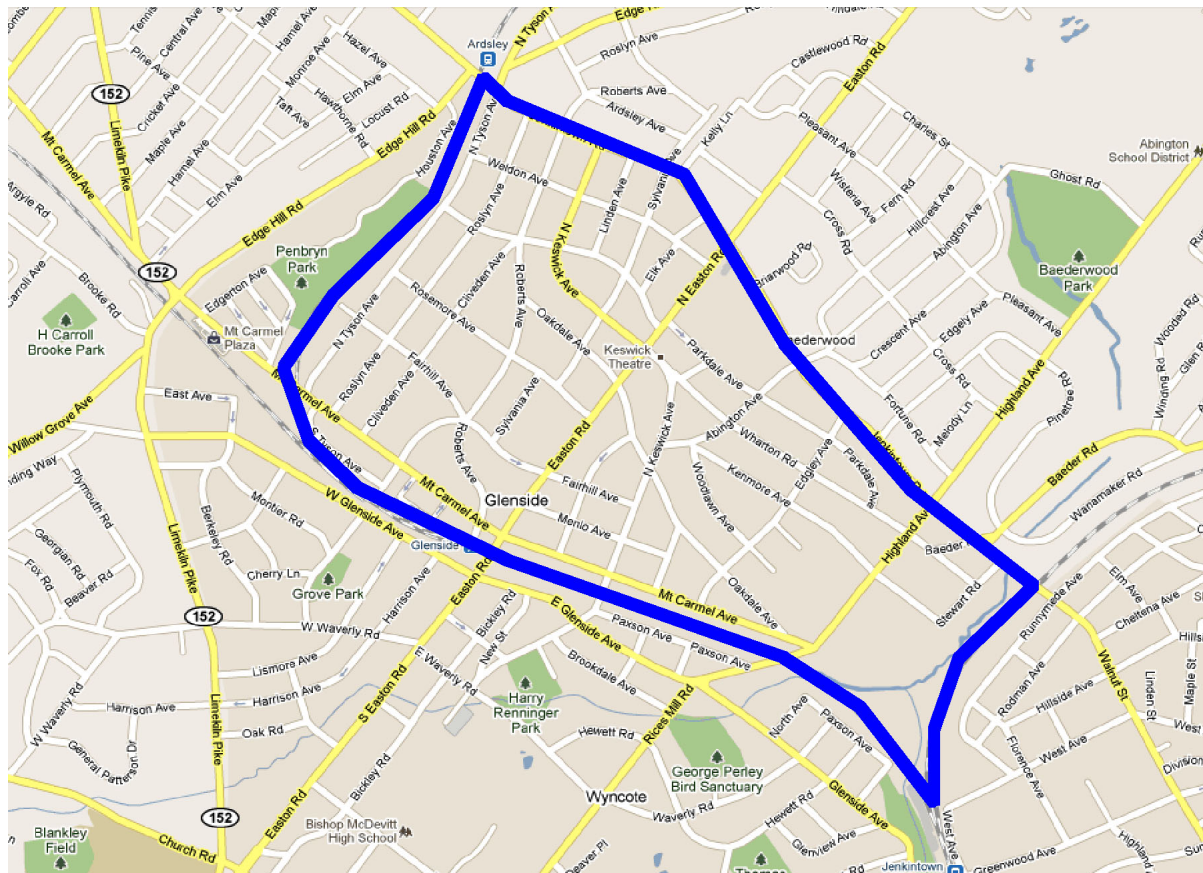
Economic Analysis

Introduction

An economic development analysis evaluating the retail and housing markets in the Keswick Village commercial district and surrounding residential community was prepared as part of this Revitalization Plan update. The analysis area is Census Tract 2017.05, bound by Jenkintown Road on the north, and SEPTA's West Trenton line on the east, Doylestown line on the south, and Warminster line on the west (see map below).

A complete retail market analysis for Keswick Village was conducted by the same project team in 1995 as part of the original Keswick plan (*New Visions/Abington Commercial Districts: Keswick Avenue* prepared by CVDA). Subsequent to that effort, this project team also examined the retail inventory of the Village as part of *Cheltenham Commercial District Enhancement Plan* (2000).

Using those efforts as a baseline, this plan update reexamines the condition of the Keswick Village commercial area from an economic standpoint as the Township seeks to pursue physical enhancements to the Village. The analysis identifies existing business niches and how they've changed over time, any businesses that may require assistance, and specific target sites that should be the focus of future reinvestment efforts in the district. In addition, the adjacent residential blocks are examined in the vicinity of the Village. Specifically, recent sales trends are tracked and current prices identified to measure the health of the housing market, particularly as it may be related to the commercial district. Economic development recommendations for Keswick Village as a result of this analysis are outlined in the main report as part of the overall Plan Update.



Background Demographics

With the first release of the Census 2010 data in early 2011, limited 2010 information has become available for population and housing. For other demographic information, the Census is continuing to provide updated data through its American Community Survey (ACS) program. This is a culmination of sample surveys undertaken during a period of five years between 2005 and 2009, resulting in data presented as estimates. For comparisons to 2000 information for the purposes of this report, whatever updates are available have been used. The background demographics below reflect the most up-to-date information, whether it is actual 2010 Census counts or ACS estimates.

Population

Keswick Village and Census Tract 2017.05 are located in Abington Township in Eastern Montgomery County. U.S. Census data from 1990 and 2000 indicates that the Tract's population had declined during the 1990s by about 4% (see Table: *Total Population 1990–2000*). Montgomery County, on the other hand, grew by approximately 11% during the same period.

Total Population 1990–2000				
Community	1990	2000	1990– 2000 Change	% Change
Keswick census tract	4,727	4,538	-189	-4.0%
Montgomery County	678,111	750,097	71,986	10.6%
U.S. Census Bureau				

The 2010 Census population figures have recently been released and indicate continued population loss in the Tract over the last decade, but at a slower rate of 3% compared to the prior decade (see Table: *Total Population 2000–2010*). While Montgomery County continued to grow over

the last ten years, its growth rate of 7% also slowed compared to the 1990s.

Total Population 2000–2010				
Community	2000	2010	2000– 2010 Change	% Change
Keswick census tract	4,538	4,403	-135	-3.0%
Montgomery County	750,097	799,874	49,777	6.6%
U.S. Census Bureau				

The composition of the Keswick area's population has also changed over the decade between 2000 and 2010 as well (see Table: *Population by Race 2000–2010*).

Population by Race 2000–2010				
Community	2000	2010	2000– 2010 Change	% Change
Black	132	179	47	35.6%
White	4,209	3,991	-218	-5.2%
American Indian	4	10	6	150.0%
Asian	130	104	-26	-20.0%
Other/mixed	63	119	56	88.9%
Total	4,538	4,403	-135	-3.0%
U.S. Census Bureau				

While the black population grew significantly during the 2000s, the white population decreased by more than 5%. The very small Native American population more than doubled in size, while the Asian population, similar to the black population in 2000, actually declined by 20% in the 10-year period. "Other", which mainly includes mixed races, increased in the Keswick area by an impressive 90%.

Employment

Between 2000 and 2009 in the Keswick Census Tract, employment appears to have decreased while unemployment figures increased (see Table: *Employment Status**).

<i>Employment Status*</i>				
Community	2000	2009 est.	2000–2009 Change	% Change
Keswick census tract				
• Employed	2,521	2,288	-233	-9.2%
• Unemployed	106	114	8	7.5%
Total	2,627	2,402	-225	-8.6%
Montgomery County				
• Employed	384,688	404,534	19,846	5.2%
• Unemployed	17,965	20,258	2,293	12.8%
Total	402,653	424,792	22,139	5.5%
* Persons 16 years and older in labor force (excluding military)				
U.S. Census Bureau				

The estimated 9% loss in the number of employed persons over 16 in the Census appears to be a result of employed people simply moving out of the area. As the overall population decreased, the vast majority were employed. During the same period, the County experienced an estimated 5% gain in employed residents while at the same time saw a significant increase—13%—in unemployed residents. Because of the County's overall growth, many of the new residents could have been unemployed upon arrival.

Education

Although the Census Tract's population declined in the 2000s, for the most part it became much more educated (see Table: *Educational Attainment**).

<i>Educational Attainment*</i>				
Community	2000	2009 est.	2000–2009 Change	% Change
Less than 9th grade	23	0	-23	-100.0%
9th to 12th grade, no diploma	63	131	68	107.9%
High school graduate	785	837	52	6.6%
Some college, no degree	601	655	54	9.0%
Associate degree	233	322	89	38.2%
Bachelor's degree	700	993	293	41.9%
Graduate or professional degree	509	512	3	0.6%
Total	2,914	3,450	536	18.4%
* Persons 25 years and older				
U.S. Census Bureau				

As shown in the table, the number of area residents 25 years and over who did not finish 9th grade was estimated to have reduced to 0 between 2000 and 2009. However, the number of people over 25 who did not finish high school appears to have more than doubled. Otherwise, the number of residents attaining associates and bachelor's degrees grew by an estimated 40% each. Furthermore, the amount of residents with graduate or professional degrees grew by just under 1%. Overall, there was an 18% improvement in educational attainment in the last nine years.

Income

The Keswick area's estimated per capita income rose about 21% in the 2000s compared to the County's 28% increase (see Table: *Per Capita Income*). However, with an inflation rate of 29% during the same period, Keswick's growth actually resulted in a net loss in income, while the County's per capita income grew at about the same rate as inflation. Overall, the County was significantly wealthier on average than the Census Tract as of the beginning of the decade.

<i>Per Capita Income</i>				
Community	1999	2009 est.	1999–2009 Change	% Change
Keswick census tract	\$25,924	\$31,255	\$5,331	20.6%
Montgomery County	\$30,898	\$39,511	\$8,613	27.9%

U.S. Census Bureau

Poverty

Another indicator of the socio-economic condition of the Keswick Census Tract is poverty status (see Table: *Poverty Status*). Between 2000 and 2009, it is estimated that residents with incomes above the poverty level dropped by about 11%, while those below the poverty level increased by a much greater 26%. So while the Keswick area's population declined in the 2000s, it also grew poorer. The result was an estimated increase in the poverty rate during the 2000s from about 3.2% to about 4.5%. Montgomery County experienced a different trend, in which the County's population above the poverty line grew by about 2% at the same time that the population below the poverty line grew by 28%. This resulted in an increase in the poverty rate from 4.4% to 5.5%. So, while the poverty rate was higher in the County than Keswick area, the County did not experience a net loss of residents above the poverty line.

<i>Poverty Status</i>				
Community	1999	2009 est.	2000–2009 Change	% Change
Keswick census tract				
• Above poverty level	4,390	3,930	-460	-10.5%
• Below poverty level	148	186	38	25.7%
Total	4,538	4,116	-422	-9.3%
Montgomery County				
• Above poverty level	696,667	710,958	14,291	2.1%
• Below poverty level	32,215	41,321	9,106	28.3%
Total	728,882	752,279	23,397	3.2%

U.S. Census Bureau

Housing

During the 2000s, the Keswick Census Tract experienced small loss (just under a percentage) in housing units while the county's housing stock grew by almost 10% (see Table: *Housing Units*). This trend is similar but less severe as the population change from 2000 to 2010, when the Keswick area lost about 3% of its population. The County, on the other hand, gained a higher percentage of housing units than population (7%).

<i>Housing Units</i>				
Community	2000	2010	2000–2010 Change	% Change
Keswick census tract	1,724	1,716	-8	-0.5%
Montgomery County	297,434	325,735	28,301	9.5%

U.S. Census Bureau

Occupied housing also decreased during the 2000s around Keswick Village by 31 units, or less than 2% (see Table: *Housing Occupancy Status*). At the same time, vacant housing units increased - by 23, or 66% - from 2000 to 2010. This increase in vacant housing coinciding with a decrease in occupied housing and overall decrease in total housing units is likely the result of some units presumably being demolished during the 2000s.

Housing Occupancy Status				
Community	2000	2010	2000– 2010 Change	% Change
Keswick census tract				
• Occupied	1,689	1,658	-31	-1.8%
• Vacant	35	58	23	65.7%
Total	1,724	1,716	-8	-0.5%
Montgomery County				
• Occupied	286,098	307,750	21,652	7.6%
• Vacant	11,336	17,985	6,649	58.7%
Total	297,434	325,735	28,301	9.5%
U.S. Census Bureau				

For all of Montgomery County, both the occupied and vacant housing supply increased during the 2010s. The county experienced a 10% growth in housing, an increase of more than 28,000 units. The 8% increase in occupied housing was dwarfed by the 59% increase in vacant units. Overall, however, the vacancy rate increased from 3.8% to 5.5%. This increase in vacant housing units is likely a result of the declining housing market in the late 2000s. At the time the Census was taken, a supply of newly constructed homes may still have sat vacant in various areas of the County.

A notable characteristic of the Keswick area in the 2000s was the Census Tract's 10% decline in owner-occupied housing while its renter-occupied housing grew by 16% (see Table: *Housing Tenure Status*), thus increasing the overall rate of renter-

occupancy in the area from 25 to 30%. This trend may reflect a younger or more transient population moving into the area and into homes that were traditionally owner-occupied, since it doesn't appear that new rental housing has been constructed in the last decade.

Housing Tenure Status				
Community	2000	2010	2000– 2010 Change	% Change
Keswick census tract				
• Occupied	1,689	1,658	-31	-1.8%
• Vacant	35	58	23	65.7%
Total	1,724	1,716	-8	-0.5%
Montgomery County				
• Occupied	286,098	307,750	21,652	7.6%
• Vacant	11,336	17,985	6,649	58.7%
Total	297,434	325,735	28,301	9.5%
U.S. Census Bureau				

These numbers are in contrast with Montgomery County's 6% growth in owner-occupied housing. Renter-occupied housing in the County actually decreased slightly, as compared to the Keswick area's increase in renter-occupied housing. Most likely these numbers simply reflect a boom in new housing construction during the mid-2000s, the vast majority of which was single-family owner-occupied homes.

Commercial District Assessment

Retailers

As part of its completion of the Cheltenham Commercial District Enhancement Plan in 1999, Urban Partners developed a full inventory of all retail business establishments located within the Keswick Village commercial district. For this current assessment as part of the Keswick

Revitalization Plan Update, and using a business inventory provided by Abington Township, the earlier inventory has been updated to reflect existing conditions in 2011. The results of this inventory update, described by name, retail type, and location, are included as an Appendix to this document.

The table: *Change in Retailing in Keswick Village Commercial District* describes the current range of stores available within the Keswick Village Commercial District by major category, and shows the changes in this inventory since the 1999 study.

Change in Retailing in Keswick Village Commercial District

Retail Category	# Stores in 2001	# Stores in 2011	% Change
Community-serving goods & services	32	30	-6.3%
Apparel	3	3	0.0%
Other specialty goods	7	8	14.3%
Home furnishings	4	8	100.0%
Other retail	4	4	0.0%
Total	50	53	6.0%

Urban Partners, 5/2011

As the table shows, as of May 2011, the Keswick Village Commercial District includes 53 operating retail businesses, compared to 50 businesses in 1999. While only three additional retail businesses have been added to the commercial district since 1999, the overall store mix has evolved significantly in four distinct ways:

■ **24 retailers open in 1999 are still operating today**

Almost half of the retailers have remained in business over the last 12 years. This includes Gerhardt's; which has actually expanded in the district; Keswick Cyclery, which has since opened a New Jersey location, and Kirkland & Kirkland Antiques.

■ **17 new retailers replaced former retail space**

Another series of retailers are new since 1999, but occupy space formerly used for retail as well. Businesses in this category include Keswick Card & Gift Shop, which was formerly Marci Food & Fruit Baskets; Plush, formerly Doyle's Tavern; and the Village Diner, formerly Talisco Café.

■ **12 new retailers occupy former non-retail space**

A third category of retailers in Keswick Village currently occupy space that was formerly either vacant or non-retail in 1999. Such space may have included small office space or other non-retail commercial uses. These include Adams Discount Pharmacy; Primo Hoagies; and Tranquil Waters.

■ **10 sites occupied by retailers in 1999 are now vacant, were demolished, or are occupied by non-retailers**

The remaining group of retailers existed in 1999, but do not exist as retail space in 2011. For example, the former Glenside Children's Store is now vacant; the former Weldon Pharmacy is now Liberty Tax Service, a non-retail use; and a row of businesses at 460-468 Easton Road have been demolished for the new Advanced Auto Parts store, which took their place.

In terms of retail categories, the vast majority of stores continues to be "community-serving goods and services", although the district lost two stores in this category since 1999. These include such retailers as pharmacies, florists, hair salons, bars, and restaurants. While the actual "apparel" retailers have changed, the number of stores has remained the same over the past 12 years. "Other specialty goods" stores include music stores, book stores, gift stores, and sporting goods stores. Again, these retailers have changed, but the number of stores only changed slightly since 1999 from seven

to eight. "Home furnishings" stores, however, have doubled from four to eight, and Keswick Village appears to be developing a niche in this category. This category of stores includes appliances, furniture, and other retail goods for the home. Finally, the number of "other retail" stores has also remained the same, although the businesses themselves have changed. This category includes auto parts and used clothing.

Despite these many areas of change in the Keswick Village commercial district, the overall change was about a 6% increase in retailers between 1999 and 2011, indicating a stable to healthy retail environment.

Other Businesses

As mentioned, there are many businesses in Keswick Village other than retailers (refer to Appendix 1 for business names and addresses). The primary non-retail business and destination in the district is the Keswick Theater. Other non-retail businesses include Avante Languages, Away We Go Travel, the Glenside Center, Abington Bank, and the William May Funeral Home. The commercial district also contains professional businesses such as realtors, attorneys, insurance brokers, and several medical offices such as doctors and dentists. According to the latest 2011 inventory, there were 24 non-retail business addresses in Keswick Village.

Business Surveys

During May of 2011, the consultant team conducted in-store interviews with approximately 10 retail businesses within the Keswick Village commercial district to gather qualitative information about the nature of their businesses, recent trends, and observations about the retail environment. The interviewees were distributed throughout the study area and across different retail category types. (See the Appendix for the survey instrument: *Economic Analysis Appendix 2*)

Retail businesses selected for interviews represent a wide variety of retailers across all major retail categories. Interviewed businesses include two collectibles stores, a florist, music store, home furnishing store, specialty sporting goods store, pet supply store, salon, and consignment store.

General Information

More than half of the interviewed businesses said they have been at their current location for 10 years or more. Three of the surveyed businesses have been there for 25 years or more, including one for 74 years and one for 75, indicating a relatively stable collection of businesses within the district. The Village contains a significant number of smaller independent businesses, and just a couple national chains. Just one of the businesses has another store or additional location.

The interviewed businesses employ generally a small number of employees, with a total number of employees ranging from one to 35 workers. Of the retailers who were surveyed, 33% said they own their properties and 67% lease their retail space.

Hours of Operation

All but one of the retail respondents opens their businesses by 10 am most days. Two of the businesses interviewed open at 8 am and two more open at 9. While several close at 5 and 6 pm, some stay open until 8 or 9 pm, especially on evenings with an event at the Theatre, to capture theatre-going customers. Two of the interviewed retail businesses are open every day. The remaining businesses are closed on Sundays and/or Mondays. When asked about their busiest times of operation, business owners provided a variety of responses, including afternoons, certain days of the week, seasons such as spring, specific months such as March through September, and specific holidays such as Christmas and St. Patrick's Day.

Customer Base

The vast majority of Keswick Village retailers reported they tended to serve a mix of customers from a range of age groups and economic backgrounds. For a few of the stores, however, “mostly women” was the characterization of the typical customer. The businesses tend to draw most of their customers (50 to 80%) from adjacent communities, such as Glenside, Cheltenham, Huntington Valley, and Philadelphia, with the rest coming from either a few blocks away (10 to 40%) or other parts of the county (10 to 20%). Retailers drawing from a distance tend to offer a unique product, making their business a destination.

Modes of Transportation

Although Keswick Village is a pedestrian-oriented community, its suburban location requires the customer base of almost all of the businesses to drive. A couple retailers interviewed reported that all of their customers drive. However, the remaining mentioned that 10 to 30% of their customers walk from nearby residential neighborhoods. A few also said that a small number of customers arrive by bicycle.

Sales Trends and Space Needs

Not surprisingly, the current state of the economy has impacted Keswick Village’s business community. Of the retailers interviewed, 44% reported a decline in sales trends, 33% reported activity being fairly constant, and 22% mentioned that business was actually growing. These businesses tend to be more specialized in nature and draw clientele from a greater area, which helps drive up business. Just one of the retailers interviewed intends to expand their business out of a need for more space. The remaining businesses intend to remain as-is. None of the businesses anticipated downsizing or going out of business in the near future.

Opportunities and Challenges in the Business District

When asked about the opportunities and challenges in Keswick Village for business owners, the retailers interviewed had many comments. Many reported that the commercial area is full of great business owners who really care about Keswick and its success. Several cited its location as an asset, with proximity to the rail network and regional traffic routes. Many saw the draw of the Keswick Theatre and its role as a regional destination as a key benefit to being located in Keswick Village. Others mentioned that the attractive and walkable streets provide a good environment for foot traffic.

Regarding challenges in the Village, business owners had opinions as well. Some mentioned the need for more quality restaurants to attract a more regional clientele to better serve Keswick Theatre-goers. The addition of new restaurants cannot occur in the near future, however, due to the Township’s sewer-related moratorium. Better bicycle facilities, such as racks, was mentioned as a need for the commercial area to encourage more bike riding. Overall, several retailers mentioned the desire for Keswick to be a destination as opposed to a one-stop location. Merchants would like to see customers arrive, stay for several hours, and patronize several businesses.

A major issue in Keswick Village among 67% of the retailers surveyed is parking. Many reported the need to resolve the problems in the off-street lot next to the Athena Restaurant, which include a general parking shortage, the enforcement of people illegally parking in the lot and shopping elsewhere, and improving the awkward ingress/egress configuration. This is dealt with in further detail within this report.

Suggested Improvements

Businesses were asked about whether they thought specific activities would help improve business. Almost all cited suggestions for improvements in addition to parking. These include holding more coordinated events in the Village to attract more people to the businesses, encouraging physical improvements to buildings to improve appearance, better coordination among businesses to do such things as advertise and support events, installing wayfinding signage, and seeking financial assistance.

Housing Analysis

The housing market in the Census Tract surrounding Keswick Village was analyzed to identify trends in residential real estate sales and prices and accordingly, determine the overall health of nearby neighborhoods. To assess this market, prior sales trends of all resale owner-occupied housing in the Census Tract were examined to capture a maximum variety of comparable properties. The analysis also examines housing currently on the market.

Recent Sales Trends

Owner-occupied Housing

The median sales prices for housing in the Keswick area were calculated for a two-year period between January 2009 and December 2010 (see Table: *Owner-occupied Home Sales 1/09–12/10*, as well as *Economic Analysis Appendix 3*, for a detailed list of all homes sold by neighborhood, size, sale price, and date of sale). During that period, 69 owner-occupied home sales transactions occurred in the Keswick Census Tract that were recorded with the County. Homes include detached homes, rowhomes, townhouses, and condominiums. This figure describes the number of addresses in the study area where a sale took place over the two-year period, but it includes only the latest sales per address and does not count any

multiple sales of the same address that may have occurred. The total median sales price within the Census Tract during the past two years was \$267,000.

Owner-occupied Home Sales 1/09–12/10

Census tract	Total sales 1/09–12/10	Median sales \$ 1/09–12/10
2017.05	69	\$267,000

Win2 Data

To evaluate the sales trends during the two-year analysis period, median sales prices were compared between 2009 and 2010 (see Table: *Change in Median Sales Price 1/09–12/10*). Throughout that period, the Keswick Census Tract experienced decreases in median sales prices by \$20,500, or about 7%. During 2009, 37 homes were sold with a median sales price of \$287,000. In 2010, 32 homes were sold with a median sales price of \$257,000. These trends reflect the overall housing market nationally during that time, when the price of homes and quantity sold continued to decline. Overall, however, the housing market in the Keswick area has fared relatively well, and better than many other parts of the region and County.

Change in Median Sales Price 1/09–12/10

Sales Period	Total Sales	Median Sales \$
1/09–12/09	37	\$278,000
1/10–12/10	32	\$257,500
Change	-5	-\$20,500

Win2 Data

Investor-owned Housing

In addition to the sales housing by owner-occupants market, the investor-purchased housing market was also examined in the Keswick Census Tract to establish the degree of units being purchased by prospective landlords seeking to rent them to tenants. This helps provide an indication of

the rental demand in the area. Evaluating investor-purchased housing transactions that occurred during the same period as owner-occupied transactions examined above, only 7 of the 73 sales transactions between January 2009 and December 2010, or 5.5%, were made by investors (see Table: *Investor Sales 1/09–12/10*).

Investor Sales 1/09–12/10			
Census tract	Total sales	Investor sales	% Investor sales
2017.05	73	4	5.5%
<i>Win2 Data</i>			

Current Sales Trends

In addition to recent sales trends in the Keswick area, homes currently on the market as of May, 2011 were examined. According to local realtors and Zillow.com, there are 37 single-family homes for sale in the Census Tract, including three foreclosures. Of the resale homes currently for sale, the most expensive listed is a 3,794 SF home built in 1905 on Easton Road priced at \$424,900 (see Table: *Highest-priced Current Listings in the Keswick Area, 5/11*).

Highest-priced Current Listings in the Keswick Area, 5/11

Location	Square ft. (SF)	Year built	Price	Price/SF
263 N. Easton Road	3,794	1905	\$424,900	\$112
121 Roslyn Avenue	3,403	1903	\$414,900	\$122
229 Sylvania Avenue	2,852	1946	\$389,000	\$136
312 Roslyn Avenue	1,928	1925	\$339,000	\$176
389 N. Keswick Ave.	1,596	1920	\$335,000	\$210
137 Cliveden Avenue	2,127	1910	\$329,900	\$155
2152 Menlo Avenue	1,964	1910	\$319,900	\$163
413 Stanley Avenue	1,538	1908	\$309,900	\$201
2130 Woodlawn Avenue	1,528	1920	\$300,000	\$196
2113 Woodlawn Avenue	1,440	1948	\$299,000	\$208
Zillow.com, Urban Partners				

While this home is the highest priced around, it is also the lowest price per square foot among the 10 most expensive homes, making it a good value. The lowest-priced top 10 home is selling for \$299,000—almost \$125,000 less. But with at a much smaller size, the price per square foot is much higher at \$208.

As the table indicates, two other homes among the ten most expensive current are above \$200 per square foot. Generally, the homes were built in the early 20th Century and are approximately 1,500 to 2,000 square feet in size. A few exceptions are closer to 3,000 square feet.

The Keswick Village area also has a share of more affordably-priced homes for sale (see Table: *Lowest-priced Current Listings in the Keswick Area, 5/11*). The lowest priced resale home currently on the market in the Census Tract is a 1,332 square- foot house on Jenkintown Road built in 1910, listed at \$199,900. This amounts to \$149 per square foot, which is the mid range of price per square foot among the 10 lowest priced homes.

Lowest-priced Current Listings in the Keswick Area, 5/11

Location	Square ft. (SF)	Year built	Price	Price/ SF
2342 Jenkintown Road	1,332	1910	\$199,000	\$149
2244 Menlo Avenue	1,908	1910	\$200,000	\$105
461 N. Keswick Ave.	2,184	1931	\$200,000	\$92
108 N. Tyson Ave.	864	1920	\$209,900	\$243
479 Sylvania Avenue	1,254	1955	\$224,900	\$179
308 N. Tyson Avenue	1,239	1926	\$225,000	\$182
208 N. Tyson Avenue	1,729	1926	\$234,900	\$136
2059 Kenmore Avenue	2,182	1916	\$235,000	\$108
319 N. Easton Road	1,771	1925	\$249,500	\$141
420 Sylvania Avenue	1,196	1920	\$249,900	\$209

Zillow.com, Urban Partners

As the table shows, the smaller the house, the higher the price per square foot often becomes, and vice-versa. The largest home on the list—at 2,184 square feet—is a low \$92 per square foot. The remaining prices per square foot among the least expensive homes are very similar to the most expensive ones. Generally, these homes were built slightly later in the 20th Century—in the teens and twenties—and are approximately 1,000 to 1,500 square feet in size. A few exceptions are closer to 2,000 square feet.

Parking Analysis

Current Parking Conditions

Methodology

Parking conditions for on- and off-street parking areas within the Keswick Village study area were reviewed by the consultant team. To evaluate the current parking conditions, the team physically counted all of spaces in each parking area. This count provides the total number of parking spaces available—the *parking supply*. The supply in Keswick is all privately owned at this time, with the exception of the on-street parking supply.

To determine *parking demand*, the team conducted counts from 8 am through 8 pm every two hours on Friday, May 20, 2011. Since the theater was hosting a “sold out” show, the counts on this day capture the theatre’s peak demand and patterns during a theater event. It is worth noting that it did rain during the day, which may have had a slight impact on the daytime parking usage.

During data collection, the consultant conducted visual field observations on parking enforcement, vehicular/pedestrian conflict zones, signage and wayfinding, user friendliness, and the functionality of the entire parking system within the study area. Observations and recommendations have been included in this report.

Study Area

The study area encompasses both on-street and off-street parking in Keswick. The map below highlights off-street surface parking areas (yellow and green) and on-street locations (marked in blue) that were observed during the survey day.

See fold-out map on page 27 Map available in larger format in pocket at back of report.

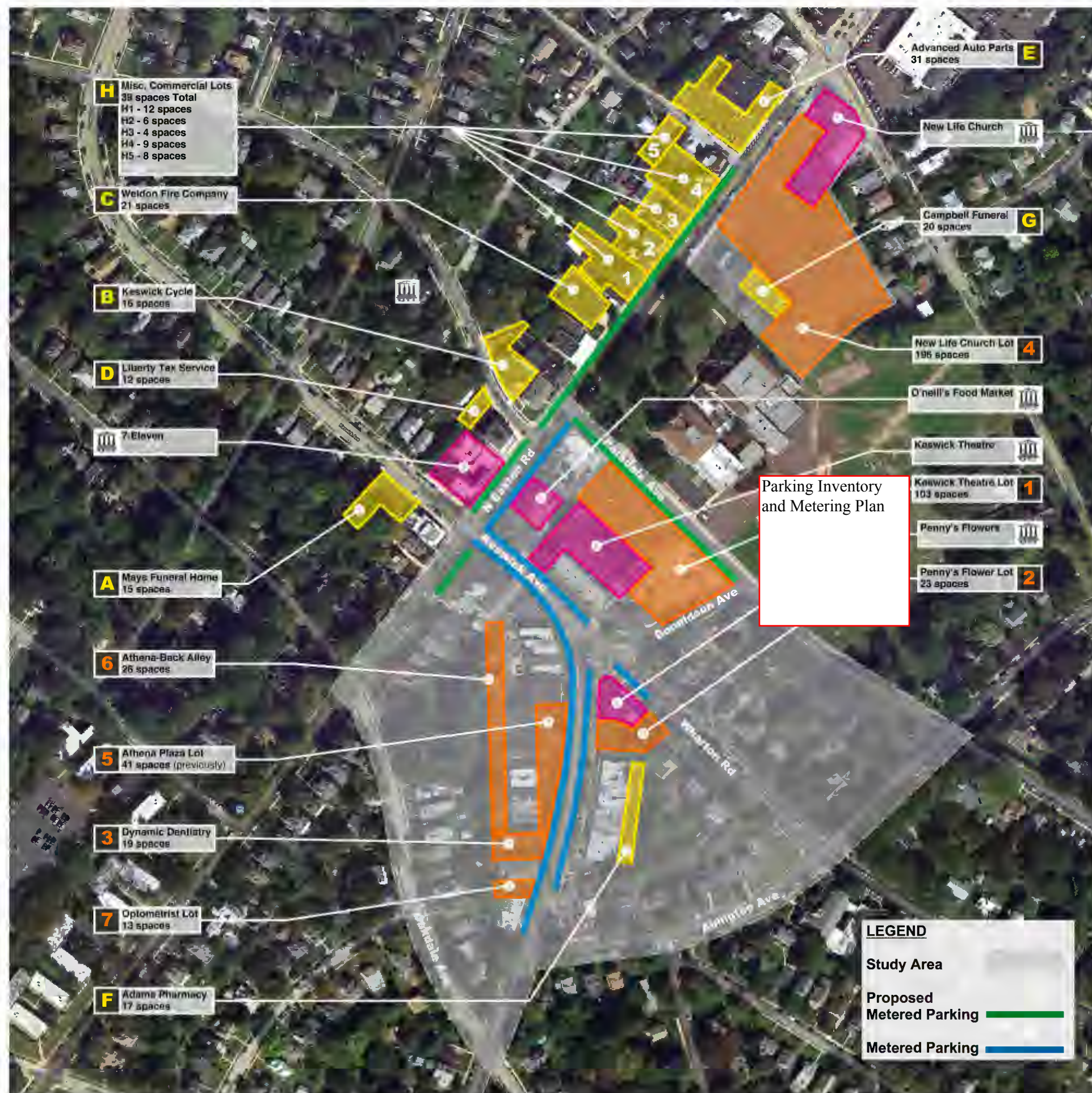
Parking Supply

The table below depicts the on-street parking supply within the study area. The on-street parking supply is equipped with single space meters along both sides of Wharton Road leading up to the roundabout and N. Keswick Avenue. Current meter rates are \$0.25 per hour with two hour parking limits from 8am to 8pm Mondays to Thursdays and 8 am to 6 pm on Fridays. There is no charge or time limits for on-street parking on Saturdays and Sundays. On-street parking areas beyond those locations are free of charge and absent of time limits.

<i>On-street Parking Supply</i>	
On-street	Supply
Parkdale Ave (Easton-Abington)	25
Wharton Rd (Theatre side)	26 (8 metered)
Wharton Rd (Gerhard's side)	29 (14 metered)
N. Keswick Ave (Plaza side)	24
N. Keswick Ave (Penny's side)	17
Easton Rd. (Parkdale - Oakdale)	10
Sub Total	131

Source: Timothy Haahs & Associates, Inc. 2011

The seven off-street surface lots within the study area contain 421 parking spaces (yellow numbers). A supplemental parking study was undertaken opposite Easton Road, finding 171 spaces, including the parking area behind Adams Discount Pharmacy (green letters) and miscellaneous commercial lots. The next table: *Off-street Parking Supply* depicts the breakdown of the parking supply by location for both the initial and supplemental parking studies.



Inventory: On-Street Parking Supply	
Street Name-Location	Supply
Parkdale Ave (Easton - Abington)	25
Wharton Road (Theatre Side)	26 (8 Metered)
Wharton Road (Gerhard's Side)	29 (14 Metered)
N. Keswick Ave (Plaza Side)	24
N. Keswick Ave (Penny's Side)	17
Easton Road (Parkdale - Oakdale)	10
Sub-Total	131

Inventory: Off-Street Parking Supply-Parking Study Area					
Legend	Parking Lot (Study Area)	Spaces	Current Use	Proposed Use	Priority
1	Keswick Theatre Lot	103	Theatre, grocery, and bank patrons	public metered lot, event parking	High
2	Penny's Flower Lot	23	Retail patrons and delivery trucks	public metered lot, event parking	Medium
3	Dynamic Dentistry Lot	19	Dentist patrons	public metered lot, event parking	Medium
4	New Life Church Lot	196	Church and school use	public metered lot, event parking	Medium
5	Athena Plaza Lot (previously)	41	Retail patrons	public metered lot, event parking	High
6	Athena - Back Alley	26	Plaza employees	private, employee lot	Medium
7	Optometrist Lot	13	Optometrist patrons	public metered lot, event parking	Medium
Sub-Total		421			

Inventory: Off-Street Parking Supply-Supplemental Parking Areas					
Legend	Parking Lot (Adjacent to Study Area)	Spaces	Current Use	Proposed Use	Priority
A	Mays Funeral Home	15	Funeral home patrons	consider for employee parking	Low
B	Keswick Cycle	16	Retail patrons	consider for employee parking	Low
C	Weldon Fire Company	21	Fire company employees	consider for metering, employee/visitor parking	Low
D	Liberty Tax Service	12	Tax service patrons	consider for employee /visitor parking	Low
E	Advance Auto Parts	31	Retail patrons	consider for employee /visitor parking	Low
F	Adams Discount Pharmacy	17	Retail patrons	consider for employee parking	Low
G	Campbells Funeral Home	20	Funeral patrons	consider for employee parking	Low
H	Misc. Commercial Lots	39	Commercial Use	consider for employee parking	Low
Sub-Total		171			

Total Parking Supply	
Total Proposed Use	Total
Public Metered Lot Legend - 1,2,3,4,5,7	395
Employee/Private Parking Legend - 6,A,B,C,D,E,F,G,H	197
GRAND TOTAL	592

The privately owned off-street lots accommodate patrons and employees of the adjacent business at no charge. In addition, the consultants did not observe any monitoring or enforcement during the daytime or evening hours. These private lots were observed to better understand how they are used and to determine whether there is an opportunity to capture these spaces for event parking for the Keswick Theater.

Several of the lots inventoried in the supplemental study are used in the evening, (May Funeral Home and Weldon Fire Company—both signed “no parking”—and Advanced Auto Parts Supply, open until 9:00 pm. This limits their use as parking for Keswick Theater events. The remaining lots are located at the rear of the businesses (Adams Discount Pharmacy, Keswick Cycle, Liberty Tax Service) which limits their access by the public.

There are currently no municipal off-street lots in Abington Township.

Off-street Parking Supply: Initial Inventory

Map #	Lot	Supply
1	Keswick Theatre	103
2	Penny's Flower Shop	23
3	Dynamic Dentistry	19
4	New Life Church	196
5	Athena Plaza	41
6	Back Alley of Athena Plaza	26
7	Optometrist Office	13
Sub-total		421

Supplemental Parking Inventory

Map #	Lot	Supply
A	May Funeral Home	15
B	Keswick Cycle	16
C	Weldon Fire Company	21
D	Liberty Tax Service	12
E	Advanced Auto Parts	31
F	Adams Discount Pharmacy	17
G	Campbell Funeral Home	20
H	Miscellaneous commercial lots	39
Sub-total		171

Source: Timothy Haahs & Associates, Inc. 2011

Parking Requirements

The Keswick Theater is zoned use G-4 (performing arts theater), which requires one space per 3 seats; with 1,300 seats, the ordinance would require 433 parking spaces. The Theater is a non-conforming use that pre-dates the zoning code, however. There is only one lot dedicated to the Theater, and the capacity of that lot is only 103 cars, far short of the requirements.

Parking Demand

In collaboration with Abington Township and the Keswick Theatre, the project team selected Friday, May 20, 2011 as the data collection day. The collection day was selected both as a representative of a typical busy weekday (Friday), as well as a typical busy event day (with a sold-out theater performance). The team observed several buses and vans in the parking area behind the theater that were directly associated with the performance that evening. Parking occupancy counts were conducted every two hours from 8 am to 8 pm for all on- and off-street parking areas within the study area. What further complicates matters is the fact that the Keswick Theater does not own the parking lot, but shares the lot with uses that occupy the lot during the day.

On-street Parking Demand

The peak hours for on-street parking areas occurred at 12 pm with 93 vehicles, and at 8 pm with 145 vehicles observed. This represents a daytime peak occupancy of 71 percent (93 vehicles divided by 131-space on-street supply) and an evening peak occupancy of 111 percent (145 vehicles divided by 131-space on-street supply). During the theater event, the team observed vehicles parking on street just outside of the study boundaries into the residential area. Since most of the privately owned off-street parking areas restricted evening use for their customers and visitors only, many theater patrons parked on-street along the residential areas of Abington Avenue, N.

Keswick Avenue (west side of N. Easton Rd.), Parkdale Avenue beyond Abington Avenue and Oakdale Avenue. (The estimated inventory for on-street spaces was exceeded by the actual counts, probably because patrons were able to park more tightly than the initial assumptions.)

Daytime on-street parking peaked during the noon lunch hour and the evening demand peaked at 8 pm when patrons were at the theater and local residents were back home. Additionally, as patrons departed the show, the traffic, though heavy for a residential area, flowed to allow patrons to depart the area in a timely fashion. This level of organization did not extend to the lot behind the theater or the ballpark and school lots, which experienced congestion as patrons attempted to exit.

On-street Parking Demand

On-street	Supply	AM				PM			
		8	10	12	2	4	6	8	
Wharton Rd (Theatre side)	26	16	19	30	22	21	23	27	
Wharton Rd (Gerhard side)	29	16	17	18	16	20	17	26	
N. Keswick Ave (Plaza side)	24	2	9	9	11	6	15	25	
N. Keswick Ave (Penny's side)	17	2	13	14	15	13	13	17	
Easton Rd. (Parkdale–Oakdale)	10	10	13	17	14	13	21	22	
Sub-total	131	53	76	93	84	80	102	145	

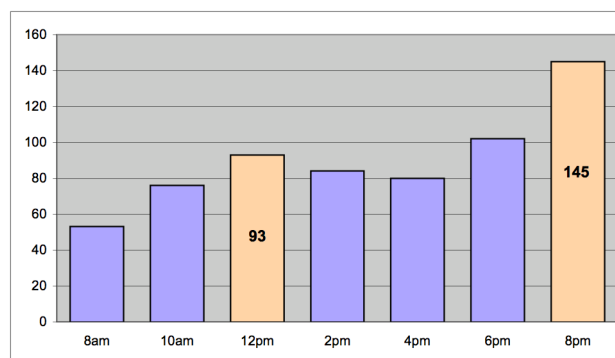
Source: Timothy Haahs & Associates, Inc. 2012

On-street Parking Occupancy by %

On-street	Supply	AM				PM			
		8	10	12	2	4	6	8	
Parkdale Ave (Easton-Abington)	25	28	20	20	24	28	52	112	
Wharton Rd (Theatre side)	26	62	73	115	85	81	88	104	
Wharton Rd (Gerhard side)	29	55	59	62	55	69	59	90	
N. Keswick Ave (Plaza side)	24	8	38	38	46	25	63	104	
N. Keswick Ave (Penny's Side)	17	12	76	82	88	76	76	100	
Easton Rd (Parkdale–Oakdale)	10	100	130	170	140	130	210	220	
Sub-total	131	40%	58%	71%	64%	61%	78%	111%	

Source: Timothy Haahs & Associates, Inc. 2012

On-street Peak Parking Demand



Source: Timothy Haahs & Associates, Inc. 2011

Off-street Parking Demand

The peak hour parking demand for the off-street parking areas occurred during the daytime at 12 pm with 215 vehicles, and during the evening at 8 pm with 315 vehicles observed. This represents a daytime peak occupancy of 50 percent (215 vehicles divided by 433-space off-street supply) and an evening peak occupancy of 73 percent (315 vehicles divided by 433-space off-street supply).

The Keswick theatre has informal arrangements for parking with New Life Church and the surface parking lot behind the theater. Please note, the school lot and the ball park lot are not considered within the public supply, as they are privately owned; however, they absorbed a significant amount of parking during the evening event, as other nearby parking areas achieved full capacity. The parking areas that were most heavily used by theater patrons have been highlighted in gray.

**Off-street Parking
Peak Parking Demand**

Map #	Off-street	Supply	8	AM 10	12	2	PM 4	6	8
1	Keswick Theatre Lot	103	44	88	87	84	71	94	111
2	Penny's Flower Shop	23	9	14	9	6	9	11	19
3	Dynamic Dentist Lot	19	0	1	1	1	1	0	3
4	New Life Church lot	196	24	42	68	36	20	16	40
	School Lot***	0	0	3	4	3	4	6	18
	Ball Park Lot***	0	0	0	0	0	0	2	55
5	Athena Plaza	41	10	21	25	32	29	38	43
6	Behind Athena Plaza	26	16	13	15	22	21	20	26
7	Optometrist Lot	13		7	6	7	3	2	
Sub-total		421	103	189	215	191	158	189	315

Note: *** School lot and Ball park lot were 100% full during event.

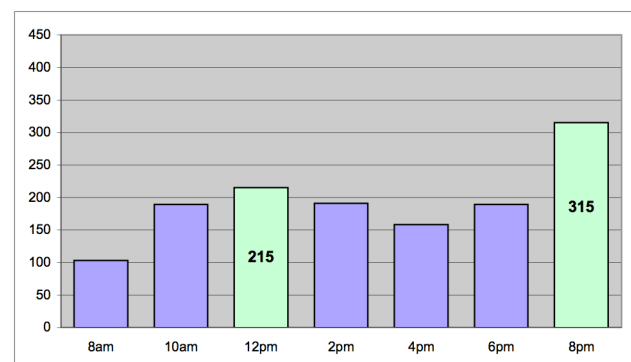
Source: Timothy Haahs & Associates, Inc. 2012

**Off-street Parking
Peak Parking Occupancy by %**

Map #	Off-street	Supply	8	AM 10	12	2	PM 4	6	8
1	Keswick Theatre Lot	103	43	85	84	82	69	91	108
2	Penny's Flower Shop	23	39	61	39	26	39	48	83
3	Dynamic Dentist Lot	19	0	5	5	5	5	0	16
4	New Life Church Lot	196	12	21	35	18	10	8	20
	School Lot***	0	0	0	0	0	0	0	0
	Ball Park Lot***	0	0	0	0	0	0	0	0
5	Athena Plaza	41	19	40	47	60	55	72	81
6	Behind Athena Plaza	26	62	50	58	85	81	77	100
7	Optometrist Lot	13	0	54	46	54	23	15	0
Sub-total		421	24%	44%	50%	44%	36%	44%	73%

Source: Timothy Haahs & Associates, Inc. 2012

Figure 2: Off-street Peak Parking Demand



Source: Timothy Haahs & Associates, Inc. 2011

Overall Parking Demand

When evaluating the entire on- and off-street parking system as a whole, the peak hour daytime parking demand is 308 vehicles (55 percent occupancy) and the peak hour event parking demand is 460 vehicles (82 percent occupancy). The table below summarizes the on- and off-street peak parking demand as well as the system wide parking demand.

Overall On- and Off-street Peak Parking Demand & Occupancy						
Map #	Off-street	Supply	12 pm no.	12 pm %	8 pm no.	8 pm %
1	Keswick Theatre Lot	103	87	84%	111	108%
2	Penny's Flower Shop	23	9	39%	19	83%
3	Dynamic Dentist Lot	19	1	5%	3	16%
4	New Life Church lot	196	68	35%	40	20%
	School Lot***	0	4	0%	18	0%
	Ball Park Lot***	0	0	0%	55	0%
5	Athena Plaza	41	25	61%	43	105%
6	Behind Athena Plaza	26	15	58%	26	100%
7	Optometrist Lot	13	6	46%		0%
Sub-total		421	215		315	75%

Map #	On-street	Supply	12 pm no.	12 pm %	8 pm no.	8 pm %
	Parkdale Ave (Easton-Abington)	25	5	20%	28	112%
	Wharton Rd (Theatre side)	26	30	115%	27	104%
	Wharton Rd (Gerhard side)	29	18	62%	26	90%
	N. Keswick Ave (Plaza side)	24	9	38%	25	104%
	N. Keswick Ave (Penny's side)	17	14	82%	17	100%
	Easton Rd. (Parkdale-Oakdale)	10	17	170%	22	220%
Sub-total		131	93		145	111%
Total		552	308	0	460	83%

Source: Timothy Haahs & Associates, Inc. 2011

Current Parking Adequacy (Effective Supply)

When calculating parking adequacy, a cushion is applied to the parking supply to compensate for vehicles improperly parked, spaces lost due to maintenance or snow removal, and the flow of vehicles in and out of parking spaces. Industry standards typically apply a cushion between 5 and 15 percent for on-street parking. For this study, a cushion of 15 percent for all parking areas was applied. After applying the above stated effective supply factor, the on-street supply of 131 spaces, is reduced to 111 effective spaces and the off-street supply of 421 spaces is reduced to 358 effective spaces.

During the peak daytime hours, the parking adequacy for the on- and off-street parking areas is a 18 space surplus and 142 space surplus, respectively.

During the peak evening hours, the parking adequacy for the on- and off-street parking areas is a 34 space shortage and a 43 space surplus, respectively.

On the day the field survey was conducted, approximately 109 vehicles were observed encroaching onto neighborhood streets during an event at the Keswick Theater. If there were a policy to prohibit on-street parking in the residential neighborhood, these on-street cars would have to use the New Life Church parking lot which, on the evening of the Theater event, had a capacity for an additional 156 spaces. If the public school were to prohibit parking in its lot and all of the New Life Church spaces were used, there would be a deficit of 28 parking spaces.

The table below: *Overall On- and Off-street Parking Adequacy* outlines the parking adequacy during the daytime and evening hours for on- and off-street parking areas.

Overall On- and Off-street Parking Adequacy

Parking	Supply	Factor	Effective supply	Peak daytime demand	Daytime adequacy	Peak evening demand	Evening adequacy
On-street	131	15%	111	93	18	145	-34
Off-street	421	15%	358	215	143	315	43
Total	552		469	308	161	460	9

Source: Timothy Haahs & Associates, Inc. 2012

Within the study area, there is a 161 space surplus during the daytime hours and a 9 space surplus during the evening (event) hours.

Summary

The parking supply and demand study found that the overall occupancy of on-street parking facilities peaked at over 100%, with 75% occupancy of off-street parking lots.

These figures represent a fairly high occupancy for the event evening. The data and observations further reveal that many patrons and visitors are utilizing unregulated on-street parking on residential streets for event parking. In addition, over 20 percent of off-street parking at the peak occurred on the ball park and school lots, which are not considered part of the parking supply.

Our analysis of the parking adequacy at the daytime peak is an 18 space surplus (on-street) and 142 space surplus (off-street). Parking adequacy at the evening peak is a 34 space shortage (on-street) and a 43 space (off-street), for an overall surplus on 9 spaces.

Parking Operations Review

The series of field observations were conducted, including on- and off-street parking operations and policies. The following observations were made during the site visits.

Off-Street Parking

Theater Lot

The lot behind the Keswick Theater is highly utilized throughout the day and during events. However, the existing striping and functional layout is not optimal. It can be difficult for drivers to maneuver due to tight drive aisles, in particular along the row along the retaining wall closest to the theater.

Athena Lot

Reconfiguration of the Athena lot will be achieved as part of this project.

On-street Meter Collection

The current meter system relies on traditional, single post, coin technology. Coin meters are susceptible to vandalism as well as lost revenue due to malfunction and require frequent collection of coins and the accompanying labor. Current meter rates are not posted directly on the meter itself, which can result in confusion from visitors.

Parking Policies

Current meter rates are \$0.25 per hour, with a two hour limit from 8 am to 8 pm from Monday through Thursday and 8 am to 6 pm on Friday, with free parking on Saturday and Sunday.

Event Parking

The Keswick Theatre currently has arrangements with the New Life Church to use their 196-space parking lot during show events. The theatre places signs to direct parkers to the church lot, but the signs are not highly visible to motorists. Only 40 cars were observed in the New Life Church lot during a sold-out show.

Enforcement

Currently the Township employs two part-time Community Service Officers that serve as Parking Enforcement Officers (PEOs) that cover the entire Township, sharing a single vehicle. They focus on few hot spots that include Keswick Village, the neighborhoods behind Holy Redeemer Hospital, Abington Hospital, the Willow Grove Mall, Mt. Carmel Street by the station, and Noble Plaza. It is our understanding that the two PEO schedules essentially create one full time enforcement officer position, in addition to one full time person who performs meter maintenance and repair in addition to other duties. The PEOs focus on public safety, rather than revenue generation, and seek to maintain good relationships with residents and business owners.

Safety

Significant pedestrian and vehicular conflicts were observed during the typical business day as well as during the event on Friday evening. These conflicts were evident at the roundabout, where many vehicles simply do not yield to pedestrians. They were also evident at the crosswalk in front of the Theater, where vehicles turning right into Keswick exceeded the speed limit and ignored the cross walk. The situation became more complex in the evening, given the number of people exiting the Theater, off-street surface parking lots, and the reduced visibility and lighting at night.

Part 2: RECOMMENDATIONS AND ACTION ITEMS

The recommendations for the second phase of revitalization for Keswick Village reflect input received from consultant assessments, meetings, surveys, and other public input. These include

elements for parking, and physical improvements to public and private properties, as well as development initiatives.

Streetscape Initiatives

Strip Shopping Center Parking

An early action item for this plan was the study, design, and implementation of revisions to the parking lot in front of the “Athena Restaurant” strip shopping center on the west side of Keswick Avenue between the roundabout and Abington Avenue. This lot is “an area of modifications under consideration” and is considered a priority because of the difficult geometry of the space and the resulting minor accidents that regularly occur here.

One of the challenges of the initiative to solve the parking problem is that all of the parking outside of the right-of-way on Keswick Avenue is owned by multiple individual store owners. Each parcel extends from the edge of the Keswick Avenue right of way to the rear property line. This means that each store owner owns an approximately twenty-foot wide strip with crossover easements to the adjoining parcels. Thus, each property essentially has its own parking lot that is serviced by a communal entrance. In order to achieve a suitable solution, each owners needs to consent to both the design and the improvements. There is no formal agreement among the property owners about the shared parking that currently occurs.

At this time Abington Township is addressing the ingress/egress problems of the lot

by installing an exit at the south end of the parking lot in front of Lisa’s Nail Salon; this will be an egress point only. All of the work that is currently being completed to resolve the ingress and egress issues is in the public right of way. The goal had been to complete this exit and to re-stripe the parking lot on the south side of the existing entrance to meet minimum parking standards. The work on private land cannot be done at this time because there is not consensus on the parking reconfiguration amongst the land owners of the strip center.

For this study, four schematic plan options with different ways to modify the parking lot and in some cases the street frontage to the parking lot also were developed. Three of the four plans were further reviewed and brought to the owners of the



parking lot for their input at a meeting on May 26, 2011. As a result of the meeting, an additional study that would alter the pedestrian zone from the street edge to the front of the shopping center stores was requested.

The egress point that is being constructed at the writing of this report is included in each of the designs. At this time there is no conclusion about which design may be implemented in the future. As mentioned above, future work will need agreements with the property owners, as well as additional funding for the subsequent phase, or phases.

The existing conditions and the benefits and issues of each schematic plans are described below.

Existing conditions

On-lot

The existing lot parks 39 cars (this was counted using aerial photographs). The parking spaces and aisles are not up to standard sizes, however. Technically, if the existing parking lot were to meet current standards, the lot should only park 30 cars, not 39.

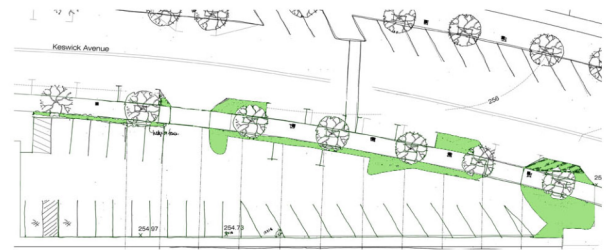
On-street parking

The existing on-street parking on the west side of Keswick Avenue in front of the shopping center provides a total of 14 spaces. When looking at the existing conditions, technically at least 5 of these spaces are within the clear sight area for people leaving the parking lot. This means that combined off- and on-street parking spaces that meet current safety and design standards number 39, not the current 53. To accurately calculate the correct number of parking spaces for the different schematic options, the figure of 39 spaces will be used.

Proposed Schematic Plan Options

Option L-1

Three on-street spaces near Abington Road are lost with this option, but a second access point into the parking lot is added. The proposed parking lot has one way-operation, entering at the existing access point and exiting at the new access point. Because the proposed option is one-way, the space next to the existing access point is a non-issue. Thirty-two spaces are proposed on-lot; with a reduction of 3 on-street parking spaces as described above, there are 43 spaces that meet parking standards.



Please note that the parking counts described below are just in the area known as “area of modifications under consideration”.

	On-lot spaces	On-street spaces	Total spaces
Existing (not-to-code)	39	14	53
Proposed L-1	32	11	43

Benefits

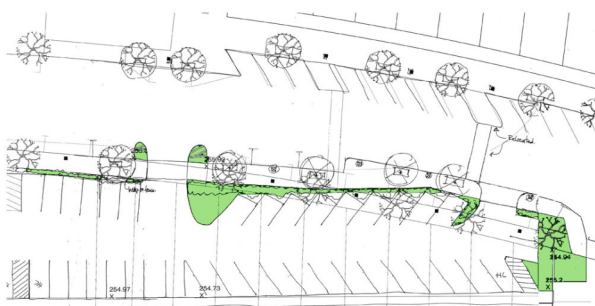
- No cost for relocating lights
- No lost trees

Issues

- Tenant concern about curb cut
- Not enough new parking
- No traffic calming

Option L-2

Option L-2 loses 4 on-street spaces from the existing access point near Abington Avenue. The proposed lot has one-way operation and has 39 on-site parking spaces. As with Option L-1, because the proposed option is one-way, the space next to the existing access point is a non-issue. This option provides a total of 49 up-to-code spaces.



Please note that the parking counts described below are just in the area known as “area of modifications under consideration”.

	On-lot spaces	On-street spaces	Total spaces
Existing (not-to-code)	39	14	53
Proposed L-2	39	10	49

Benefits

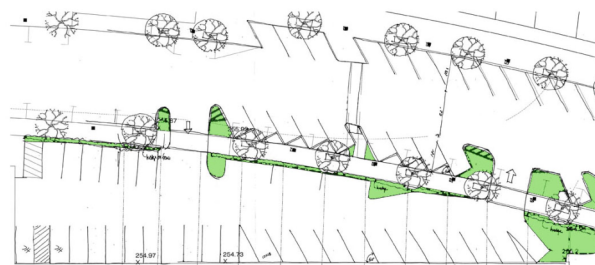
- More parking
- Traffic calming

Issues

- Relocate 4 lights
- Remove 4 trees
- Plant 4 new trees
- New construction for curbing and sidewalk
- Relocation of access walk
- High cost

Option L-3

Option L-3 offers more on-street parking spaces, while the lot has 32 spaces, the same lot count as proposed in option L-1. The greater number of spaces comes from diagonal on-street parking, which increases parking on Keswick Avenue in front of the shopping center parking lot from 10 to 17.



Please note that the parking counts described below are just in the area known as “area of modifications under consideration”.

	On-lot spaces	On-street spaces	Total spaces
Existing (not-to-code)	39	14	53
Proposed L-3	32	17	49

Benefits

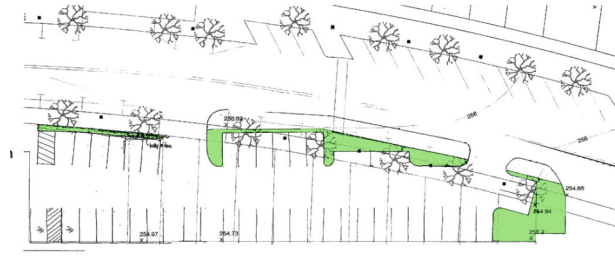
- Increased on-street parking
- Decreased lane width for more traffic calming
- Reduced width of existing entrance to parking lot

Issues

- Concern has been raised about diagonal parking on both sides of Keswick Avenue.

Option L-4

This option has one-way circulation and bumps the curbing out into the street. The design increases parking in the lot and removes parking on the street. The proposed lot has 42 spaces and 10 on-street spaces totaling 52 spaces, or one less than the existing condition.



Please note that the parking counts described below are just in the area known as “area of modifications under consideration”.

	On-lot spaces	On-street spaces	Total spaces
Existing (not-to-code)	39	14	53
Proposed L-4	42	10	52

Benefits

- Increased on-lot parking
- Decreased lane width for more traffic calming
- Reduced width of existing entrance to parking lot
- Increased pedestrian space on west side of Keswick Avenue

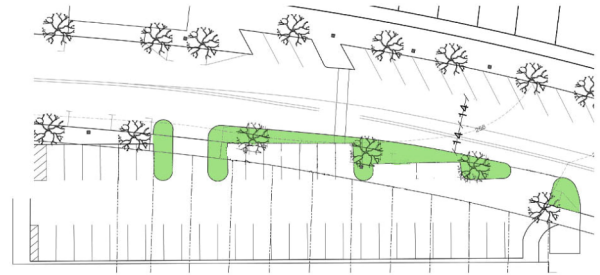
Issues

- High cost of construction

Option L-5

This design, while similar to L-4, includes a widened sidewalk at the front of the shopping center. The existing sidewalk on the street edge has been removed. The total number of spaces is 45, a net loss of 4 spaces.

Please note that the parking counts described below are just in the area known as “area of modifications under consideration”.



	On-lot spaces	On-street spaces	Total spaces
Existing (not-to-code)	39	14	53
Proposed L-5	42	5	49

Benefits

- Increased on-lot parking
- Decreased lane width for more traffic calming
- Reduced width of existing entrance to parking lot
- Increased green space on west along Keswick Avenue

Issues

- High cost of construction

Traffic Calming**Pedestrian Safety**

One of the key concerns that was voiced by the public was the need for increased pedestrian safety. There are a series of different issues in Keswick, including cracked sidewalks, non-compliant ADA ramps, crosswalks that are not visible enough, and high rates of vehicle speed. Pedestrian safety is also closely linked to the streetscape improvements and parking.

Traffic calming measures, which were begun as an outgrowth of the initial Revitalization Study, will greatly reduce the potential of pedestrian conflicts. It is recommended that the following additional traffic calming initiatives be undertaken to enhance what have already been completed:

Gateways

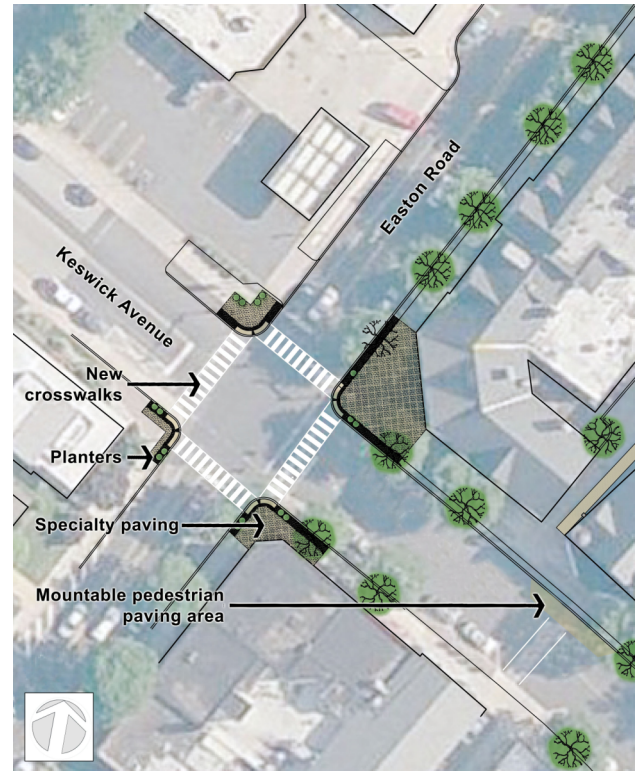
There are two gateways into the commercial district of Keswick village: the intersection of Keswick Avenue and Easton Road, and at the intersection of Abington and Keswick Avenues. However, these two areas are quite dissimilar.

The Keswick and Easton gateway is where most people enter Keswick Village. The SEPTA Route 22 bus stops at this location on its route from Warminster to Olney. This gateway has a number of positive features. For example, the topography of Easton Road at the intersection of Keswick Avenue is a defined valley. Additionally, the Tudor style of Keswick Village on the south side of the intersection creates a distinct architectural impression.

For example, the condition of the sidewalk and curbing appears to be worn and need of restoration. However, the ornamental lighting is in good order and the trees are maturing nicely to provide needed shade over the sidewalk. Street furnishings are limited to a trash receptacles and a bike rack. The Route 22 bus has two stops at this location, but there are no amenities to support public transit. On the north side of Easton Road, the existing land uses and architectural quality are quite different from the south side with a gas station and the renovation of an older residential building into a funeral home at the intersection.

At the Abington and Keswick intersection there is an abrupt change from residential to commercial land use. The land use on the northeast corner is a car repair facility, with many parked cars and very little buffer between the parking lot and the sidewalk, which appear to be unsightly. The land use to the northwest is rather stark, contemporary architecture, which is in contrast to the Tudor style that has helped to define the Keswick area. The cartway in this area varies between 44 and 46 feet, which is wide for two travel lanes plus two parking lanes. The streetscape

enhancements that were installed as part of the first Redevelopment Plan start at the intersection of Abington Avenue and Keswick Avenue. The existing high vehicular speed along Keswick Avenue is a primary concern relative to pedestrian safety in the Keswick commercial district.



Keswick Avenue and Easton Road Gateway

Easton and Keswick Gateway

The look of the intersection of Easton Road and Keswick Avenue should be refreshed to create an inviting place that is sympathetic to the architectural quality. To achieve this goal, specialty paving should be installed at the intersection on all four corners with new crosswalks and new ADA ramps. To make the intersection more attractive, the installation of planters at each corner, located no closer than 18" behind the curb, would create attractive seasonal interest.

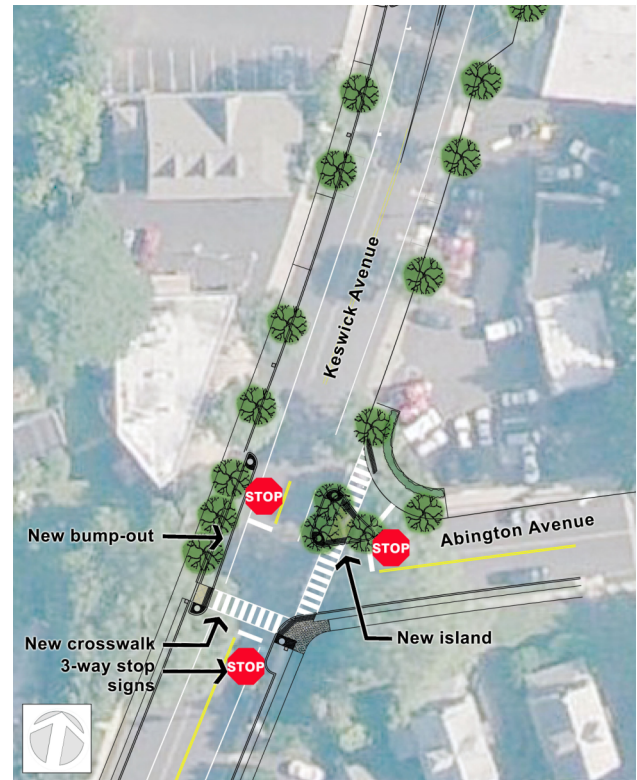
Abington Avenue Gateway

Two gateway concepts were developed for this location. The first was a roundabout, dimensionally the same as the existing roundabout in the Village. However, the feasibility of the roundabout is lessened since it would involve the acquisition of adjacent private land due to its required size.

The second concept involved redesigning the existing intersection to make it safer for pedestrians by including a three-way stop, reduced lane width and gateway amenities. The design has an island separating right and left turning traffic on Abington Avenue, which greatly benefits pedestrians crossing Abington Avenue. The intersection also has a bumpout on the west side of Keswick Avenue, reducing the width of the roadway, but still allowing for full-width vehicle and bicycle lanes. The bumpout can be designed as a rain garden to cleanse storm water, helping the community move toward the goal of stormwater runoff reduction. An additional bumpout on the right side of northbound traffic on Keswick Avenue would also reinforce the perception of the need to slow down. Within the gateway decorative paving and planters would provide better definition of the gateway.

Existing Roundabout

The traffic control of the roundabout should be altered to meet new Pennsylvania code. Vehicles entering the roundabout on southbound Keswick Avenue need to either stop or yield to the vehicles in the roundabout, accomplished by adding stop or yield signs. Since all other entrances to the roundabout have stop signs, a stop sign should be placed to control southbound Keswick Avenue traffic. This simple alteration will dramatically slow the speed of traffic between the roundabout and Abington Avenue, and it will make the crosswalks at the roundabout safer for pedestrians. In addition to stop signs, there need to be signs that say “Yield to Pedestrians” within the roundabout.



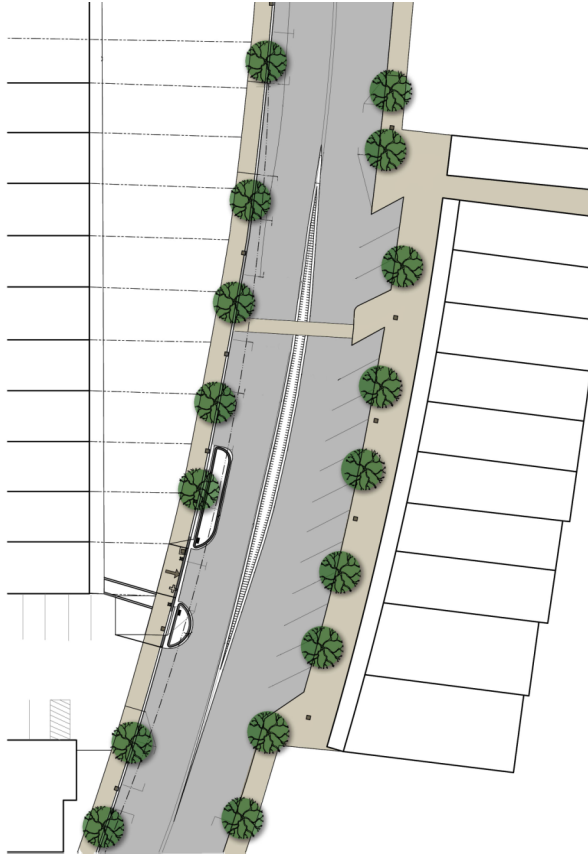
Keswick and Abington Avenues Gateway

In-ground Lighting at Crosswalks

At the mid-block crosswalk in the 200 block of N. Keswick Avenue, add either in-ground flashing lighting or a flashing light that can be activated by the pedestrian to stop traffic.

Roadway Lane Reductions

For a significant portion of Keswick Avenue, between the roundabout and Abington Avenue the roadway is overly wide. The width of the lanes could be reduced by creating an area in the center of the roadway that could be defined by differentiated pavement coloring. This would separate oncoming cars, and create a refuge in the middle of the lanes for pedestrians at the existing mid-block crosswalk. In addition there would be space for bicycle lanes through a majority of this block, although near the roundabout the lanes would need to end. Studies have shown that making lanes narrower helps to reduce vehicular traffic speed.



Keswick Avenue lane reduction

Street Furniture

Benches

The installation of benches at regular intervals throughout the Village would provide people with marginal strength the ability to traverse the Village with resting places along the way.



Various bench types

The benches should be placed in the zone between the area of the tree pits and the curb. The best orientation for the bench is to face the buildings so that people can watch and interact with pedestrians. It is best to locate the benches in the vicinity between the striped line that separates the parked cars so that the bench does not obstruct doors or someone getting out of their car. The following areas are recommended for benches:

■ N. Keswick Ave. between Easton Road and the round-about

- 2 benches on the north side of the street
- 2 benches on the south side of the street

■ N. Keswick Ave. between the round-about and Abington Avenue

- 3 benches on the north side of the street
- 3 benches on the south side of the street

■ Easton Road between N. Keswick Avenue and Parkdale Avenue

- 2 benches on the east side of the street

■ *Total: 12 benches*

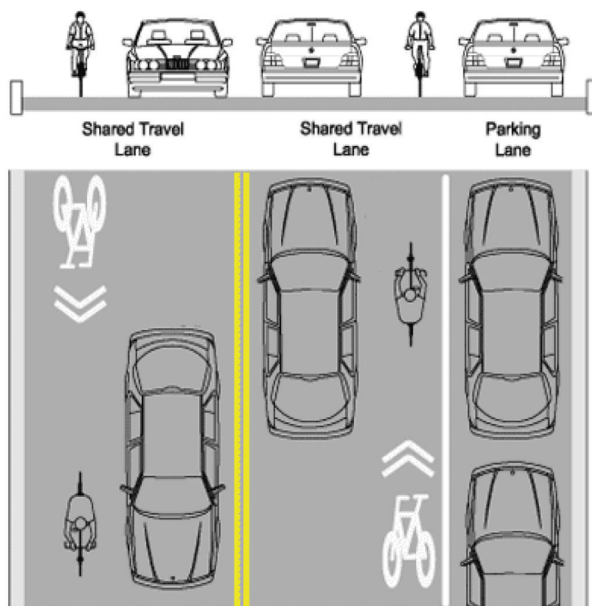
Bicycle Facilities

Keswick Village can become a bicycle-friendly community with a few small infrastructure projects to create safer streets and develop bicycle-parking areas. There is enough space on Keswick Avenue to add a bike lane and have a separated vehicle lane south of the circle. From north of the circle to Easton Road the use of sharrows, a bicycle symbol painted onto the road, would allow bicycles to more safely share the road.

Bicycle parking should be located so that there are “many eyes” on the bicycles, in areas that are well populated, such as near the driveway into Penny’s Flowers and near the intersection of Easton and Keswick Avenues. Bicycle parking can also be branded or sponsored by local businesses.



Typical bicycle rack

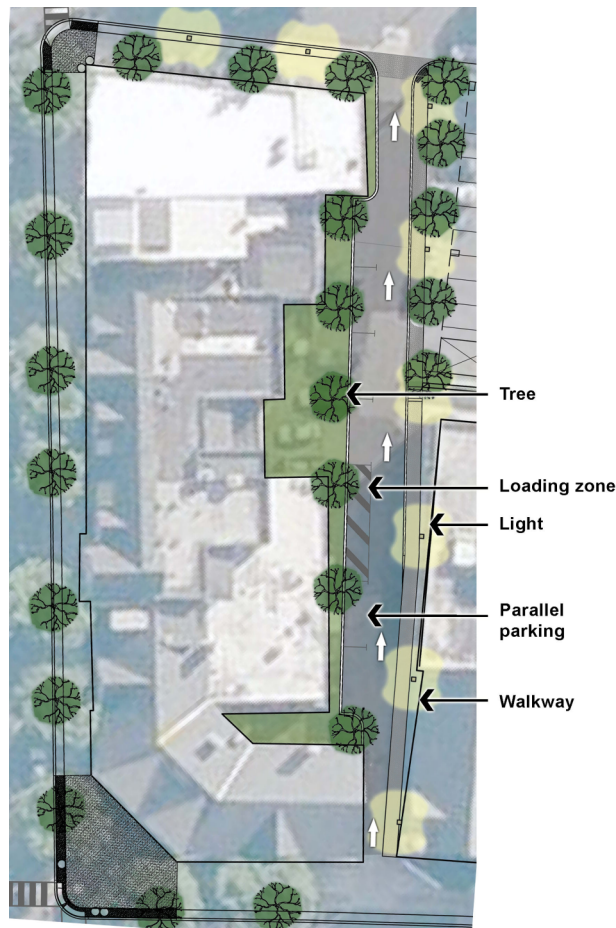


Sharrows (above) and bicycle lane marking (below)

Alley Improvements

Keswick Theater Alley: The alley adjacent to the theatre should be designed for one-way traffic, with the entrance to the alley between the Keswick Theater and A New You and the exit on Parkdale Avenue. Service vehicles using the alley would have a safer entrance to the alley. A pedestrian spine in the alley with ornamental lighting and trees along with organized parallel parking would increase the aesthetics and safety of the alley. The replacement of the current bollards with decorative bollards and depressed curbing to delineate parking/no parking areas would increase the aesthetics of an otherwise service-oriented area while keeping the alley pedestrian friendly. Increased lighting would make the alley more conducive to pedestrian traffic when performances at the Keswick Theater are taking place during evening hours. This alley has the potential to become an essential pedestrian thoroughfare with connections to public parking areas. Necessary infrastructure additions would be required, but this area has the potential to become an important pedestrian connection.

Gerhard's Alley: The parking alley that stretches behind the shops and apartments from Gerhard's to Glenside Nails needs repaving, parking lot striping, and additional lighting. The new lighting can be the same fixture used for the street lighting, but it can be set onto a bracket that is attached to the building. Attractive fencing should also be placed to hide the trash receptacles. This enhancement should also make the area more attractive for use by the residents, who currently leave their trash out on the street in front of the retail shops. It is also recommended that the rears of buildings be upgraded with new paint and uniform signage to identify the businesses, where appropriate.



Alley improvements at Keswick Theater

It was noted that the current parking lot paving does not extend to the rear of the lots because of the grade. With the use of retaining walls, it would be possible to extend parking further back on the lots, thus creating more usable space and improving circulation. This alley is not well suited for public use; signs should note that parking is by permit only for business employees and residents.

Adams Discount Pharmacy Alley: The alley located behind Adams Discount Pharmacy has a single access with poor visibility. The parking area needs to be better defined with new paving and striping. Additional lighting is also needed, which could be a bracketed form of the existing streetlight. This alley is not well suited for public use for security reasons; signs should note that parking is by permit only for business employees and residents.

Street trees

The existing street trees have grown to an impressive size and help to define and differentiate the pedestrian and vehicular areas of the public rights-of-way. They have important environmental benefits, including cooling buildings in the summer, cooling sidewalks for pedestrians in summer, and reducing CO₂ emissions. They also screen some of the less desirable buildings in the Village.

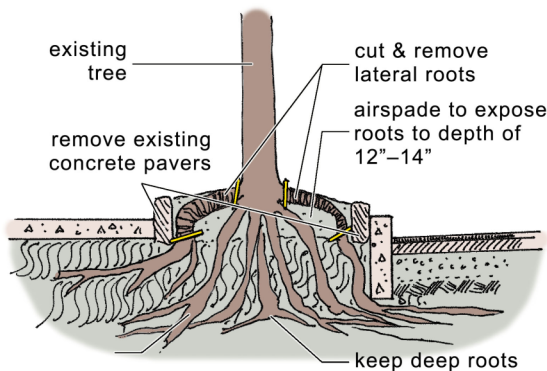
These trees have also created a few issues in the Village. Some sidewalks have been cracked due to tree root growth. Additionally, tree pits have been edged and elevated, which has created tripping hazards, and the raised edging is frequently struck by car doors. The edging was placed loosely to prevent soil from washing onto the pavement. Therefore it frequently tilts off-of-vertical.

To rectify the negative issues with the trees, there are a few possible ways to move forward.

- In areas of damage, reconstruct the sidewalk by removing the existing sidewalk.
- Air spade the soil within the tree pit to expose all roots to determine which are most important, and root prune the trees' most elevated roots and retain the deepest roots that are directed under the pavement. To achieve the optimal result, it may be necessary to enlarge the tree pits with a saw. Reconstruct the pit with structural soils and aeration piping for the trees, so that roots can gravitate deeper into the soil.

It is advisable that this process be tested on a few key tree pits before the program is expanded throughout the district.

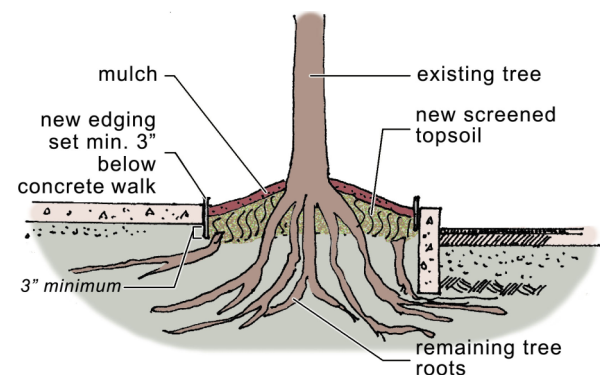
- When complete the soil new soil level should be below the elevation of the sidewalk. Bricks or steel edging can be placed around the perimeter of the pit to retain the mulch.



New Pedestrian Connections

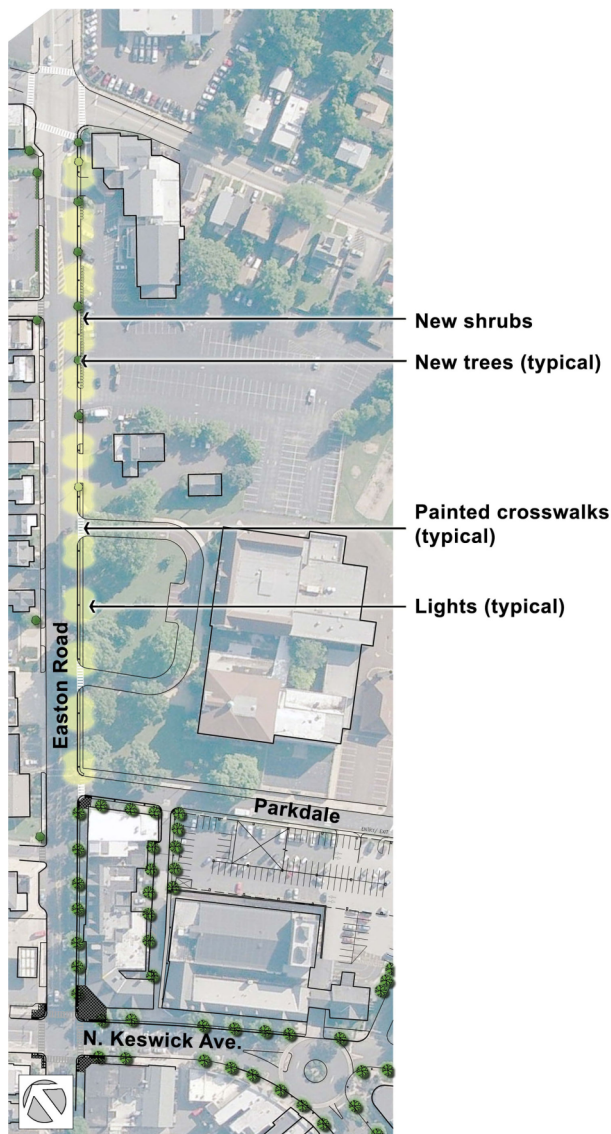
- Create a vibrant pedestrian connection between New Life Church parking lot and Keswick Village:

The significant amount of parking at the New Life Church on the corner of Jenkintown and Easton Roads would be very beneficial for use during theatre events. One of the issues with this is that the sidewalk on the south side of Easton Road from New Life to Parkdale Avenue is not well lit. This pedestrian connection would need to have lights installed. When the lights are put in, decorative paving for the electrical conduit for the lights could be installed between the curb and the existing concrete that would remain after the trenching and rebuilding of the sidewalks.



Other Streetscape Enhancements

There are a few other areas that were identified for streetscape enhancement: provide bump outs, crosswalk enhancements, and specialty pavement at the intersection of Jenkintown Road and Easton Road, install new decorative lights from Abington Avenue to Mt. Carmel Avenue, install new decorative lights on Parkside Avenue and Donaldson Avenue, add flower basket brackets and metal flower baskets to all light fixtures within the district, add banner



New pedestrian connections from New Life Church to Keswick Village

poles to announce village events along Easton Road, install a decorative wall to hide the parking lot at the corner of N. Keswick Avenue and Abington Avenue, and provide for a small shed where materials for special events could be stored.

Wayfinding

Wayfinding has been viewed from two perspectives for this report: within the Village itself, and from regional roadways to bring people into the Village.

Within the Village, a revised signage strategy for parking and wayfinding could clearly articulate to visitors and patrons where parking is available, especially during event days to accommodate overflow of parking. This information can also be provided to businesses to distribute, on the Village website, and should include pricing information. This information should be linked to the Keswick Theater website as well, as the theater is a major factor in parking and transportation patterns.

This report cannot define signage that directs people to park on private property, even though this practice does occur on a fairly regular basis. (In the Appendix, there is a draft agreement for the Township of Abington to work with when there are potential opportunities to develop public/private parking opportunities.) Once there is an agreement with a landowner that allows public access and metering on the private lot, then a parking sign, such as the one illustrated within this report, can be developed to direct patrons to the parking lot. All parking signs must be set a minimum of 18" away from the curb and include a break-away base.

There are two primary ways that people use to get to Keswick Village from the surrounding region, one from Willow Grove via Easton Road. the other from Route 309.

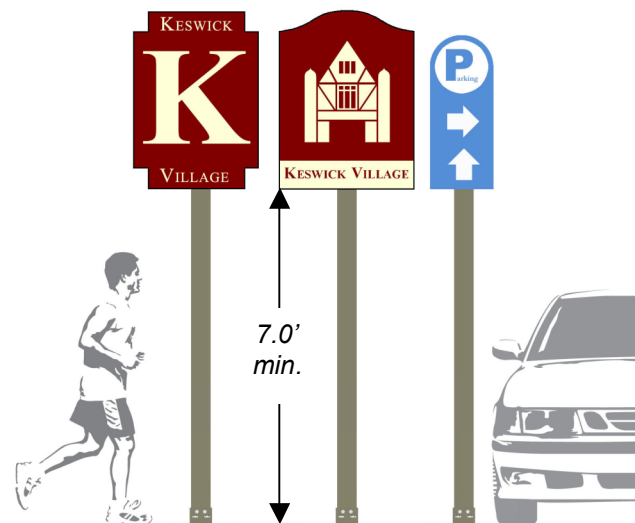
Wayfinding from Willow Grove

Directional signs to Keswick should be located at the following intersections along Easton Road: Old York Road (Route 611), Moreland Road, Welsh Road, Woodland Road, Bradfield Road, Susquehanna Road, Edgehill Road, Jenkintown Road, and Keswick Avenue.

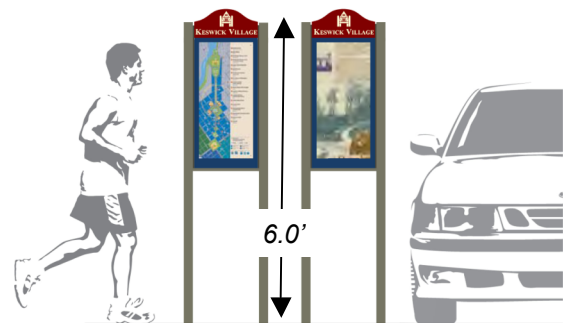
Wayfinding from Route 309

From Route 309 signs are needed for motorists exiting at the north and southbound ramps, on Easton Road where Limekiln Pike turns left near Church Road, and at intersections with Waverly Road, Mount Carmel Avenue, and Keswick Avenue.

The following are example of the types of signs that could be developed for Keswick. These signs must be constructed per PennDOT requirements so that they are placed at least 18" away from the curb, similar to a light fixture, and they must be designed to break away at the base. We have illustrated two wayfinding branding sign options, one showing an image of the Tudor architecture, for which the area is known, the second option showing the familiar "K", which is used currently. Both options retain the maroon color that has been identified with the Village.



Gateway and parking signs



Village information signs

Economic Development Initiatives

Conditions

The Keswick Village commercial area encompasses retail and service activity, particularly medical office uses, focused on N. Keswick Avenue between Easton Road and Mt. Carmel Avenue. Keswick Village is fairly traditional in scale, with two- and three-story buildings containing ground-floor retail lining Keswick Avenue and Easton Road with small office or residential uses above.

For this current assessment as part of the Keswick Revitalization Plan Update, and using a business inventory provided by Abington Township, the earlier inventory of *Cheltenham Commercial District Enhancement Plan* has been updated to reflect existing conditions in 2011.

The current assessment has identified 53 operating retail businesses in the Keswick Village Commercial District, compared to 50 businesses in 1999. While only three additional retail businesses have been added to the commercial district since 1999, the overall store mix has evolved significantly in four distinct ways:

- 24 retailers open in 1999 are still operating today
- 17 new retailers replaced former retail space
- 12 new retailers occupy former non-retail space
- 10 sites occupied by retailers in 1999 are now vacant, were demolished, or are occupied by non-retailers.

In terms of retail categories, the vast majority of stores continues to be “community-serving goods and services”, although the district lost two stores in this category since 1999. These include such retailers as pharmacies, florists, hair salons, bars, and restaurants. While the actual “apparel”

retailers have changed, the number of stores has remained the same over the past 12 years. “Other specialty goods” stores include music stores, book stores, gift stores, and sporting goods stores. Again, these retailers have changed, but the number of stores only changed slightly since 1999 from seven to eight. “Home furnishings” stores, however, have doubled from four to eight, and Keswick Village appears to be developing a niche in this category. This category of stores includes appliances, furniture, and other retail goods for the home. Finally, the number of “other retail” stores has also remained the same, although the businesses themselves have changed. This category includes auto parts and used clothing.

Despite these many areas of change in the Keswick Village commercial district, the overall change was about a 6% increase in retailers between 1999 and 2011, indicating a stable-to-healthy retail environment. The relatively few vacancies are a testament to this success.

Commercial Area Strategies

Considering these conditions, the economic basis for continued economic development Keswick Village draws on the following general enhancement strategies. More specific and targeted recommendations will require a more in-depth market analysis, examining the retail supply and demand of the trade area in detail.

■ Supplement the existing high quality home furnishing and improvement stores

Keswick Village appears to have a developing niche of high quality home furnishing and improvement stores located near Gerhard's Appliances. In addition to Gerhard's, these retailers include Keswick Flooring, Keswick Kitchen & Bath, and

Matus Windows. Although retail demand for Keswick Village was not calculated as part of this market analysis, and therefore actual store space potential is not known, opportunities may exist for additional retailers in this category that would supplement and further strengthen the existing niche of local home improvement merchants attracting customers from outside the immediate neighborhood. The Township should consider a more in-depth analysis of the Keswick retail supply and demand to determine the exact opportunities and approach for recruiting additional retailers of this niche. While there are very few opportunities for additional businesses in terms of existing vacancies, except for limited space on Easton Road, the Township should consider targeting this niche as vacant space becomes available.

■ **Add more restaurants to serve both local residents and people from outside the Keswick area**

Keswick Village currently has very few sit-down and fine dining restaurants. As home to the Keswick Theatre, the commercial district is a regional destination for theater-goers who often like to combine a meal with a show. Although a detailed analysis was not completed, it appears that there are opportunities for additional full-service restaurants that could serve both nearby residents and visitors attending the theater. While the existing sewer moratorium and lack of parking currently prohibits additional restaurants from opening in the area, the Township should consider an approach for recruiting additional restaurants once this sewer restriction is lifted and the parking strategy is implemented. As with the home furnishings/improvement niche, there are very few store vacancies that could

accommodate immediate restaurant growth. The average restaurant or store tends to be about 1,500 to 3,000 SF. However, as space becomes available, the Township should consider expanding this opportunity.

It should be recognized that restaurants also increase demand for parking; this is particularly apparent at peak times. While the New Life Church has not minded the occasional use of their parking facility by patrons of the Keswick Theater, they have stated their objections to its everyday use. However, additional parking would be needed to support additional restaurants. However, additional parking would be needed to support additional restaurants. To satisfy this parking need for additional restaurants, one possibility would be to use the parking lot owned by the New Life Church for a central valet parking service. Another option would be to construct a parking garage. In addition, this study includes an analysis of future deck parking behind the Keswick Theater to provide parking to accommodate future restaurant and businesses within the area.

■ **Address the needs of existing businesses and identify opportunities to assist with their expansion**

With all the discussion of attracting new businesses, the Township must not forget the importance of its existing businesses, many of which have been in the Village for decades. Therefore, the Township should ensure that the needs of existing businesses are acknowledged and addressed if possible so they can remain viable, whether it's financial, promotional, or procedural assistance. Furthermore, in a similar fashion, the Township should support businesses that express interest in expanding their operation.

■ **Promote the facade improvement grant program**

The Abington Township Business Grant Program provides grants to commercial property owners or business owners with property owner approval to encourage the restoration of building facades and enhance the appearance of storefronts in the commercial areas of the Township.

Improvements must adhere to Township architectural guidelines and must contribute toward job creation for the business. This is a competitive program and funding is limited.

Within the Appendix of this report are the façade improvement recommendations from the first Revitalization Report, which are still applicable.

■ **Investigate loan programs for existing business expansion and development**

In addition to grants, low interest loans can be equally as important to businesses for financing improvements, expansions, and other financial needs. Businesses can pursue such loans through local banks or contact the Small Business Administration for further assistance on applying for low interest loans. The Township is a resource for businesses by offering the information on available loan programs on its website.

■ **Consider the various state funding sources/programs for business district improvement**

There are also a variety of state-sponsored funding sources and programs through the PA DCED (www.newpa.com). While various programs exist for various community needs, including businesses, several could apply to assisting businesses in Keswick Village, including:

- Business in Our Sites Program
- Community Revitalization Program
- First Industries Fund
- Infrastructure and Facilities Improvement Program
- Infrastructure Development Program
- Opportunity Grant Program
- Regional Investment Marketing Program
- Local Economic Revitalization Tax Assistance (an on-going Township program)

Residential Area Strategies

As the market assessment revealed, the Keswick area is a relatively healthy housing market. This is demonstrated by a variety of housing options, very few vacancies, a very high percentage of home ownership, and fairly stable median values considering national trends. As such, housing strategies should focus on the preservation and enhancement of the existing housing stock, as opposed to the pursuit of new housing development.

■ **Enforce property maintenance codes and maintain inventory of violations**

While not an obvious problem in the Keswick area, the maintenance of housing, particularly rental housing, can be an issue in residential neighborhoods. Although recent housing transactions have been predominantly made by owner-occupants, rentals do exist in the Keswick Census Tract. Some are owned or managed by absentee landlords who live out-of-town or state. Owners do not always assign a responsible agent for property maintenance nor do they tend to the needs of the tenants and property themselves, leading to property deterioration. To protect the housing stock of the neighborhood, the Township should be sure to enforce its property maintenance codes

through warnings and fines, and keep an inventory of properties in violation of the code to monitor improvements.

■ **Discourage the conversion of single-family homes into multi-tenant units**

Although the home ownership percentage is currently high in the Keswick area, it is a condition that can fluctuate. A key to increasing home ownership opportunities, and at the same time the quality of the neighborhood housing stock, is to reduce the amount of rental housing in single-family homes. Increased rentals can increase transience, parking demand, and the need for social services. Single-family homes converted to multi-family units can also suffer from a lack of upkeep. The first step is to prevent further conversions to rental units. This could be accomplished through amendments to the Township code, or even a moratorium on property conversions. Short of a moratorium, any applications for rental conversions should be strictly monitored.

■ **Encourage the de-conversion of multi-family homes into single-family homes**

Conversion from multi- to single-family units could also be accomplished through financial incentives, which would complement a moratorium on conversions. One of the greatest impedances to decommissioning multi-family housing is expense. For conversions to be effective, incentives will most likely have to be offered to property owners to encourage the investment. Federal, state, city, and private funding sources exist for rehabilitation and home buying assistance, such as tax abatements. Several of these resources could be applied to decommissioning multi-family housing since the units would be simultaneously rehabilitated upon purchase. Grants and loans should be earmarked specifically for converting multi-family units to single-family. The Township should coordinate with financial institutions to solicit funding for this purpose.

Parking Initiatives

Based upon the field observations of parking usage, on- and off-street parking operations, and review of parking policies, the following recommendations have been made

Off-street Parking

Theater Lot

- Re-stripe the lot behind the Keswick Theater and reexamine the traffic flow within the lot, as well as revisit dumpster placement for possible consolidation.

Athena Lot

- Re-stripe the spaces in the front and in rear alley that provides parking for owners and employees.
- Addressing the dumpster configuration here as well, and addressing some vehicles that are clearly not in drivable condition.

On-street Meter Collection

- To improve revenue as well as collection efforts and to eliminate confusion, immediately add stickers to every meter with the rates and time limits.
- For possible long term enhancement, consider multi-space meters that accept cash, coin, and credit cards (and possibly include pay by cell phone technology). These multi-space meters can replace the traditional single meters that line the street. This technology will require an up-front investment that may not be recouped immediately.

These meters offer several advantages, including:

- Charges stay with the user, and cannot be transferred to the next patron (as is the case with time left on a traditional meter).

- Consolidates meter collection into fewer stops, and require collection efforts less often as they accept multiple methods of payment.
- Allows for flexible meter rates on a timed schedule. For example, parkers during the business day could pay \$0.50 cents per hour, and evening patrons on weekends could pay a flat rate for \$5 dollars for the evening. Allows for validation options for patrons who shop in local retail. (This strategy would need to be paired with restricted on-street parking in residential areas.)
- This technology could be adapted to the Athena lot utilizing similar pay-by-space technology, at a rate designed to encourage on-street turnover.

Off-street Meter Collection

One possibility could be for private lots to also set up a shared metering program, with rates and fees similar to those for on-street parking. The parking lot owners could then share/time-share their facilities under an umbrella agreement in which the mutual need for insurance, paving, cost of lighting, snow removal, maintenance, etc. might be covered from the parking proceeds. This would be of particular benefit, since some of the parking lots have multiple ownership.

Often when there is either a group of off-street parking lots and/or a large parking structure as proposed, a portion of the proceeds is dedicated to improving the streetscape, maintenance, funding seasonal promotional events, etc. Determining the actual amount of additional revenue that could be generated is beyond the scope of this study.

The following graphic illustrates the private lots where metering is feasible. This includes the Athena Plaza and Keswick Theater lots, as high priority lots, the New Life Church as high/medium priority, and Dynamic Dentistry,

the Optometrist, and Penny's as medium priority. The William R. May Funeral Home, Keswick Cycle, Weldon Fire Company, and Advance Auto Parts) lots are low priority.

Private Lots: Recommended Metering Priorities



Legend	Parking Lot	Spaces	Proposed Use	Priority
1	Keswick Theatre Lot	103	Public metered lot, event parking	High
2	Penny's Flower Lot	23	Public metered lot, event parking	Medium
3	Dynamic Dentistry Lot	19	Public metered lot, event parking	Medium
4	New Life Church Lot	196	Public metered lot, event parking	High/Medium
5	Athena Plaza Lot	41	Public metered lot, event parking	High
6	Athena–Back Alley	26	Private, employee/residential lot	Medium
7	Optometrist Lot	13	Public metered lot, event parking	Medium
A	May Funeral Home	15	Consider for patron/employee parking	Low
B	Keswick Cycle	16	Consider for patron/employee parking	Low
C	Weldon Fire Company	21	Consider for employee/patron parking	Low
D	Liberty Tax Service	12	Consider for employee/patron parking	Low
E	Advance Auto Parts	31	Consider for employee/patron parking	Low
F	Adams Discount Pharmacy	17	Private, employee/residential parking	Low
G	Campbell Funeral Home	20	Consider for patron/employee parking	Low
H	Misc. commercial lots	39	Consider for patron/employee parking	Low

Parking Policies

These following policies can be combined to encourage turnover of convenient on-street spaces and provide a more user-friendly environment in Keswick. Policy changes are typically more effective when adopted in a “package” format that is phased in over a one to two month period.

Rates

- Raise hourly meter rates to \$0.50 or \$1.00/hour.
- Consider the adoption of rates that reflect local demand; rates need not be uniform across the township, but should depend on local uses.
- Extend meter hours through 8 pm on Friday at a minimum, and on both Saturday and Sunday.

Parking Pricing

Keswick Village currently manages paid on-street parking on many of the streets as outlined in this report. This report recommends that the Village not only add metered spaces to capture additional parking revenue, both on- and off-street, but that the Village combine increased metering with a residential permit program. Because of the active businesses, including the Keswick Theater, this proactive approach to parking management will allow for the better use of resources and be mutually reinforcing, creating a more organized and effective parking system in the Village. The existing situation, which includes free parking at meters during the evening hours and in surface lots all the time, as well as unregulated parking on residential streets, creates disorganized and congested parking conditions. By providing metering and structuring a paid parking system throughout the area, Keswick Village can increase parking revenue and even dedicate that revenue to parking, streetscape, and other improvements.

Further, the consultant team recommends that the Village not implement any short term (15 to 30 minute) free parking on-street, but rather, charge appropriate rates to facilitate turnover. If desired, a

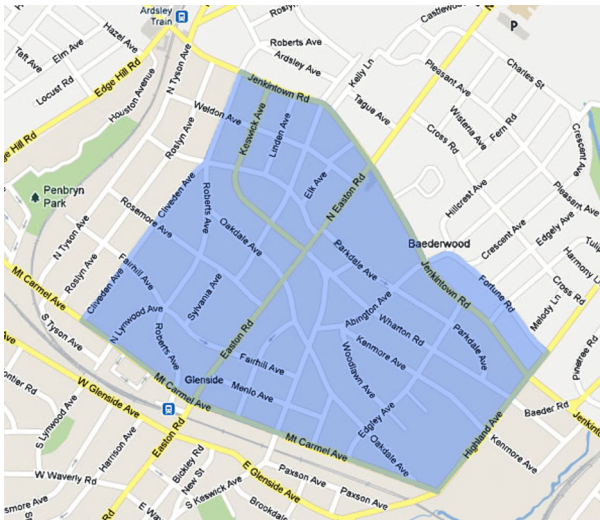
few spaces could be allocated for quick takeout and delivery services, but these be extremely limited in quantity so that these spaces are available for visitors to all local businesses. On- and off-street parking resources require allocated funds to maintain and service; paid parking should be implemented and enforced to provide a revenue stream for this purpose.

Event Parking

- Consider implementing metered parking in the Theater lot utilizing pay-by-space technology for daytime and typical use. Another alternative is to collect flat rate fees manually by staff for events only. The revenue can be applied to parking improvements within the study area or applied to support the cost of parking and traffic operations during local and community events.
- Charge for parking in the theater lot, ensuring that on-street meter rates are more expensive than the theatre lot during weekends, shows, and evenings, or consider charging “premium” parking, sold in advance with theater tickets for \$20 to \$40 in the theater lot.
- Continue to offer free parking in the New Life Lot, per the current arrangements, to encourage theater patrons to utilize this lot.
- Create designated employee parking area to provide visitors and customers with the most convenient on- and off-street parking areas. This may be achieved through specific coordination and arrangements with private lot owners and the Keswick Theater, to increase the parking supply for patrons and visitors to the theater, restaurants, and other businesses.
- Work out an agreement with the New Life Church to create a wayfinding sign program that will direct patrons of the Theater to the New Life Church parking lot. (Note: The New Life Church may wish to charge a nominal fee for parking on event nights.)

Residential Permit Program

- In the longer term, consider a residential parking permit program for the later evening hours, for on-street areas closest to the theatre. Residents may be given one or two permits per household for on-street parking with the option to purchase additional permits for a nominal annual fee. This permit program could be expanded to include the rental units in Keswick. This program can be operated by zones or list the name of the street on the actual permit.



Recommended area for residential permit program

Enforcement

- Consider adding an “anti-shuffling” ordinance, so motorists cannot move their vehicle from one space to another to avoid exceeding the two-hour time limit.
- Consider adding a “snow emergency” ordinance for on-street spaces to clear snow effectively.
- Consider adding 10 minute loading zones for business owners to load and unload, rather than leaving this to chance and the discretion of the PEO.
- Increase enforcement hours past 6:00 pm on Friday, at a minimum, and ideally through 10:00 pm on events and weekend evenings.
- Increase the current citation fee of \$20 to act as greater deterrent to scofflaws. In addition, implement a variable rate for repeat offenders with multiple citations.
- Currently all tickets are hand written and entered by PEOs. The immediate adoption of hand-held units would save significant time and eliminate conflicts and ticket disputes.
- Utilize manual chalking in the interim, but consider equipping the patrol cars with a License Plate Recognition (LPR) system in the near term to increase the efficiency of staff covering a wide area.
- Increase the enforcement of paid parking; field observation included multiple vehicles that did not pay and were not ticketed. Additional staff is needed as there is not sufficient manpower assigned to this task.
- Residents expect multiple warnings before issuance of a ticket; this can lead to abuses of leniency as well as the system as a whole. Parking Enforcement Officers should be trained and expected to enforce all ordinances consistently, while educating visitors, residents and business owners on the same ordinances.

- In the longer term, undertake a comprehensive review of the Township's enforcement areas, efforts and staffing policies.
 - Given the size of the Township and the many areas covered, it may be advisable for the Township to reassess providing enforcement services to private entities, such as Abington Hospital, or provide said services for an annual or monthly fee. This will allow for additional PEO's to be hired to adequately perform the required tasks.
 - Consider increases in staffing to allow for adequate coverage of the Township, and the Keswick area in particular. This would allow enforcement to extend into the evening hours, on weekends, and during events.
- Develop municipal parking lot(s) similar to those in Glenside, to accommodate parking demand. The Athena and Theater lots, as well as other private lots in the immediate vicinity, could be considered as candidates for the creation of public, metered lots.

Initiating consistent policies as detailed above, and installing clear and effective signage eliminates ambiguity and false expectations. These consistent policies and enforcement will increase revenue generation through meters as well as citations.

Safety Strategies

- Clearly delineate the pedestrian crosswalks at Wharton Road and Keswick Avenue with signal lights and signage to increase pedestrian awareness. Consider raised crosswalks, in-pavement warning lights, use of pavers or other surface coating within crosswalks to define pedestrian paths, and other methods (i.e. speedbumps), to reduce vehicle speed.
- Eliminating blind spots for cars (and pedestrians) exiting parking lots and side alleys by removing or adjusting the parking layout to increase vehicular and pedestrian visibility, e.g., Gerhard's alley, Abington Bank exit.
- Address the one-way sign at Parkdale Avenue, now that the school building is not in use. This signage should be altered or removed, as it creates confusion and possible traffic hazards on Easton Avenue.
- Install a mirror to view oncoming cars at the corner of side alley of Belle Amie Salon.

Parking Garage Strategy

The Keswick Theater currently only provides for 24% of its parking requirements on the lot behind the Theater. As noted, the lack of available parking has had a negative impact upon the adjacent neighborhoods due to the overflow parking on nearby streets during Theater events.

Insufficient parking also negatively influences the growth of existing and new businesses. The development of a parking structure located conveniently in the center of the business district can serve as an essential catalyst for new businesses and will further define the Village of Keswick as a destination.

To meet the existing and future parking needs of the community it is recommended that a deck parking solution be included in the menu of choices. When considering the best location for a

parking structure, there are a number of factors that go into consideration;

- Where will the parking structure create the most pedestrian pass-by trips that will enhance commercial development?
- Where is the best area for a parking structure to provide the most efficient layout?

For this report the project team was limited to one site, the existing parking site behind the Keswick Theater. It should be noted that this site was chosen, according to Township officials, because it was the only site on which a landowner expressed any interest in accommodating structured parking. As part of the on-going process, further negotiations will have to take place with the landowner to finalize the feasibility of structured parking.

This lot has the following constraints:

- Instead of the required 120 foot width for two full bays, there is approximately 100 feet of lot width available.
- There is a lot of slope from Parkdale Avenue to the Theater.
- There is a need to provide for access by tractor-trailers and buses to the theater without compromising the parking garage. There is also the need to provide sufficient parking and drive-in access to the bank adjacent to the theater.
- The theater has a retaining wall in the vicinity of where the footings for the proposed parking structure would have to be located. An engineering study is needed to see whether this would be feasible or too costly.
- The theater also has problems with water running through the basement. Any improvements must not make that any worse.

Parking Structure Functional Options

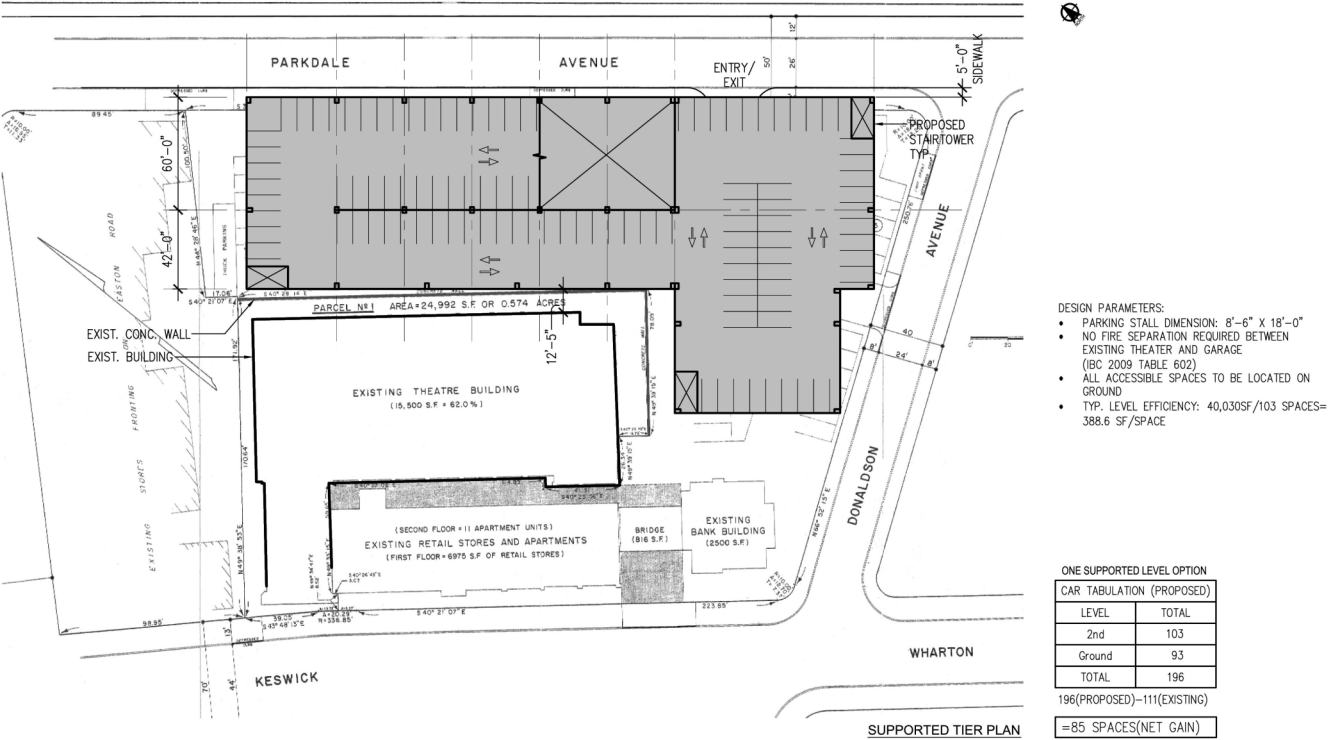
Two possible functional layouts for the parking structure on the parking lot immediately behind the Keswick Theater have been prepared for this report.

Option 1

Option 1 provides a two-bay parking structure consisting of a grade level and one supported level. There are 93 spaces at grade and 103 spaces on the second level, for a total of 196 spaces. The structure is approximately 300' in length with an "L" configuration taking up a majority of the existing parking lot. With the replacement of the 111 spaces on site, this layout achieves an 85 space net gain. This concept achieves an efficiency of 388 square feet per space, which will translate into a more expensive cost per space. The design impacts bus and truck access to the lot, which is critically important to theater operations.

The concept utilizes the existing site grading to minimize excavation within the footprint, of precast construction utilizing a combination of stacked walls panels integrated with beams and columns. The concept requires no fire separation, since the structure is located 12.5' away from the Keswick Theater, exceeding the 10' minimum distance comfortable. In addition, the structure remains an open structure, without a need for mechanical ventilation.

The architectural facade will complement the adjacent uses/buildings, as well as the character and branding of Keswick Village. Further architectural enhancements include articulations and reveals and sandblast variations in the precast panels. One main stair/elevator tower is proposed to serve the majority of patrons, with other stairs as required by code for egress. The building perimeter, in particular along Parkdale and Donaldson Avenues, will be provided with landscaped buffers to soften the exterior.



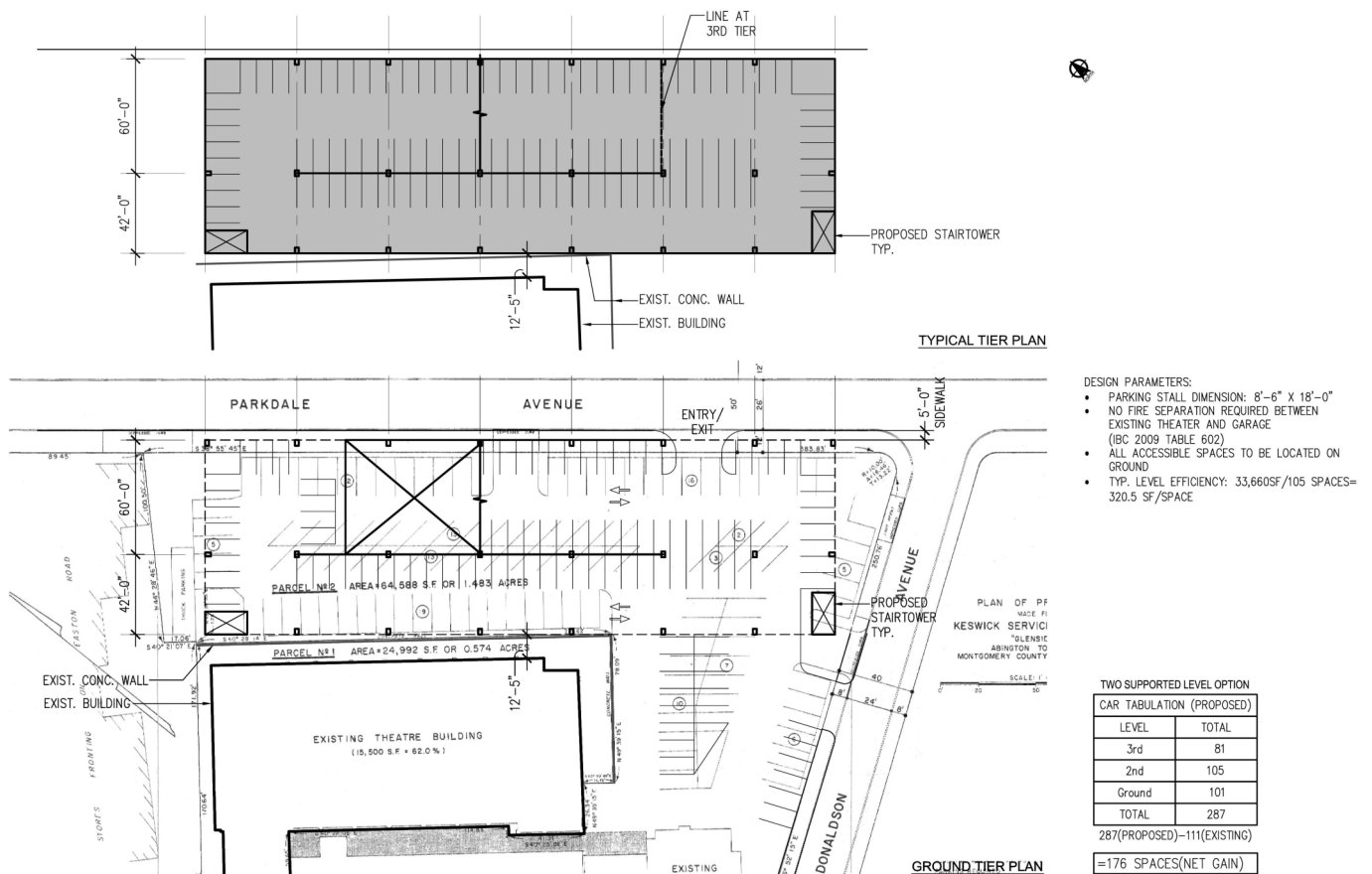
Option 1

Option 2

Option 2 provides a two bay, two level garage consisting of a grade level and two supported levels. It contains 101 spaces at grade, 105 spaces on the second level, and 81 spaces on the top tier for a total of 287 spaces. The structure is approximately 300' in length and 102' in width. With the replacement of the 111 spaces on site, this layout achieves a 176 space net gain. This concept achieves an efficiency of 320 square feet per space,

which will translate into a more economical option. Further, the design maintains complete bus and truck access into the lot for the theater operations, which is represented as surface parking.

This option also utilizes the existing grading and pre-cast construction, and maintains the appropriate fire separation and provisions for an open structure. The architectural facade will be approached as with Option 1, with architectural interest as noted and landscaped buffering.



Option 2



Proposed parking structure concept

Comparison of Options

Based on an evaluation of the two potential concepts, Option 2 is the better option, due to a gain in efficiency of 68 square feet per space (388 versus 320 SF/space), as well as the additional gain in spaces for the estimated cost.

Utilizing \$50/square foot as a benchmark for construction:

Option 1

$$196 \text{ spaces} \times 388 \text{ SF/sp} = 76,800 \text{ SF}$$

$$76,800 \text{ SF} \times \$50/\text{SF} = \$3.8\text{M}$$

- Approximately \$19,400/space for 196 spaces

Option 2

$$287 \text{ spaces} \times 320 \text{ SF/sp} = 91,840 \text{ SF}$$

$$91,840 \text{ SF} \times \$50/\text{SF} = \$4.6\text{M}$$

- Approximately \$16,000/space for 287 spaces

For an additional \$800,000 Option 2 provides 91 more spaces, for a total of 378 parking spaces.

This would drop the cost to \$14,285 per spaces, which makes this the more affordable option.

Determining Feasibility

As part of the feasibility there are a number of additional issues that need to be developed and considered.

First, it should be noted that the above figures are based upon the cooperation of the landowner and do not include any land costs. As noted above, when it is decided to further explore the feasibility of the parking structure it will be necessary to finalize negotiations with the landowner.

Second, the annual operating budget for a parking garage as noted here is approximately \$100,000 per year. This includes snow removal, electricity, and operating personnel.

Third, while it may be possible to obtain a grant for the design and engineering of the parking structure, it is important to factor in the

cost for the cost for paying off the bond over a certain number of years.

The projected income needs to be developed to make certain that the parking structure is sustainable.

A fourth method of developing the financial feasibility of the parking structure may be to include on-grade commercial retail space or residential town houses facing Parkdale Avenue. To achieve this scenario, it may be necessary to add one more level to the parking structure.

Fifth, an additional factor that can be taken into account is setting up a leasable relationship with new businesses. For example, if a 120-seat

restaurant were to open in the Village, it would require one new parking space per 50 sq. ft. of GLA, or one per every three seats, whichever is less. This would mean approximately 40 new parking spaces for the new restaurant.

Leasable agreements can also be set up with existing businesses and landlords to provide parking spaces within the parking garage for employees or renters, on an annual or per-month basis.

The Township will need to authorize a shared parking analysis as part of its study of the feasibility of the parking garage.

Part 3: IMPLEMENTATION

Ranking of Projects by Priority

The process for implementing this plan will be entirely dependent upon the funding sources. Assuming that there is limited grant funding available, the most expeditious method for obtaining funds for the implementation of this study will be through increased parking fees as developed through the detailed parking strategy, as noted below. As the parking strategy is implemented and a detailed revenue stream is observed it will permit the Township, in partnership with the Keswick Community, to obtain bonds to fund the necessary capital improvements as outlined herein, including the eventual construction of the parking garage. For this reason, the first implementation strategy outlined herein is the comprehensive approach to parking with the related funding stream.

Parking Strategy by Priority

The following is a ranking of the appropriate steps for implementing this parking strategy:

1. *Enforcement*

This report has recommended that the current or future parking policy be properly enforced. This will require the dedication of additional staffing. It will also require some public relations, since employees and patrons have been abusing the current system. It should be noted that there can be no improvement of the current parking conditions within Keswick without first resolving the current lack of effective and consistent enforcement.

2. *Coordinate Residential Permit Policy*

In order to upgrade and have a successful metering system it is necessary to prohibit patrons from overflowing into neighborhoods where there are no meters. To do this will require the coordinated effort on behalf of the Township of initiating a residential permitting program and the installation of appropriate signage so that the permitting program can be properly enforced. Again, enforcement will have to be stepped up to accommodate this additional policy. This policy must be done before any new metering system can be initiated, otherwise the new metering system will not be effective and there will be further encroachment of patrons parking in the residential neighborhoods.

3. *Installation of High Priority Metering Systems*

The high priority metering initiative includes metering of the Athena Plaza and Keswick Theater lots. To achieve this the Township must first develop a parking agreement with the land owners that allows the public use of the lots via meters for certain times of the day. Such an agreement would also allow for rate changes, such as for the theater concerts. Part of the negotiated agreement will be the costs for days and times of metering, enforcement, maintenance of the lot, and lighting. Parking signage should also be incorporated into this phase for the two lots in question. (This strategy for the Keswick Lot is predicated upon the assumption that the parking garage will not be completed in the near term, but that the lot can be land-banked for future development.)

4. *On-street Parking Metering Upgrades*

Once the above parking initiatives are in place it will be appropriate to upgrade the on-street meters with meters that can be rate adjusted for specific dates and times, such as concerts at the Keswick Theater. Again, these new meters will have to be strictly enforced. If possible, the metering of surface lots and changes to on street meters should be implemented as a combined phase for a more streamlined approach (See #5, below).

5. *Installation of Medium Priority Metering Systems*

The medium priority metering initiative includes metering of the New Life Church, Dynamic Dentistry, Penny's, and the Optometrist lots. To achieve this the Township must first develop a parking agreement with the land owners that allows the public use of the lots via meters for certain times of the day. Similar to the high priority metering, such an agreement would also allow for rate changes, such as for the theater concerts. Part of the negotiated agreement will be the costs for days and times of metering, enforcement, maintenance of the lot, and lighting. Parking signage should also be incorporated into this phase for all of the lots in question.

(Note: it is not recommended that the remaining lots within the study area (William R. May Funeral Home, Keswick Cycle, Weldon Fire Company, and Advance Auto Parts) be metered because of their lack of visibility and accessibility. Rather, they should be posted as private lots with a separate permit system so that only residents, storeowners, and employees are permitted to park within these restricted lots. It will be necessary to sign these lots as requiring a permit and enforcing accordingly. The back alley of the Athena Plaza and the Adams Discount Pharmacy are not recommended for metering.)

6. *New Parking Garage*






























































The prior steps and policies should be completed prior to the design and construction of a new parking structure. Based upon the new current conditions, with all of the above parking strategies in operation, we recommend that a new parking analysis be undertaken in order to best predict the probable income of the proposed structure and therefore the probability of obtaining a bond to finance the new structure. The new structure will then operate under an effective on and off street parking management and rate system.

Capital Improvement Projects by Priority

The following is a list of thirty-six discrete projects that came out of the planning process for this study. These proposed capital improvement projects were developed through the on-going public participation process and the recommendations of the Steering Committee.

The Steering Committee further analyzed these projects and prioritized each one into high, medium and low priority. In the tables below the priorities are equally balanced so that approximately 1/3 of the projects are high priority and 1/3 are medium and 1/3 are low priority.

Ranking of Projects by Priority

Project	Type of Improvement			Ranking by		
	Parking	Traffic calming/ Public safety	Enhancements	High	Medium	Low
Parking structure on lot behind Keswick Theater						
Gateway at Keswick and Easton						
Gateway at Abington and Keswick Avenues						
Athena lot (Phase 2) Options 1, 2, 3, 4, 5 *						
Facade improvements of strip centers on both sides of the 200 block						
New wayfinding and gateway signage including off-site to Rt. 309/Willow Grove						
New Keswick logo and branding image for identity						
Install informational kiosk at Easton Road and Keswick Avenue						
Install trash and recycling containers compatible with robot arm trash trucks (12 containers)						
Walkway from Keswick commercial district to New Life church						
Multi-meter installation (7 meters)						
Additional benches (12 benches)						
Reconstruct areas of failed curbing and sidewalk						
In-ground lighting for crosswalks						
Intersection improvements Jenkintown and Easton						
Existing rotary: modify southbound ingress to PA state code						
Alley improvements from Keswick to Parkdale						
Install new decorative ornamental lights on New Life side of Easton Road, Jenkintown Road to Parkdale Avenue						
Install new decorative ornamental lights from Abington Avenue to Mt. Carmel Avenue						

Paint white lines at existing paver crosswalks						
Reconstruct sidewalks throughout commercial district						
Easton Road: Banner poles to announce Village events						
Lighting and improvements to alley behind Gerhard's/ Dentist						
Athena Parking Lot reconstruction (Phase 1, an egress at south end in public ROW only)*						
Remove tree pit surrounds and replace sidewalks in area of trees						
Meter pay and hours**						
Bicycle facilities, including racks, lanes and sharrows						
Center lane decorative strip, rumble strip or thin island						
Flag and flower basket mounts on all decorative street light pole						
Construct decorative wall at Keswick and Abington Avenues						
Install new decorative ornamental lights on Parkdale Avenue and Donaldson Avenue						
Shed for storage of event materials						

* Phase One to start shortly.

** Take action to formally alter the hours of enforcement and the hourly amount to 50 cents (+). Hours to be determined.

Probable Development Costs

The high priority action items have been priced out based upon detailed itemization and using current costing factors. The medium level projects have been priced out based upon a rough budgetary figure. Low level projects are least likely to be completed at this time, so they have not been budgeted out at this time. It is recommended that in the future, when they can become higher priority projects, they should be budgeted; however at this time it is not likely that these projects will be funded. Costing for low priority projects now was not done since prices for implementation may change over time.

Developing the Necessary Funding

Abington Township and the community of Keswick have shown great energy and effort in the revitalization of Keswick since the first revitalization phase was started in 1996. The success of the first phase has developed the needs that were evaluated in this second revitalization phase. Based upon the public process of this study, high, medium and low priority projects have been defined for the next phase of revitalization in Keswick. The Abington Township Board of Commissioners, the Abington Township Economic Development Committee, along with community members, should further prioritize the projects and submit applications for funding of the most important projects. This next prioritization should be based upon both need and funding availability.

This second phase of the revitalization process for Keswick Village comes at a time when funding for projects can be challenging. It will be important for the Township and the community to work together to seek funding for projects from federal, state, county, non-profits, private foundations, corporate sponsorships, and private individuals. These days, funders want to see that all participants are invested in an effort.

Abington Township should work with Montgomery County to include Keswick Village in the Montgomery County Revitalization Program, so that the Township can apply to the program for funding of projects in 2012. Other priority step includes working with owners of parking lots to develop a private-public partnership and forge agreements for using private parking lots for public use, and the possibility of structured parking.

As in the successful first revitalization effort in Keswick, a team approach needs to continue to guide the implementation process between Montgomery County, Abington Township Commissioners, and the Economic Development Committee to see this revitalization effort succeed. The ongoing effort to continue the revitalization of Keswick Village is very important; choosing the first projects to seek funding within the Montgomery County Revitalization program and meeting with property owners about parking agreements should be initiated in the fall of 2011. The goal is to have funding in place in 2012 for construction.

Listed below are funding sources for the implementation of these projects that have been prioritized above.

Funding Sources

Earlier within this report we suggested that the capital improvements that are identified within the report may be funded, although only partially, through the excess revenue that may potentially be generated through the parking strategy described herein. While this may be a most pragmatic approach, given the current limited amount of grant monies available, we have also included the following list of available funding sources for grants. While many of these funds are limited, given the current economy, they are still valuable to pursue.

Montgomery County Community Revitalization Program

The Montgomery County Community Revitalization Program was started by the County Commissioners in 2000 to help create a strategic economic development program to strengthen and stabilize the county's older communities for the long term. The program also aims to help these communities become more vibrant, livable, and attractive places to work, live, and visit. The program provides "seed" money that assists revitalization, redevelopment, and rebuilding efforts. It is hoped that these places will have an appropriate and sustainable future in the regional economy. Grants are available to specific targeted areas only, which may include entire or portions of municipalities. Municipalities may apply on behalf of an organization doing a project within the municipality.

<http://www2.montcopa.org/planning/cwp/view.a.3,q.1737.asp>

Keystone Communities Program

Assists Pennsylvania's core communities in achieving revitalization. The program designates and funds communities that are implementing Main Street or Elm Street efforts. This program will also support physical improvements to both designated and other communities that are undertaking revitalization to restore deteriorated downtowns, residential neighborhoods, and industrial/manufacturing sites. This program also provides accessible modifications for the homes of persons with physical disabilities. (This Program consolidates the discontinued New Communities, Housing and Redevelopment Assistance and Pennsylvania Accessible Housing appropriations, funding most eligible activities under these appropriations.

Components include:

- *Designation and Implementation:*
Keystone Main Streets: Funding and technical assistance for a community's downtown revitalization.
- *Keystone Elm Streets:* Funding and technical assistance for residential and mixed-use areas in proximity to central business districts remain eligible under this program.
- *Keystone Communities:* Designation and potential access to funding and Neighborhood Assistance tax credits.
- *Keystone Communities Development Projects:* Grants and grants-to-loans for physical improvements for both designated and other communities.

Accessible Housing: Housing improvements for persons with physical disabilities.

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/keystone-communities-program>

Safe Routes to School

This program enables and encourages primary and secondary school children to walk and bicycle to school. Both infrastructure-related and behavioral projects will be geared toward providing a safe, appealing environment for walking and biking that will improve the quality of children's lives and support national health objectives by reducing traffic, fuel consumption, and air pollution in the vicinity of schools.

Other Safety Issues

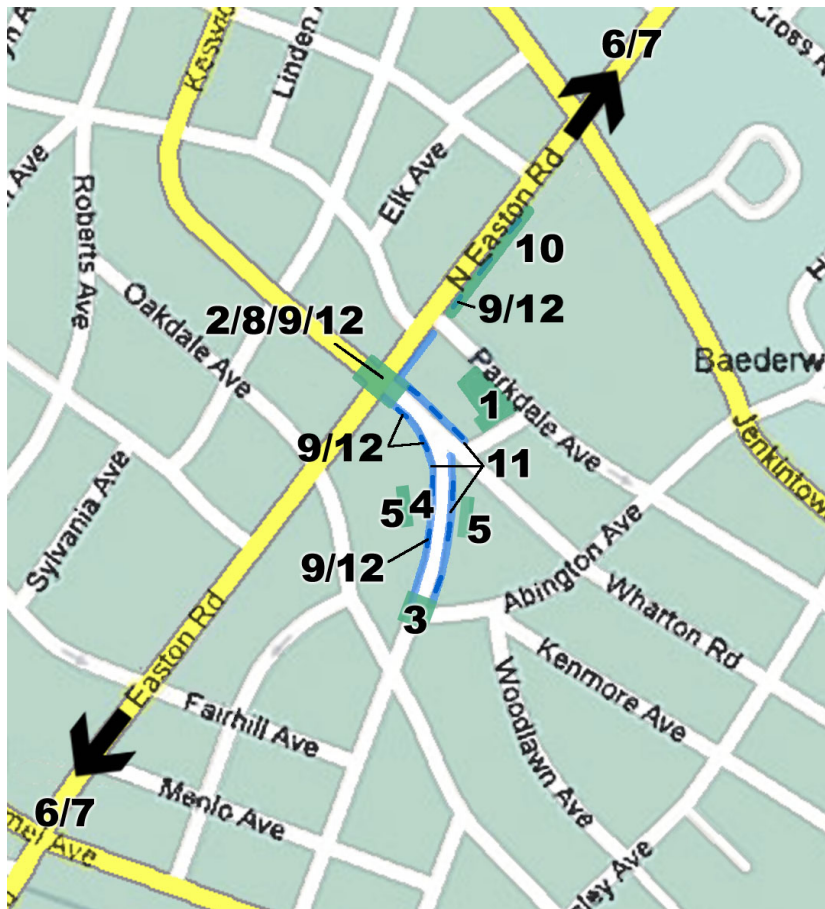
Other provisions address specific safety issues, including bicycle and pedestrian safety, improved traffic signs and pavement markings targeted to older drivers and pedestrians

Transportation Enhancements

Transportation enhancement activities continue to be funded through a set-aside of 10%, or the amount set aside in FY 2005, whichever is greater, from STP funds.

<http://www.fhwa.dot.gov/safetealu/summary.htm>

Project Locations



- 1** Parking structure on lot behind Keswick Theater
- 2** Gateway at Keswick and Easton Rd
- 3** Gateway at Abington and Keswick Avenues
- 4** Athena lot
- 5** Facade improvements of strip centers on both sides of the 200 block
- 6** New wayfinding and gateway signage including off-site to Rt. 309/Willow Grove
- 7** New Keswick logo and branding image for identity
- 8** Install informational kiosk at Easton Road and Keswick Avenue
- 9** Install trash and recycling containers compatible with robot arm trash trucks (12 containers)
- 10** Walkway from Keswick commercial district to New Life Church
- 11** Multi-meter installation (18 meters)
- 12** Additional benches (12 benches)

Estimated Project Costs

Project #1	Quant	Unit	Description	Unit cost	Item cost
Parking Structure on lot behind Keswick Theater					
Type of improvement: <ul style="list-style-type: none"> • parking • traffic calming/public safety, enhancements High priority					
	15%	LS	Sitework, excavation, utilities, demolition	\$726,000	\$726,000
	13%	LS	Cast in place concrete – foundations, slab on grade	\$629,000	\$629,000
	45%	LS	Pre-cast concrete – fabrication, transportation, erection	\$2,178,000	\$2,178,000
	5%	LS	Structural & Misc. metals	\$242,000	\$242,000
	.2%	LS	Carpentry, misc.	\$9,680	\$9,680
	2%	LS	Roofing Material, water proofing	\$96,800	\$96,800
	3.5%	LS	Alum. Curtain wall, storefronts, doors	\$169,400	\$169,400
	.5%	LS	Painting, stall striping	\$24,000	\$24,000
	.5%	LS	Specialties, signs	\$24,000	\$24,000
	3%	LS	Equipment, gates, fee computer	\$145,200	\$145,200
	1%	LS	Fire Protection, dry stand pipe	\$48,400	\$48,400
	3%	LS	Elevator (1)	\$145,200	\$145,200
	1.5%	LS	Mechanical, HVAC, floor drain	\$72,600	\$72,600
	6%	LS	Electrical, lighting, exit signs, emergency generator	\$290,400	\$290,400
	100%		Sub-total		\$4,840,000
			General Conditions@8% (Permits, bonds, prime contractor supervision, submittals)		\$387,200
			Feasibility Study		\$20,000
			Contingency@8%		\$387,200
			Total		\$5,634,400

Legend

LS = Lump sum

Exclusions:

1. Environmental Costs
2. Hazardous material removal
3. Soft Costs (Design) A&E, Geotechnical, Material Testing

Project #2	Quant	Unit	Description	Unit cost	Item cost
Gateway at Keswick and Easton					
Type of improvement: • traffic calming/public safety, • enhancements High priority	33	Cu Yd	Demolition of existing pedestrian paving	\$40.00	\$1,320.00
	1	LS	Removal of existing pedestrian paving	\$2,000.00	\$2,000.00
	301	Sq Yd	Decorative pedestrian paving	\$80.00	\$24,080.00
	8	Ea	ADA ramps	\$2,000.00	\$16,000.00
	224	Lin Ft	Demolition of curbing	\$10.00	\$2,240.00
	224	Lin Ft	Concrete curb	\$32.00	\$7,168.00
	224	Lin Ft	Pavement rehabilitation	\$10.00	\$2,240.00
	4	Ea	Tree removal	\$750.00	\$3,000.00
	4	Ea	Tree stump removal	\$225.00	\$900.00
	4	Ea	Street trees	\$450.00	\$1,800.00
	328	Lin Ft	Crosswalks (Thermoplastic 24")	\$7.45	\$2,443.60
	358	Lin Ft	Crosswalks (Thermoplastic 4")	\$1.39	\$497.62
	40	Lin Ft	Thermoplastic stop bars	\$7.45	\$298.00
	1	LS	Maintenance of traffic	\$5,000.00	\$5,000.00
	8	Ea	Planters	\$1,750.00	\$14,000.00
	1	LS	Mobilization and bonding @15%	\$12,448.08	\$12,448.08
			Sub-total		\$95,435.30
	1	LS	Design and Inspection @ 14%	\$13,360.95	\$13,360.95
			Construction contingency @ 10%	\$10,879.63	\$10,879.63
			TOTAL		\$119,675.88

Legend

LS = Lump sum
 Ea = Each
 Lin Ft = Linear Feet
 Sq Ft = Square Foot
 Sq Yd = Square Yard
 Cu Yd = Cubic Yard

Project #3	Quant	Unit	Description	Unit cost	Item cost
Gateway at Abington and Keswick					
Type of improvement: • traffic calming/public safety, • enhancements High priority	3	Cu Yd	Demolition of existing pedestrian paving	\$40.00	\$120.00
	33	Cu Yd	Demolition of existing vehicle paving	\$40.00	\$1,320.00
	1	LS	Removal of existing paving	\$2,000.00	\$2,000.00
	54	Sq Yd	Decorative pedestrian paving	\$80.00	\$4,320.00
	6	Ea	ADA ramps	\$2,000.00	\$12,000.00
	268	Lin Ft	Demolition of curbing	\$10.00	\$2,680.00
	268	Lin Ft	Concrete curb	\$32.00	\$8,576.00
	268	Lin Ft	Pavement rehabilitation	\$10.00	\$2,680.00
	3	Ea	Street trees	\$450.00	\$1,350.00
	1	LS	Landscaping	\$2,000.00	\$2,000.00
	168	Lin Ft	Crosswalks (Thermoplastic 24")	\$7.45	\$1,251.60
	1,450	Lin Ft	Thermoplastic road paint (4")	\$1.39	\$2,015.50
	50	Lin Ft	Thermoplastic stop bars	\$7.45	\$372.50
	1	LS	Maintenance of Traffic	\$2,500.00	\$2,500.00
	5	Ea	Planters	\$1,750.00	\$8,750.00
	3	Ea	Stop signs	\$300.00	\$900.00
	1	LS	Mobilization and bonding @ 15%	\$7,925.34	\$7,925.34
			Sub-total		\$60,760.94
	1	Ea	Design and Inspection	\$10,000.00	\$10,000.00
			Construction contingency @ 10%	\$7,076.10	\$7,076.10
			TOTAL		\$77,837.04

Legend

LS = Lump sum
 Ea = Each
 Lin Ft = Linear Feet
 Sq Ft = Square Foot
 Sq Yd = Square Yard
 Cu Yd = Cubic Yard

Project #4	Quant	Unit	Description	Unit cost	Item cost
Athena lot reconfiguration Opt. 1					
Type of improvement: • parking, • traffic calming/public safety, • enhancements High priority	8	Cu Yd	Demolition of existing pedestrian paving	\$40.00	\$320.00
	13	Cu Yd	Demolition of existing vehicular paving	\$40.00	\$520.00
	1	LS	Removal of existing paving	\$1,000.00	\$1,000.00
	58	Sq Yd	Pedestrian paving	\$70.00	\$4,060.00
	205	Lin Ft	Demolition of curbing	\$10.00	\$2,050.00
	205	Lin Ft	Concrete curb	\$32.00	\$6,560.00
	205	Lin Ft	Pavement rehabilitation	\$10.00	\$2,050.00
	1	Ea	Remove street tree	\$450.00	\$450.00
	1	Ea	Grind stump	\$225.00	\$225.00
	3	Lin Ft	Remove parking meters	\$75.00	\$225.00
	1	Lin Ft	Painted arrow	\$85.00	\$85.00
	1	LS	Traffic control	\$1,000.00	\$1,000.00
	1	Ea	Relocate ornamental light	\$3,000.00	\$3,000.00
	1	LS	Mobilization and bonding @ 15%	\$3,231.75	\$3,231.75
TOTAL					\$24,776.75
Project #5	Quant	Unit	Description	Unit cost	Item cost
Facade improvements of strip centers					
Type of improvement: • enhancements High priority	24	Ea	Painting facades	\$1,000.00	\$24,000.00
	24	Ea	Decorative awnings - 20 feet long	\$2,000.00	\$48,000.00
	24	Ea	Fascia enhancement above roof line	\$2,500.00	\$30,000.00
	24	Ea	New sign graphic on awning	\$300.00	\$7,200.00
	1	LS	Mobilization and bonding @ 15%	\$2,400.00	\$12,780.00
TOTAL					\$97,980.00

Legend

LS = Lump sum
 Ea = Each
 Lin Ft = Linear Feet
 Sq Ft = Square Foot
 Sq Yd = Square Yard
 Cu Yd = Cubic Yard

Project #6	Quant	Unit	Description	Unit cost	Item cost
New gateway wayfinding signage including off-site to Rt. 309/Willow Grove					
Type of improvement: • parking, • traffic calming/public safety, • enhancements High priority	6	Ea	Large square powder coated poles	\$300.00	\$1,800.00
	10	Ea	Small square powder coated poles	\$250.00	\$2,500.00
	6	Ea	Custom gateway signs	\$800.00	\$4,800.00
	10	Ea	Custom parking sign	\$450.00	\$4,500.00
	1	LS	Mobilization and bonding @ 15%	\$1,360.00	\$1,360.00
			Sub-total		\$14,960.00
	1	Ea	Design and Inspection	\$2,000.00	\$2,000.00
			Construction contingency @ 10%	\$1,496.00	\$1,496.00
			TOTAL		\$18,456.00

Project #7	Quant	Unit	Description	Unit cost	Item cost
New Keswick logo and branding image for identity					
Type of improvement: • enhancements High priority	1	Ea	Branding strategy study	\$4,000.00	\$4,000.00
			Sub-total		\$4,000.00
			TOTAL		\$4,000.00

Legend

LS = Lump sum
 Ea = Each
 Lin Ft = Linear Feet
 Sq Ft = Square Foot
 Sq Yd = Square Yard
 Cu Yd = Cubic Yard

Project #8	Quant	Unit	Description	Unit cost	Item cost
Install an informational kiosk at Easton Road and Keswick Avenue					
Type of improvement: • parking, • traffic calming/public safety, • enhancements High priority	6	Ea	Custom Keswick kiosk	\$2,800.00	\$16,800.00
	1	LS	Mobilization and bonding @ 15%	\$2,250.00	\$2,520.00
			Sub-total		\$19,320.00
	1	Ea	Design and inspection	\$3,000.00	\$3,000.00
			Construction contingency @ 10%	\$1,932.00	\$1,932.00
			TOTAL		\$24,252.00

Project #9	Quant	Unit	Description	Unit cost	Item cost
Install trash and recycling containers compatible with robot arm trash trucks					
Type of improvement: • parking, • traffic calming/public safety, • enhancements High priority	12	Ea	Custom robotic-arm trash can	\$2,500.00	\$30,000.00
			Sub-total		\$30,000.00
	1	Ea	Design and inspection	\$2,000.00	\$2,000.00
			TOTAL		\$32,000.00

Legend

LS = Lump sum
 Ea = Each
 Lin Ft = Linear Feet
 Sq Ft = Square Foot
 Sq Yd = Square Yard
 Cu Yd = Cubic Yard

Project #10	Quant	Unit	Description	Unit cost	Item cost
Improve walkway from New Life to Keswick Ave.					
Type of improvement: • traffic calming/public safety, • enhancements High priority					
	46	Cu Yd	Demolition of existing pedestrian paving	\$40.00	\$1,840.00
	1	LS	Removal of existing pedestrian paving	\$4,000.00	\$4,000.00
	4	Cu Yd	Demolition of existing vehicle paving	\$30,000.00	\$120,000.00
	129	Cu Yd	Decorative pedestrian paving	\$80.00	\$10,320.00
	6	Ea	ADA ramps	\$2,000.00	\$12,000.00
	12	Ea	Decorative lights	\$6,000.00	\$72,000.00
	12	Ea	Installation of lights	\$4,000.00	\$48,000.00
	180	Sq Ft	Vehicle paving	\$12.00	\$2,160.00
	20	Ea	Tree removal	\$750.00	\$15,000.00
	4	Ea	Tree stump removal	\$225.00	\$900.00
	8	Ea	Street trees	\$450.00	\$3,600.00
	210	Lin Ft	Crosswalks (Thermoplastic 24")	\$7.45	\$1,564.50
	30	Lin Ft	Thermoplastic stop bars	\$7.45	\$223.50
	1	LS	Traffic control	\$10,000.00	\$10,000.00
	8	Ea	Planters	\$1,750.00	\$14,000.00
	1	LS	Mobilization and bonding @15%	\$47,341.20	\$47,341.20
			Sub-total		\$362,949.20
	1	Ea	Design and Inspection	\$12,000.00	\$12,000.00
			Construction contingency @ 10%	\$37,494.92	\$37,494.92
			TOTAL		\$412,444.12

Legend

LS = Lump sum
 Ea = Each
 Lin Ft = Linear Feet
 Sq Ft = Square Foot
 Sq Yd = Square Yard
 Cu Yd = Cubic Yard

Project #11	Quant	Unit	Description	Unit cost	Item cost
Multi-meter installation for existing on-street parking (4 on Keswick, 1 on Easton, 1 on Parkdale, 1 on Donaldson)					
Type of improvement: • parking, • traffic calming/public safety, • enhancements High priority	18	Ea	Multi meters	\$6,000.00– \$12,000.00	\$108,000.00– \$216,000.00
Sub-total					\$108,000.00– \$216,000.00
TOTAL					\$108,000.00– \$216,000.00

Project #12	Quant	Unit	Description	Unit cost	Item cost
Bench installation: (2 in front of school on Easton, 2 on Easton between Parkdale and Keswick, 8 on Keswick Avenue)					
Type of improvement: • enhancements High priority	12	Ea	Benches	\$3,000.00	\$36,000.00
Sub-total					\$36,000.00
TOTAL					\$36,000.00

Legend

LS = Lump sum
 Ea = Each
 Lin Ft = Linear Feet
 Sq Ft = Square Foot
 Sq Yd = Square Yard
 Cu Yd = Cubic Yard

Medium Priority Projects	Estimated cost
Intersection improvements at Jenkintown and Easton Road	
Type of improvement: • parking, • traffic calming/public safety, • enhancements	\$23,000
Medium priority	
Existing rotary modify to PA state code	
Type of improvement: • parking, • traffic calming/public safety, • enhancements	\$300
Medium priority	
Alley improvements from Keswick to Parkdale	
Type of improvement: • parking, • traffic calming/public safety, • enhancements	\$300,000
Medium priority	
Install new decorative ornamental lights from Abington Ave. to Mt. Carmel Ave.	
Type of improvement: • parking, • traffic calming/public safety, • enhancements	\$500,000
Medium priority	
Flag and flower basket mounts on all decorative street light pole	
Type of improvement: • parking, • traffic calming/public safety, • enhancements	\$25,000
Medium priority	
Paint white lines at existing paver crosswalks	
Type of improvement: • parking, • traffic calming/public safety, • enhancements	\$400
Medium priority	
Reconstruct sidewalks throughout commercial district	
Type of improvement: • parking, • traffic calming/public safety, • enhancements	\$200,000
Medium priority	
Easton Road: banner poles to announce Village events	
Type of improvement: • parking, • traffic calming/public safety, • enhancements	\$16,000
Medium priority	
Lighting and improvements to alley behind Gerhard's/Dentist	
Type of improvement: • parking, • traffic calming/public safety, • enhancements	\$30,000
Medium priority	

APPENDIX

Contents

Inventory of Existing Conditions	2
Draft Parking Agreement	11
Parking Payment Technologies and Additional Information	12
New Life Parking Memo	16
Gateway Study: Abington and Keswick Avenues Roundabout	17
Economic Analysis Appendix 1. Business Inventory, Keswick Village, 2011	18
Economic Analysis Appendix 2. Retail Survey for Keswick Village Merchants	21
Economic Analysis Appendix 3. Owner-Occupied Home Sales, 1/09-12/10	23
Public Process	
June 6, 2011 Public Meeting Survey: compilation of answers	26
Public Input Suggestions	30
Architectural Guidelines from <i>New Visions: Abington Commercial District, Keswick Avenue (1995)</i>	31
Proposed Wayfinding and Parking Sign Locations	36
Parking Inventory and Metering Plan	<i>pocket</i>

Inventory of Existing Conditions

Easton Road between Oakdale and Keswick Avenues

Eaton Road at Geneva Avenue

Easton Road at Weldon Avenue

Easton Road between Parkside and Keswick Avenues

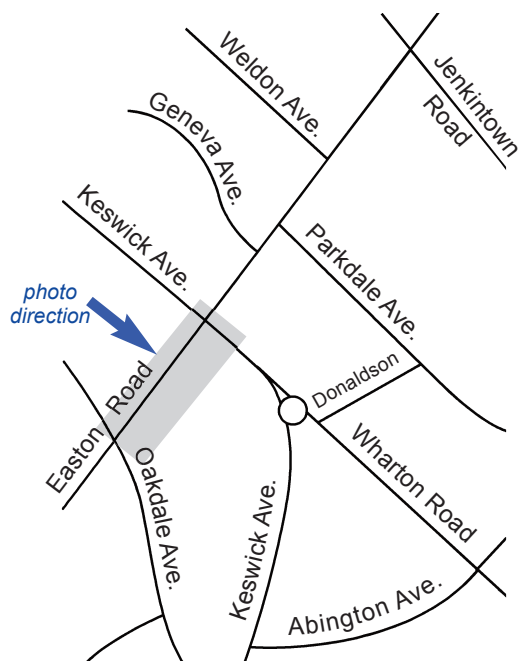
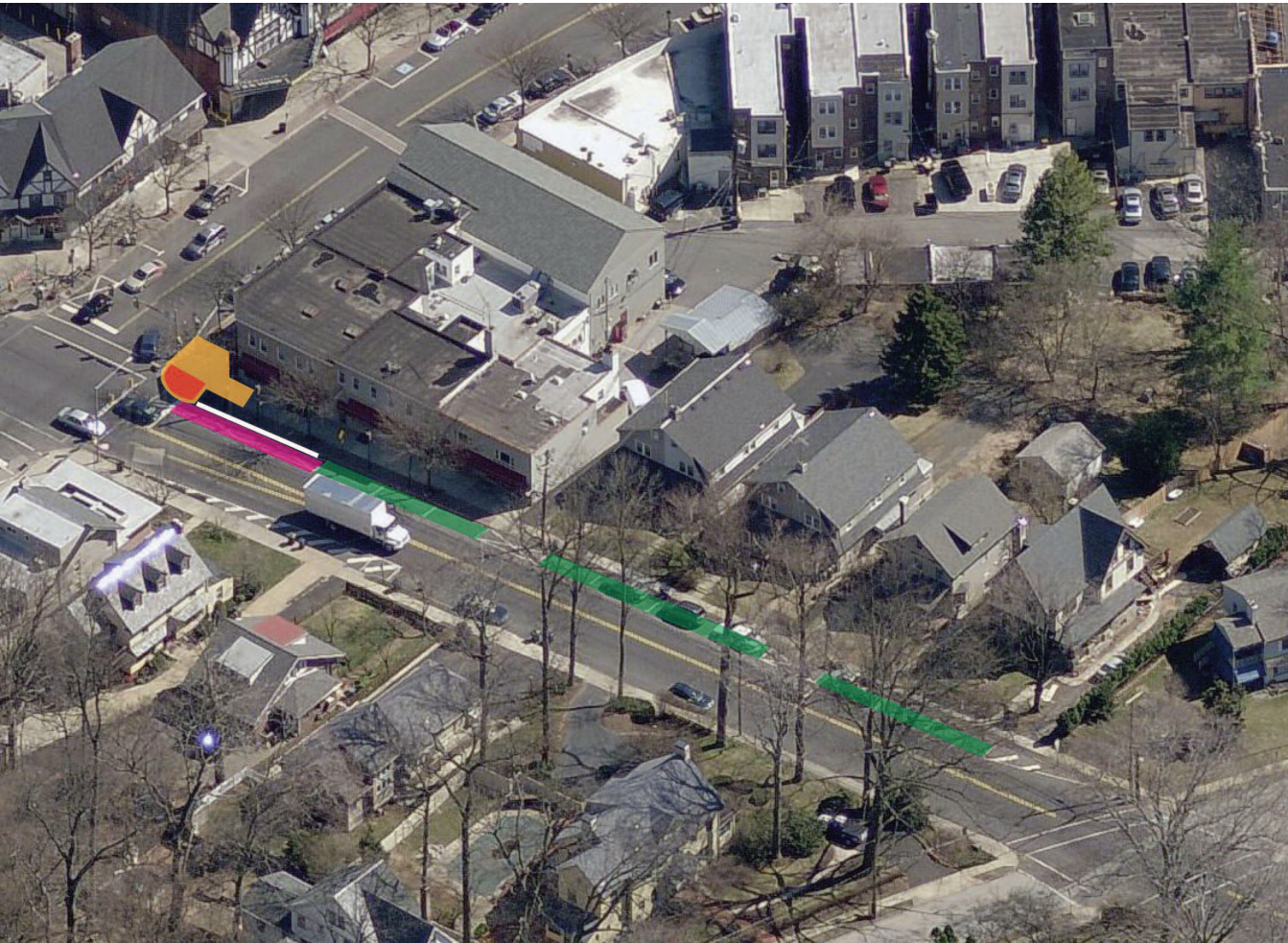
Keswick Avenue north of roundabout 1

Keswick Avenue north of roundabout 2

Keswick Avenue south of roundabout




Crime Locations (1/1/10–12/31/10)

Easton Road (between Oakdale and Keswick Avenues) Existing Streetscape Conditions





Location Map (not to scale)

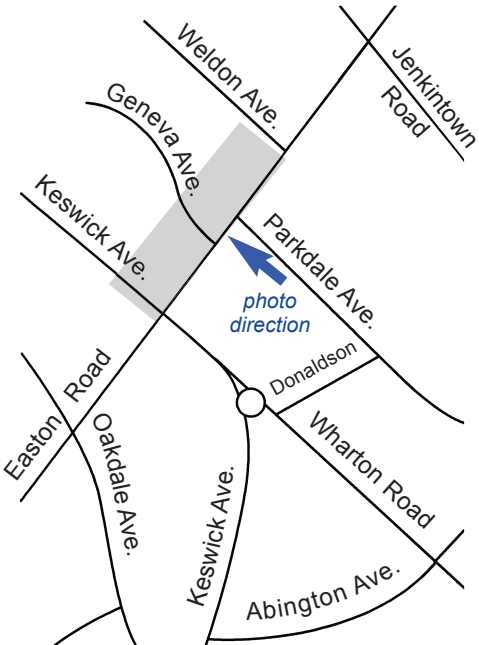
Areas in need of repair

-  Non-compliant per current ADA regulations
-  Sidewalk section(s)
-  Curbing

Transportation connections



-  Metered parking (1 hr limit, 9am-5pm, Monday-Friday)
-  SEPTA R22 bus stop

Easton Road (at Geneva Avenue) Existing Streetscape Conditions






Location Map (not to scale)

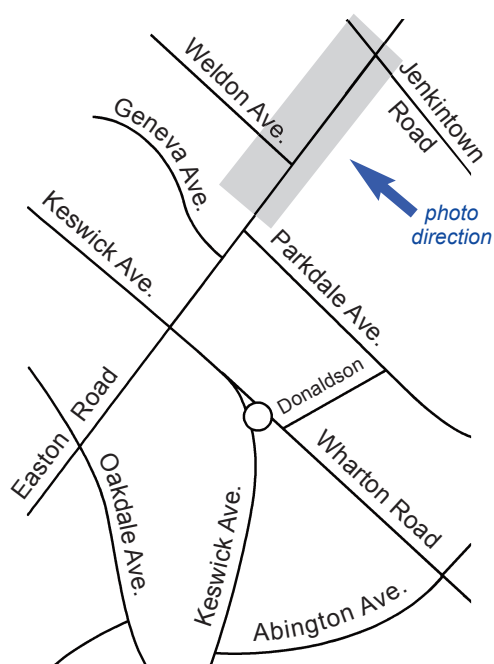
Areas in need of repair

-  Non-compliant per current ADA regulations
-  Steel drainage cover plate

Transportation connections

-  Non-metered parking (2 hr limit, except Sundays & holidays)
-  Non-metered parking (1 hr limit, Mon-Fri except holidays)
-  SEPTA R22 bus stop

Easton Road (at Weldon Avenue) Existing Streetscape Conditions



Location Map (not to scale)

Areas in need of repair

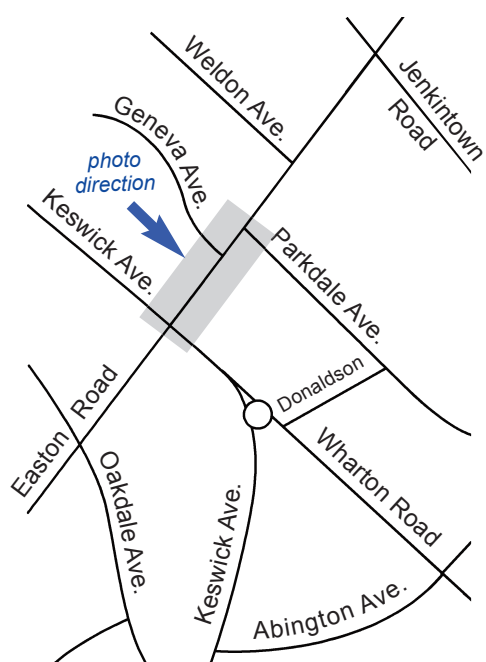
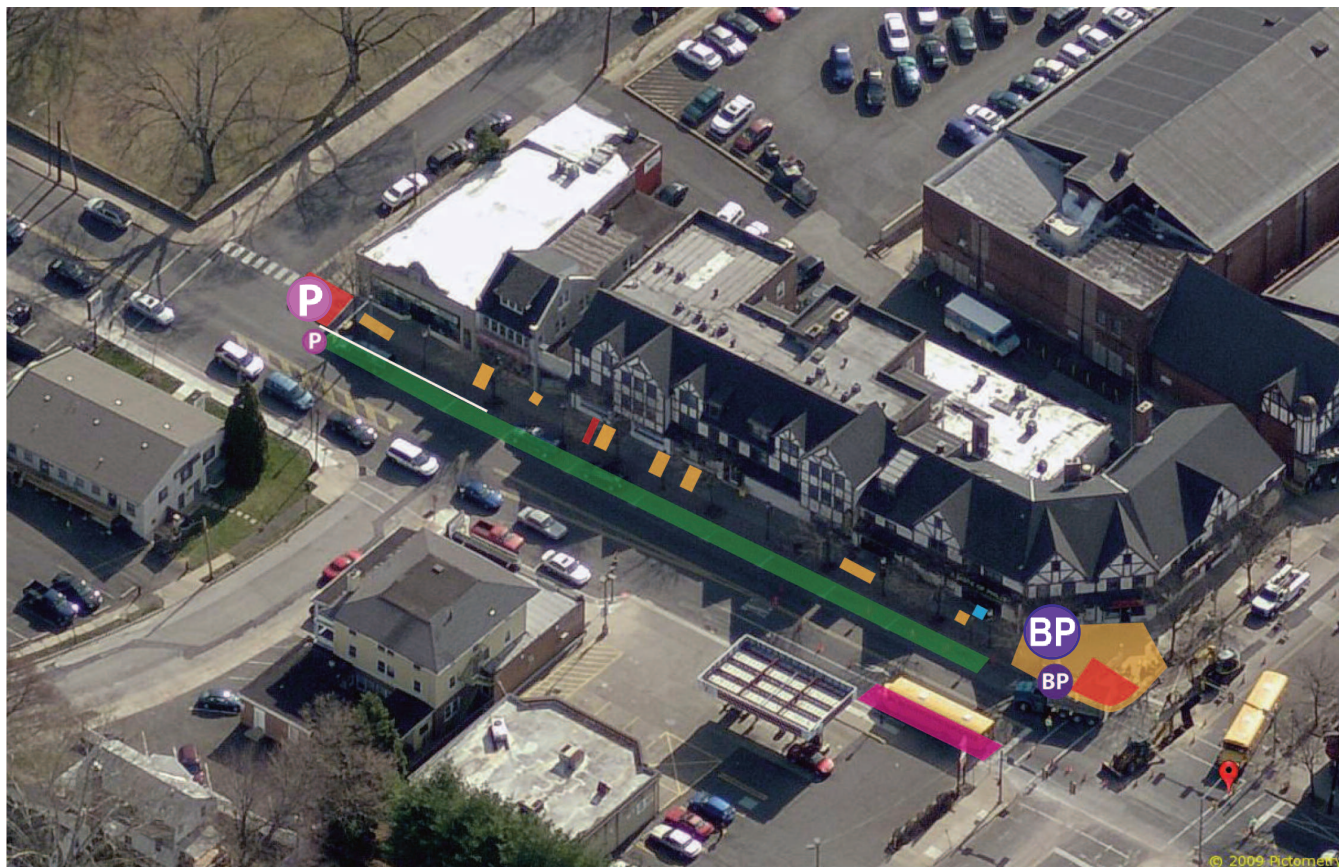
Non-compliant per current ADA regulations

Transportation connections

Non-metered parking (1 hr limit, Mon-Fri except holidays)

SEPTA R22 bus stop

Eston Road (between Parkside and Keswick Avenues) Existing Streetscape Conditions



Location Map (not to scale)

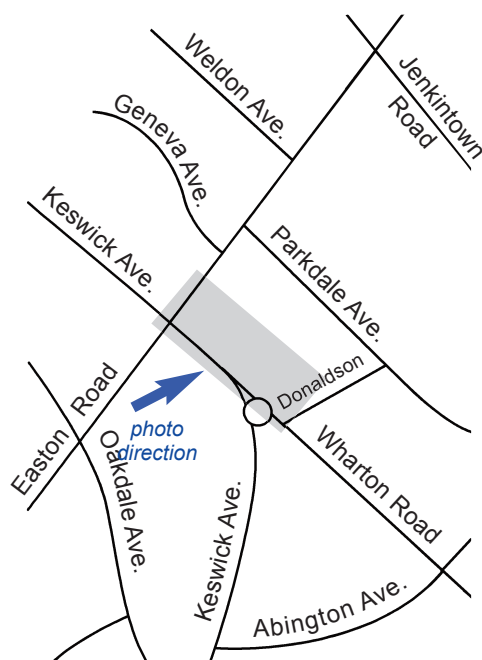
Areas in need of repair

- Non-compliant per current ADA regulations
- Sidewalk section(s)
- Curbing
- Bilco door

Transportation connections

- Metered parking
(1 hr limit, 9am-5pm, Monday-Friday)
- SEPTA R22 bus stop
- P Parking way-finding sign
- BP Bicycle parking/bicycle rack

Keswick Avenue (north of roundabout) Existing Streetscape Conditions



Location Map (not to scale)

Areas in need of repair

- Non-compliant per current ADA regulations
- Sidewalk section(s)
- Curbing
- Bilco door

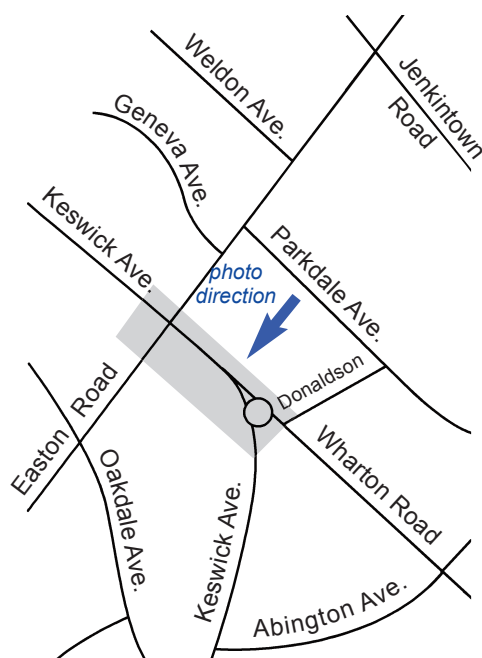
Transportation connections

- Metered parking (1 hr limit, 9am-5pm, Monday-Friday)
- P Parking way-finding sign
- BP Bicycle parking/bicycle rack

Pedestrian conflicts

- Automobile/pedestrian

Keswick Avenue (north of roundabout) Existing Streetscape Conditions



Location Map (not to scale)

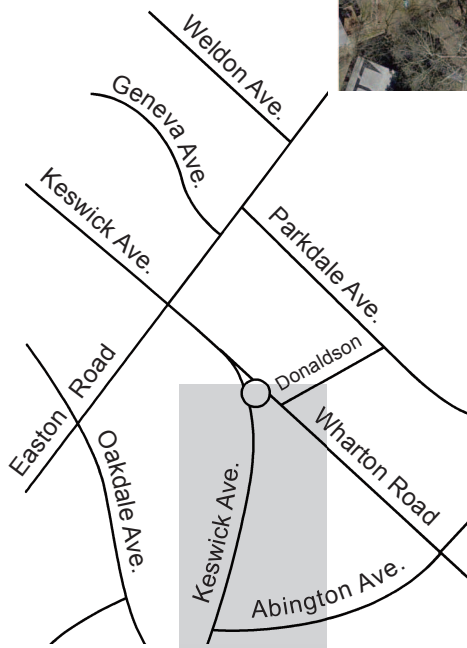
Areas in need of repair

- Non-compliant per current ADA regulations
- Sidewalk section(s)
- Bilco door




Transportation connections

- Metered parking
(1 hr limit, 9am-5pm, Monday-Friday)
- P Parking way-finding sign


**Keswick Avenue (south of roundabout)
Existing Streetscape Conditions**




Areas in need of repair

-  Non-compliant per current ADA regulations
-  Sidewalk section(s)
-  Curbing

Transportation connections

-  Metered parking
(1 hr limit, 9am-5pm, Monday-Friday)

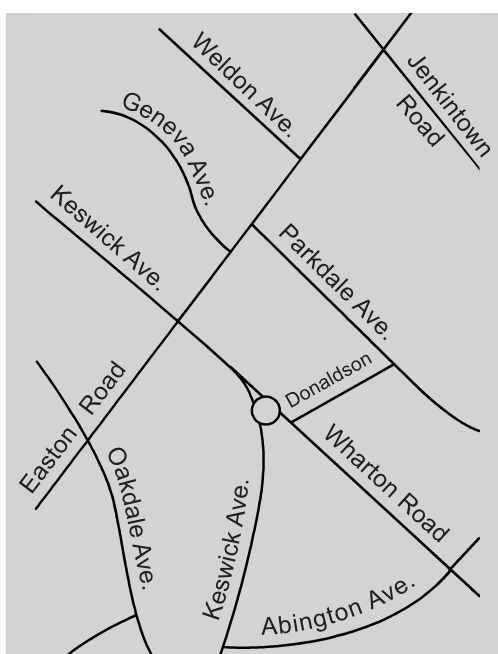
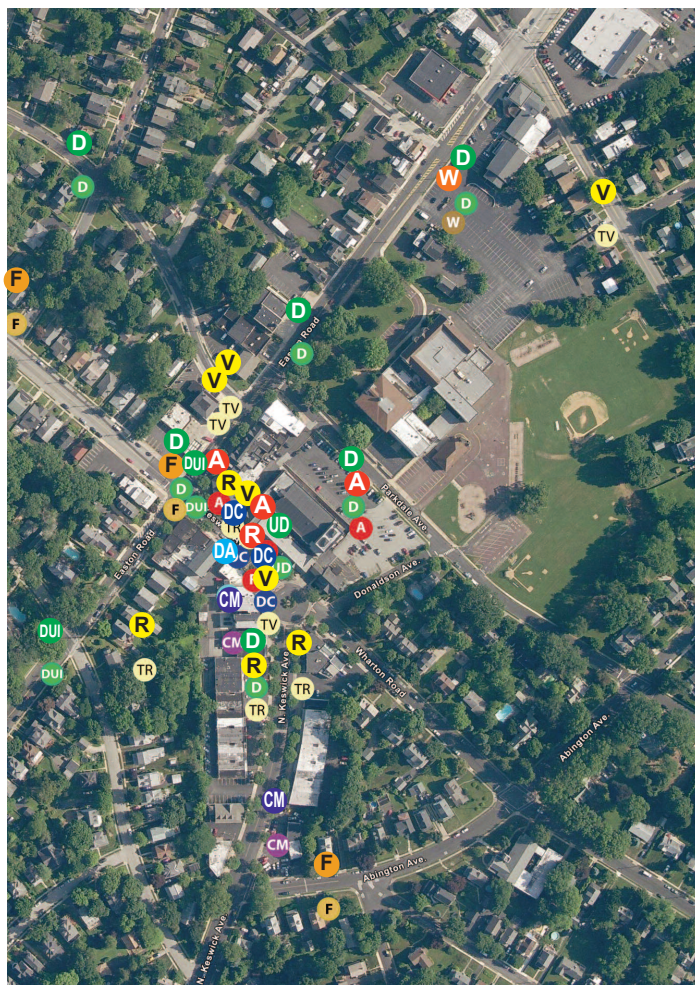
Pedestrian conflicts

-  Automobile/pedestrian

Location Map (not to scale)

Crime Locations (1/1/10–12/31/10)

Source: <http://abingtonpd.org/crime-maps.html>



Location Map (not to scale)

Type of Reported Crime

- R** Assault
- CM** Robbery
- DC** Criminal mischief
- DA** Disorderly conduct
- D** Domestic abuse
- DUI** Drug act violation
- UD** Driving under the influence (DUI)
- F** Underage drinking
- V** Fraud
- R** Theft from vehicle
- W** Theft report
- Weapon violation

DRAFT Public/Private Shared Parking Agreement

PUBLIC - PRIVATE PARKING AGREEMENT – KESWICK VILLAGE

This contract parking agreement is made and entered upon on this day _____ between the Township of Abington and _____, (“Owner” hereafter) is for the use of parking by the general public on private land under the terms and conditions set forth herein.

Abington Township shall accept the liability and maintenance of the paved surfaces on the parking lot located on tax parcel _____. The period of this agreement shall be for 5 years from the time of signatures and notarization of this agreement. The Township of Abington reserves the right to install collection devices, such as multi-meters, meters and gates with ticketing systems on the lot at its own cost. The Township will own these devices. The funds from the metering / gating of the parking lot will be the property of Abington Township. These funds are to be used to perform upkeep, maintenance and purchase liability insurance for the subject parking lot. Additional funds that are received above and beyond the funds needed for maintenance and liability shall be used within Keswick Village for the sole purpose of public improvements within the Village of Keswick. The cost of parking on surface lots shall start at \$0.50 per hour and shall be reevaluated on a yearly basis by the Township.

The payment agreement between the owner and the Township shall be \$1.00 annually. This shall be paid by the 1st of January every year.

Township Representative: _____

Property Owner: _____

Notary

Supplemental Information: Parking Payment Technology and Additional Recommendations

The following information about options for parking payment has been provided by Timothy Haahs & Associates, Inc..

Supplemental Information for Keswick Village Study:

Parking Payment Technology and Additional Recommendations

Multi-Space Pay Stations

Multi-space parking meters can allow the use of credit cards eliminating the need to carry coins and significantly increasing convenience. Compared to single-space meters, even with credit card processing fees, multi-space meters decrease the amount of cash handled daily during meter collection and make enforcement of expired meters very easy to monitor at one centralized location. Multi-space meters are most appropriate in surface parking lots with limited points of exit/entry, and mid-block for on-street applications.



It is important for Keswick to select a parking equipment vendor to meet the specific needs for the Village. A simple user interface is desired and the front meter panel may be customized to simplify the instructions for the end user. This upgrade may require higher parking rates to off-set the additional cost for the meters, however, given the increase in convenience and payment options, patrons will be able to see how parking revenues are being reinvested into the parking system for improvements and are more likely to accept the increase.

If multi-space pay stations are considered, there are two primary methods of operation:

Pay by Space:

Users enter their parking space number into the pay station and insert payment. Returning to the vehicle is not necessary. Enforcement officers download a list of all vacant or occupied spaces to verify authorized users and issue citations as necessary. This method requires space markers to denote the space number and for each parking space to be delineated with striping; however it does not require users to return to their vehicle and it is easier for enforcement officers to enforce.

Pay and Display:

Users select the amount of time they wish to purchase and receive a paper receipt. They must then return to their vehicle to display the receipt in the dashboard of their vehicle. Enforcement officers must visually inspect the receipt printed in each window to verify the time has not lapsed. This method does not require space markers or space delineation; however it does require that users return to their vehicle and it is more labor intensive for enforcement officers to enforce.

Many pay stations can operate as pay by space or pay and display and most vendors are similar in services provided. We generally do not recommend the use of bill acceptors in pay stations as credit card and coin payment is easier to maintain and manage.

Costs for multi-space pay stations range from \$6,000 up to \$12,000 depending on the features and quantity purchased. It is our opinion that multi-space pay stations are most practical in off-street parking areas where a large number of spaces exist and only one to two points of entry/exit. This is primarily due to the fact that two pay stations can easily service a 75-space parking lot but not 75 on-street parking spaces. On-street applications of pay stations are typically limited to five spaces in both directions or up to ten on-street spaces.

For the New Life and Keswick lots, the Village should consider installing more than two pay stations at appropriate locations to serve these larger and more complex lots. Specific vendors will recommend both placement and the ideal number of spaces to serve lots according to both size and entry/exit points.

Pay by Phone, Text, or Smartphone “App”

Alternative payment methods have become increasingly popular as cell phones and smart phones are becoming more commonplace. Most pay by cell phone services allow users to call a toll free telephone number (typically affixed to the meter or nearby signage) and remit payment.

Multiple vendors exist who are capable of providing pay by cell services that integrate many of these features:

Interface Options

Pay by Cell Phone:	Parking Sessions are activated by calling into the service using any phone.
Pay by App:	Parking Sessions are activated by using a smartphone application.
Pay by Text:	Parking Sessions are activated by sending a text message to the service.

Identifier

Space Number:	Users are identified as paid according to the unique space number assigned to their location.
License Plate:	Users are identified as paid according to their vehicle’s license plate number.
Physical Hangtag:	Users are identified as paid using both their space number and a physical hangtag that is placed in the vehicle.

Fees

Registration Fee:	Users are charged this fee to register for an account with the vendor.
Transaction Fee:	Fees paid when using the service to pay for parking. Often these are in addition to the posted rates.

Payment Initialization

Upfront:	Users select how much time they wish to purchase and remit full payment for that time. Should they leave before the time expires, they do not receive a refund. Users do not have to manually end their parking session.
On Completion:	Users must manually end their parking session and are only charged for the time they actually used.

Enforcement and Citation Technology

Since the enforcement officers currently use paper and pen to write citations which does not allow for ticketing during adverse weather conditions. We recommend purchasing electronic handheld ticket writers to allow for better enforcement practices and eliminate the need for manual data entry. This will also allow for better reporting and tracking of paid versus unpaid citations.

License Plate Recognition (LPR) and Permitting Systems

License Plate Recognition (LPR) technology uses digital cameras and lasers to perform vehicle recognition (size, shape and color) and combined with accurate GPS, automatically detects and notifies the enforcement officer of unmoved vehicles. Pictorial evidence is presented for violation assessment. LPR can also be used for Scofflaw searches. Despite its sophisticated technology, LPR systems appear reliable in every day operation and in all temperatures and weather.

Parking enforcement productivity can increase significantly with LPR enforcement systems thereby allowing additional time for enforcing other high priority activities. It also allows enforcement regardless of weather conditions. Productivity gains can be significant, especially with the enforcement of time limitations of the short term meters. Since chalking activities take a smaller proportion of the day, the enforcement officer has more time to perform other activities such as handicap, and permits, enhancing enforcement and contributing considerable ticket revenue.

Some additional advantages of LPR systems are:

- System is capable of tracking vehicles with outstanding tickets, fines, warrants.
- Simplifies enforcement in permitted parking areas with license plate registration
- Allows enforcement officers to monitor time limits along both metered and unmetered spaces and prohibit 'feeding the meter' or moving into an adjacent space.
- Allows a single enforcement officer to cover a larger area in a shorter amount of time, which will allow the Village to monitor all parking areas more frequently.

Given the manual nature of existing operations, an LPR system can be a cost effective way to undertake enforcement and increase revenues associated with violators and scofflaws. In addition, the utilization of the system may be used in conjunction to both a permitting and pay by phone service.

Paperless Permitting (along with an LPR system) is an automated solution to integrate permit management software with a web portal to streamline the permit purchase transaction, backend office management, and enforcement. Instead of using a decal or hang tag, the customer's license plate is "photographed" or scanned by the LPR system and is used to identify whether or not a permit has been purchased.

Under this type of operation, permit holders can purchase "virtual" permits, manage their account, view history transactions, and opt-in for various waitlists. In addition, automated e-mail notification is sent to all permit holders which further reduces the need to mail reminders for permit renewals. Automatically generated emails will continuously communicate with permit holders on each transaction providing information and confirmation on transactions.

This solution also allows permits to be managed and generated by the 'back-end' office for administrative purposes. It provides tools to manage the permit system such as rate changes, inventory/lot adjustments, walk-in permit requests, verification of permits, block repeated violators, along with statistical activity reports for forecasting and trend analysis.

LPR systems can be installed either as fixed (i.e. mounted to a column or entry gate) or mobile (i.e. mounted on a vehicle or van). In addition, mobile applications can either be affixed permanently or temporarily allowing units to be swapped between multiple vehicles.

Most LPR systems operate using one or two cameras with the actual LPR server installed in the vehicle. The enforcement officer can interact with the system using a touchscreen computer installed adjacent to the driver's seat. This allows the enforcement officer to easily view images captured, verify the information, and immediately issue a citation.

The cost for an LPR system ranges from \$50,000 up to \$100,000 depending on the features and services purchased.

New Life Parking Memo

Matthew Lahaza

Keswick - New Life

From: marlytcochran@gmail.com on behalf of Martha Cochran [mcochran@newlifeglenside.com]
Sent: Monday, May 02, 2011 4:14 PM
To: Matthew Lahaza
Subject: New Life Parking Lot and a Parking authority

Hi Matt,

Our Session held its April meeting last week and did have a discussion regarding the possibility of a parking authority on New Life's property.

The Session discussed that New Life wants to be a part of the community and assist it in any way that we can so they weren't opposed to thinking of this idea as a possibility.

But, they also felt that due to Community push-back on a parking authority at the Glenside Train station and at the Jenkintown train station, that a parking authority suggestion might engender the Communities' ire. And, we would want to do some Community surveys to get reaction, before we'd entertain the idea.

Plus, there were concerns about liability issues as our Insurance agent has told us that as long as it is on New Life land, we could get sued for any accidents that occur on or surrounding the parking authority. And issues were raised about proper maintenance and clean-up in and around the parking garage.

Some Session members were also concerned about the size and placement of the authority and would need to see some kind of mock-up and definite proposal before we would feel comfortable moving forward with the decision. They realize that this would cost the Township money, but they felt that to get the Session on board and then the congregation to move forward on this, they would need to have a more tangible proposed plan.

There was also concern that it really wouldn't be as profitable as might be anticipated, because at this point although Keswick Theater posts signs that there is free parking in the New Life lot, only about 50 cars at most park in our lot. Perhaps people just don't seem to want to walk any distance in the suburbs.

All that to say, that a number of Session members would be willing to talk with you, but they would need a proposal that would be fairly detailed before they could give any sort of approval to move forward.

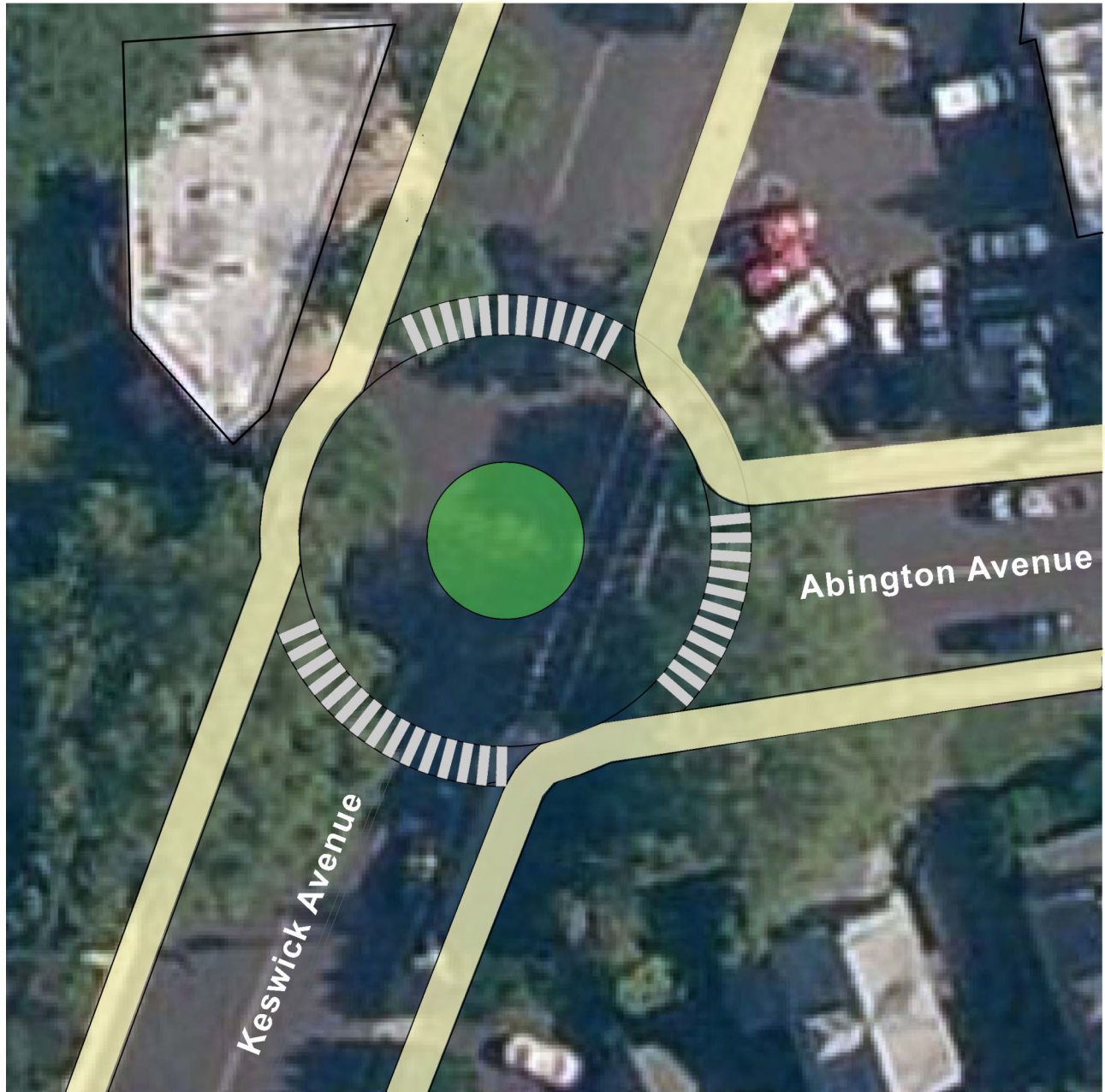
Let me know what you think,

Martha

--

Martha T. Cochran
Administrator
New Life Presbyterian Church
467 N Easton RD
Glenside, PA 19038
215-576-0892 x 11

Gateway Study Abington and Keswick Avenues Roundabout



Economic Analysis Appendix 1.

Business Inventory, Keswick Village, 2011

Business Name	Address	Street	Type of Business
Ralph's Barbershop	100	Keswick Ave.	Hair Salons
Darryl Pastries	102	Keswick Ave.	Bakeries
Keswick Cleaners	106	Keswick Ave.	Laundries; Dry Cleaning
Phila. Cargo Claim Consultants	108	Keswick Ave.	Professional Office
Simcha Video Productions	110	Keswick Ave.	Professional Office
Paris Hair Salon	112	Keswick Ave.	Hair Salons
Bob Panzeter's Auto Repair	221	N. Keswick Ave.	Auto
	222	N. Keswick Ave.	Medical Offices
Dynamic Modern Dentistry	230	N. Keswick Ave.	Medical Offices
Belle Amie Salon	233	N. Keswick Ave.	Hair Salons
Antiques and Collectibles	235	N. Keswick Ave.	Antique Stores
Kirkland & Kirkland Antiques	237	N. Keswick Ave.	Antique Stores
Glenside Nails	238	N. Keswick Ave.	Hair Salons
Giancarlo Upholstering	239	N. Keswick Ave.	Non-Retail
Walter's Barber Shop	240	N. Keswick Ave.	Hair Salons
Adams Discount Pharmacy	241	N. Keswick Ave.	Drug Stores/Pharmacies
Orthodontic Associates	242	N. Keswick Ave.	Medical Offices
Granny's Sewing Den	243	N. Keswick Ave.	Sewing/Needlework
New to You Consignments	244	N. Keswick Ave.	Other Used Merchandise
Keswick Card & Gift Shop	245	N. Keswick Ave.	Gift/Novelty/Souvenirs
Avante Languages	245	N. Keswick Ave.	Non-Retail
As Clean as a Whistle	246	N. Keswick Ave.	Laundries; Dry Cleaning
McDermott Real Estata	247	N. Keswick Ave.	Professional Office
Oh So Pretty Dog Salon	248	N. Keswick Ave.	Non-Retail
Capital Promoters, Inc.	249	N. Keswick Ave.	Professional Office
Away We Go Travel	249	N. Keswick Ave.	Non-Retail
Laundry Lounge	250	N. Keswick Ave.	Laundries; Dry Cleaning
The Glenside Store	251	N. Keswick Ave.	
Beaver Opticians	252	N. Keswick Ave.	Optical Stores

Business Name	Address	Street	Type of Business
Keswick Jewelers	253	N. Keswick Ave.	Jewelry Stores
Plush	256	N. Keswick Ave.	Bars and Lounges
Just for You Boutique	258	N. Keswick Ave.	Women's Clothing
Intimate Body Art Studio	260	N. Keswick Ave.	Non-Retail
Penny's Flowers	263	N. Keswick Ave.	Florists
Athena Restaurant	264	N. Keswick Ave.	Full-Service Restaurants
Glenside Cuts	266	N. Keswick Ave.	Hair Salons
Bailey, Banks & Bobs	268	N. Keswick Ave.	Gift/Novelty/Souvenirs
Family Chiropractic Wellness Ctr.	270	N. Keswick Ave.	Medical Offices
Primo Hoagies	272	N. Keswick Ave.	Limited-Service Restaurants
Abington Bank	273	N. Keswick Ave.	Non-Retail
Glenside Pizza	274	N. Keswick Ave.	Limited-Service Restaurants
The Glenside Center	276	N. Keswick Ave.	
Keswick Chiropractic Health	277	N. Keswick Ave.	Medical Offices
Bittersweet Village	278	N. Keswick Ave.	
The Irish Shop	279	N. Keswick Ave.	Gift/Novelty/Souvenirs
Tranquil Waters	280	N. Keswick Ave.	Gift/Novelty/Souvenirs
Queen Chinese Restaurant	281	N. Keswick Ave.	Limited-Service Restaurants
G&G Brewers Company	282	N. Keswick Ave.	Bars and Lounges
Robert P. Boyle, Attorney	284	N. Keswick Ave.	Professional Office
Keswick Coffee	285	N. Keswick Ave.	Limited-Service Restaurants
Aerus Electrolux	287	N. Keswick Ave.	Household Appliances
Keswick Flooring	288	N. Keswick Ave.	Floor Coverings
Keswick Kitchen & Bath	289	N. Keswick Ave.	Other Home Furnishings
Gerhard's Appliances	290	N. Keswick Ave.	Household Appliances
Keswick Theater	291	N. Keswick Ave.	Non-Retail
A New You Hair Studio	293	N. Keswick Ave.	Hair Salons
Keswick Tavern	294	N. Keswick Ave.	Bars and Lounges
The Village Diner	299	N. Keswick Ave.	Full-Service Restaurants
Springhouse Café & Grill	337	N. Keswick Ave.	Full-Service Restaurants
A Taste of Philly Soft Pretzel	339	N. Easton Rd.	Limited-Service Restaurants
O'Neill's Food Market	347	N. Easton Rd.	Supermarkets, Grocery Stores

Business Name	Address	Street	Type of Business
Illusions Professional Nail Care	355	N. Easton Rd.	Hair Salons
Vacant	357	N. Easton Rd.	Vacant
William May Funeral Home	354	N. Easton Rd.	Non-Retail
Hohenstein Pottery	361	N. Easton Rd.	Other Home Furnishings
7 Eleven	362	N. Easton Rd.	Convenience Stores
Keswick Music Works	363	N. Easton Rd.	Music Stores
Matus Windows	367	N. Easton Rd.	Window Treatments
Joseph's Red Carpet Salon	368	N. Easton Rd.	Hair Salons
Liberty Tax Service	370	N. Easton Rd.	Professional Office
Wood Finish and Upholstery	402	N. Easton Rd.	Non-Retail
Keswick Cycle Co.	408	N. Easton Rd.	Specialty Sporting Goods
Joseph Fiandra Attorney	426	N. Easton Rd.	Professional Office
TBS Services, Inc.	430	N. Easton Rd.	Non-Retail
Law Office, Psychologist	430	N. Easton Rd.	Professional Office
Campbell Funeral Home	435	N. Easton Rd.	Non-Retail
State Farm Insurance	438	N. Easton Rd.	Professional Office
JDB Group	442	N. Easton Rd.	Non-Retail
Dress 2 Dance	446	N. Easton Rd.	Other Clothing
Vacant	448	N. Easton Rd.	Vacant
Tague Real Estate	452	N. Easton Rd.	Professional Office
Advanced Auto Parts	462	N. Easton Rd.	Auto Parts & Accessories
New Life Presbyterian Church	467	N. Easton Rd.	Non-Retail
Madonna's Distributing	478	N. Easton Rd.	Non-Retail

Economic Analysis Appendix 2.

Retail Survey for Keswick Village Merchants

Retailer Survey

Business Name _____ Contact _____
 Address _____ Date _____
 Nature of Business _____ Phone _____

1. How long have you operated a business in Keswick? _____ Years

- Is your business part of a chain? ___Yes ___No
- Do you have any other stores? ___Yes ___No
- If so, how many? ____
- Where are they located?
- Are you a member of any business associations? ___Yes ___No

2. How many employees do you have?

Full-time _____ Part-time _____

3. What are your hours of business?

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

4. What are your busiest times of operation?

5. Where do your customers come from?

- _____ % Surrounding 5 blocks (1/2 mile radius)
 _____ % Adjacent municipalities (Abington, Cheltenham, Upper Dublin, Huntingdon Valley, etc.)
 _____ % Philadelphia
 _____ % Southeastern PA

6. Are there any unique characteristics of your customers?

- What are the age/gender characteristics?

7. What form of transportation do your customers use?

Public Transportation_____ % Walk_____ % Bike_____ Car_____ %

8. What have been your sales trends over the past year?

____ Keeping with inflation ____ Declining ____ Growing

- If **growing** or **declining**, to what do you attribute this change?

9. Within the next 24 months, what do you plan to do?

_Expand Stay about the same Downsize or close business _Other

- If planning any changes, why?

10. Do you own or lease your retail space?

____ Own ____ Lease

11. Have there been any recent changes in the area that are beneficial to your business?

12. Are there any issues in the surrounding area that have a negative impact on your business?

- Are they being addressed?

13. Is parking an issue for your business? ____ Yes ____ No

- Is it adequate for your customers? ____ Yes ____ No
- Where do your customers park?
- Where do your employees park?

14. What types of activities do you think would help improve your business?

_____ Physical improvements to neighborhood streets (lighting, trashcans, improved sidewalks)

_____ Improved maintenance/cleanliness

_____ Coordinated promotional activities by businesses

_____ More parking

_____ Accessibility to financing for your business

_____ Addition of businesses that would complement the services or products you supply

What businesses would you suggest?

Other recommendations or comments:

When finished with questionnaire, please mail to: Fax to: (215) 829-1908, or
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Urban Partners
829 Spruce Street, Suite 204
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Economic Analysis Appendix 3. Owner-Occupied Home Sales, 1/09-12/10

Address	Street	Sale Price	SF	\$/SF	Sale Date
318	Abington Avenue	\$393,000	2,595	\$151	01/02/09
210	Cliveden Avenue	\$437,500	2,715	\$161	08/18/09
237	Cliveden Avenue	\$335,000	2,616	\$128	11/25/09
118	Edgley Avenue	\$285,000	1,160	\$246	03/23/09
2213	Fairhill Avenue	\$400,000	2,641	\$151	06/30/10
2319	Geneva Avenue	\$235,000	1,394	\$169	08/11/10
408	Highland Avenue	\$225,000	1,350	\$167	09/30/10
2008	Jenkintown Road	\$223,000	1,275	\$175	11/20/09
2120	Jenkintown Road	\$267,000	1,725	\$155	12/03/09
2270	Jenkintown Road	\$205,000	1,322	\$155	06/18/10
2272	Jenkintown Road	\$194,650	1,292	\$151	05/27/10
2336	Jenkintown Road	\$250,000	2,729	\$92	03/12/10
2346	Jenkintown Road	\$227,000	1,254	\$181	02/05/09
2063	Kenmore Avenue	\$310,000	1,630	\$190	09/24/10
2078	Kenmore Avenue	\$268,500	1,640	\$164	04/28/10
2118	Kenmore Avenue	\$315,000	2,045	\$154	08/20/09
423	Linden Avenue	\$210,000	2,414	\$87	09/01/10
428	Linden Avenue	\$246,500	1,190	\$207	06/16/10
2152	Menlo Avenue	\$305,000	1,964	\$155	05/12/10
2253	Menlo Avenue	\$240,000	1,591	\$151	01/30/09
2047	Mount Carmel Avenue	\$265,000	1,756	\$151	04/30/09
2513	Mount Carmel Avenue	\$260,000	1,337	\$194	06/05/09
273	N Easton Road	\$476,800	4,820	\$99	06/16/10
307	N Easton Road	\$299,900	2,573	\$117	04/26/09
157	N Keswick Avenue	\$245,000	2,254	\$109	05/27/10
161	N Keswick Avenue	\$210,000	2,223	\$94	11/20/09
163	N Keswick Avenue	\$233,000	2,211	\$105	08/20/09
313	N Keswick Avenue	\$165,000	974	\$169	02/06/09

Address	Street	Sale Price	SF	\$/SF	Sale Date
321	N Keswick Avenue	\$167,900	1,160	\$145	08/25/09
371	N Keswick Avenue	\$237,500	1,820	\$130	06/17/10
123	N Tyson Avenue	\$243,000	1,222	\$199	06/08/10
124	N Tyson Avenue	\$246,000	1,620	\$152	07/16/10
203	N Tyson Avenue	\$280,000	1,472	\$190	02/27/09
225	N Tyson Avenue	\$280,000	1,352	\$207	07/07/10
228	N Tyson Avenue	\$275,000	1,685	\$163	08/16/10
339	N Tyson Avenue	\$249,000	2,376	\$105	12/17/10
344	N Tyson Avenue	\$215,000	1,204	\$179	06/18/09
429	N Tyson Avenue	\$255,000	1,252	\$204	05/28/10
2055	Oakdale Avenue	\$202,000	1,804	\$112	09/29/09
2105	Oakdale Avenue	\$239,000	1,765	\$135	10/29/10
2159	Oakdale Avenue	\$415,000	2,513	\$165	09/07/09
2163	Oakdale Avenue	\$325,000	1,907	\$170	05/24/10
2316	Oakdale Avenue	\$310,000	2,078	\$149	11/23/10
2322	Oakdale Avenue	\$345,000	1,934	\$178	05/21/09
2343	Oakdale Avenue	\$299,900	2,119	\$142	12/15/10
163	Roberts Avenue	\$365,000	2,618	\$139	06/30/09
421	Roberts Avenue	\$349,500	1,914	\$183	05/25/10
481	Roberts Avenue	\$336,000	1,859	\$181	06/22/10
336	Roslyn Avenue	\$247,000	2,196	\$112	08/30/10
428	Roslyn Avenue	\$280,000	2,784	\$101	10/30/09
120	Stanley Avenue	\$290,000	1,791	\$162	06/28/10
141	Stanley Avenue	\$309,000	1,735	\$178	07/29/10
383	Stewart Avenue	\$81,500	1,386	\$59	05/28/09
411	Stewart Avenue	\$225,000	2,168	\$104	04/23/10
232	Sylvania Avenue	\$350,000	2,030	\$172	04/13/09
244	Sylvania Avenue	\$365,000	2,030	\$180	10/27/09
417	Sylvania Avenue	\$250,000	1,386	\$180	10/27/09
458	Sylvania Avenue	\$325,000	2,169	\$150	05/27/09
2008	Wharton Road	\$230,000	1,328	\$173	11/10/09
2011	Wharton Road	\$199,000	1,328	\$150	10/28/09

Address	Street	Sale Price	SF	\$/SF	Sale Date
2080	Wharton Road	\$372,000	2,242	\$166	06/12/09
2103	Wharton Road	\$315,000	1,707	\$185	04/12/10
2107	Wharton Road	\$306,000	1,492	\$205	05/11/09
2114	Wharton Road	\$260,000	1,494	\$174	08/26/10
2115	Wharton Road	\$278,000	2,091	\$133	07/24/09
2120	Wharton Road	\$261,000	1,958	\$133	12/23/09
2124	Wharton Road	\$350,000	2,223	\$157	10/22/09
2145	Wharton Road	\$240,000	1,344	\$179	04/07/09
2121	Woodlawn Avenue	\$340,000	2,246	\$151	06/05/09

Public Process

June 6, 2011 public meeting survey: Compilation of answers

Total surveys received 12

How is Keswick your community?

Live in Keswick: 8 • Work in Keswick: 2 • Shop in Keswick: 10

Business section:

How often do you frequent businesses in Keswick?

(Weekly x 5) (Daily x 1) (3 to 4 times a week x 3) (20% of the time x 1)

What type of businesses do you frequent?

Keswick Cards, Belle Amie, Irish Shop, Dentist, dine, coffee, bicycle, Penny's, Ralph's, Granny's, Abington Bank, O'Neils, nails, food, theater, artisan, clothes, laundry, auto repair, barber

What types of businesses would you like to see in Keswick?

Upscale family restaurants, restaurants, ice cream, indoor for teens, professionals, movie theater and drugstore.

What do you shop for elsewhere?

Clothes x 5, food x 5, personal products, pharmacy, books, jewelry, auto repair.

Where do you shop other than Keswick?

Sam's, Trader Joe's, Baederwood shopping center, Acme, Genuardi's, Home Depot, Center City, online Willow Grove, Jenkintown, Shoprite, Chestnut Hill, Ardsley and Glenside

What are the physical aesthetics that attract you to Keswick?

Walkable x 5, unique businesses, lights, roundabout

What are the physical attributes that you would like to see changed in Keswick? (And why?)

Apartments in bad condition, redo facades, repair sidewalk, remove old bikes from racks, business facades are unattractive, Laundromat maintenance

Parking Section:

From what direction, on which road do you come to Keswick village?

Wharton, Abington Ave, Glenside and Easton

How far did you travel to get to Keswick?

2 blocks x 4, walk, 1.5 mile s and 2miles x 2

What is your reason for visiting Keswick?

Quality unique small shops, theater, work, everyday life

How long are your visits to Keswick village (other than viewing a show)?

20 minutes x 2, 1 hour x 2, 30 minutes x 2, 25 minutes and walk around a lot

What is your biggest complaint about parking at Keswick village?

Illegal parking at Glenside Pizza, not enough spaces, show nights for the shops, the Athena lot and no lot, garage

When you come to Keswick where do you try to park first?

Keswick Avenue and behind theater

How long does it typically take to find a parking space?

1 to 3 minutes

Have you ever parked at the New Life Church? If no, is there a reason why? Have you considered it?

Yes for shows, no, seems far, did not know about it

How far are you willing to walk from your vehicle to your destination during your visit to Keswick village?

3 blocks, 2 blocks, 1 block, 100 feet

On-street parking meters now cost \$0.25 per hour. Do you feel that is too low, just right, or too expensive?

25 cents x 4 and fee is low

How much should the on street parking meters cost per hour?

Remove them, 0, 25 cents x 3, 25 cents to 50 cents, free during shows

Would you be willing to pay for parking during a Keswick Theater event?

No and yes, why not valet?

If so, what would you pay for a guaranteed parking space in the Keswick Theater Lot?

\$5.00 x 3

If implemented, how much should event parking cost for the Keswick Theater?

50 cents, \$5.00 x 3, want signs that list where parking is available

For Residents:**Would you be willing to pay for a residential parking permit if a formal program was implemented to provide increased enforcement along residential streets?**

No x 5 and it should be free

If implemented, would you be willing to pay for a low cost resident permit to allow for better enforcement in the surrounding neighborhood?

No x 5

For business owners:**Do you have a policy about employee parking?**

No policy was cited within the commercial core

If yes, what is the policy?

—

How far do you believe your customers are willing to walk from their vehicle to your business?

1 block

Physical Infrastructure Section:

What is the iconic image, to you in Keswick village?

Penny's, the clock, theater x 4 and awnings

As a pedestrian, do you feel safe on the crosswalks in Keswick?

Yes x 6, no x 3 and reasonably

If no please explain why?

Too fast around roundabout, not clear that cars will stop, need enforcement, need left turn arrow

What do you like or dislike about the sidewalks in Keswick?

Cracked, uneven, discolored, need repair, too much display, too small at times

Is there enough lighting in Keswick village?

Yes x 4, no x 1

If no, please explain?

Near Abington Avenue

What streetscape features do you like the most in Keswick village?

Lighted trees x 4, penny's x 2, upgraded buildings x 2, clock, roundabout, benches and flowers

Are there enough benches in Keswick village?

No x 5, yes x 2, maybe

Are there enough trash and recycling containers in Keswick village?

No x 4, yes x 2, not emptied enough, cigarette container in front of theater, more recycling containers

Do you like the lights in the trees in Keswick village?

Yes x 8

What do think about the banners?

Okay x 4, nice, not needed, adds to atmosphere, not noticeable

Would you like to see a plaza or a congregating place in Keswick village?

Yes x 4, no x 4

If there were bicycle facilities such as racks and bike lanes, would you bicycle to Keswick village?

Yes x 5, no x 2 and probably not

Transit Section:

Do you use SEPTA?

If yes, do you use the SEPTA route 22 bus on Easton Road?

No x 3, yes x 2

Do you use the regional rail from/to the Glenside station?

Yes x 5, no x 2, not often

If yes, how do you get to the station?

Walk x 3, drive

If walking, what roads do you walk?

Wharton, Keswick, Mt Carmel and Roberts

Have your customers mentioned to you that they had thought/wished that they could use public transit but did not know how to use it to get to Keswick village?

—

Other:

Traffic calming on Wharton is important

Public Input Suggestions

Specific recommendations that came from the public input process include the following:

Identity and placemaking

- Development new Keswick logo and branding image for identity
- Installation of an informational kiosk at Easton Road and Keswick Avenue
- Easton Road: banner poles to announce Village events
- Flag and flower basket mounts on all decorative street lightpoles
- Shed for storage of event materials

Pedestrian safety and traffic calming

- In-ground lighting for crosswalks
- Intersection improvements at Jenkintown and Easton Roads
- Paint white lines at existing paver crosswalks
- Center lane decorative strip, rumble strip or thin island
- Reconstruct sidewalks throughout commercial district
- Bicycle facilities, including racks, lanes, and sharrows

Streetscape improvements & furnishings

- Installation of new street trees
- Installation of trash and recycling containers compatible with robot-arm trash trucks
- Installation of new decorative ornamental lights on Keswick Avenue from Abington Avenue to Mt. Carmel Avenue
- Construct decorative wall at Keswick and Abington Avenues
- Lighting and improvements to alley behind Gerhard's/Dentist
- Installation of new decorative ornamental lights on Parkdale Avenue and Donaldson Avenue

Parking

- Parking structure on-lot behind Keswick Theater (2+ levels) (See attached Sketch)
- Parking structure on lot behind Keswick Theater (1 level)
- Parking structure with mixed uses on lot behind Keswick Theater
- Parking structure with residential use on lot behind Keswick Theater

Estimated costs for the above items have been addressed in the body of the report.



*Alley behind Gerhard's
Appliances*

New Visions: Abington Commercial Districts Keswick Avenue (1995) Architectural Guidelines

[The following text and illustrations are from the first Keswick revitalization study, completed in 1995 by CVDA.]

Architectural Improvements

Storefront Design and Image

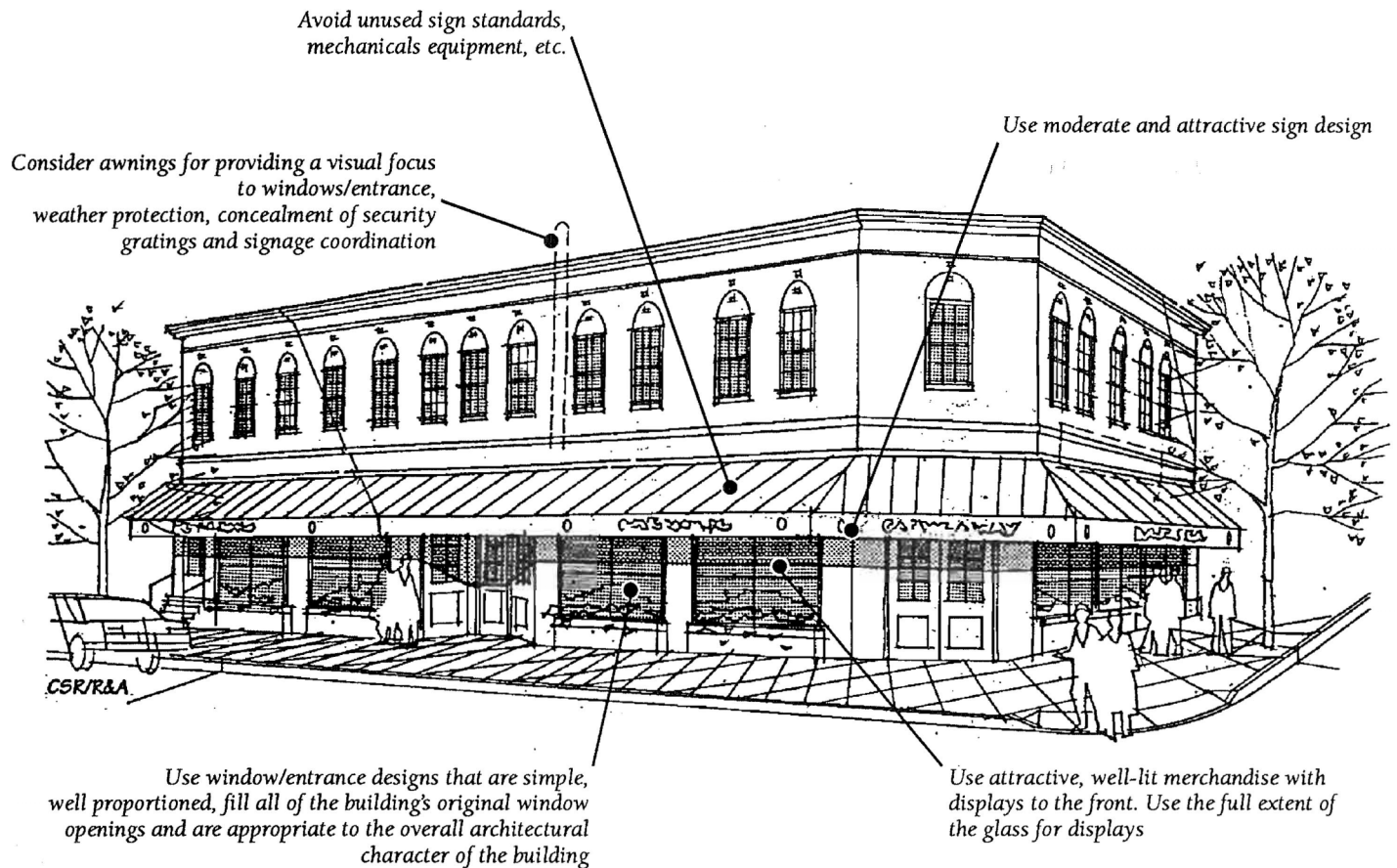
The most successful shopping districts are characterized by a combination of overall pleasing and vital environments that are spotlessly clean and well maintained, attractive storefront design and effective merchandise displays. This series of guidelines for the enhancement of existing storefronts has been based on an analysis of the existing storefront design problems of individual buildings that characterize the district. The purpose of the guidelines is to show how signs, windows, entrances, lighting, architectural details and overall well maintained storefront facades can be treated to create an inviting and appealing image for the shopper.

It is important to note that a combination of several aspects of storefront design can have a critical impact on the overall perception of an individual building as well as a larger district. The key to creating a successful and memorable physical image of a shopping district lies more in the improvement of as many storefronts as possible to a certain minimum level rather than in "over improving" only a handful of buildings.

Design Guidelines

The following guidelines have been developed to assist the individual store owner in making a preliminary assessment of his own storefront and in considering a range of improvements that could be made within varying budgets. The determination of which of the guidelines would be appropriate and should be considered for a specific storefront must be based on careful architectural and construction cost planning.

The recommendations have been grouped as follows:



Sign Guidelines

Use and/or Consider

- Moderate and attractive sign design
- Signs integrated within a building's overall appearance. Work within existing architectural features.
- Distinctive sign letters, logos and artwork specific to the store
- Short and simple sign text
- Pedestrian-scale letters on glass. Limit window signs to about 30% of glass area
- Sign light sources hidden from view. The lighting should be shielded so that no direct light shines onto sidewalks, streets, or adjacent properties
- Banners and flags specific to the store
- Small pedestrian-scale projecting signs

Avoid

- Box signs
- Long and complicated sign text
- Paper signs on windows
- Plastic, internally lit signs
- Wall signs above first floor levels, except for small projecting signs
- Roof signs
- Using more than three signs per business
- Free standing signs. Consider only when mounted sign cannot be used and consider grouping several store sign together. Maintain low height.
- Signs painted on facades
- Signs covering important building features



Example 1:
Vacant store at corner of Easton Road and Keswick Avenue

Window / Entrance Guidelines

Use and/or Consider

- Window / entrance designs that are simple, well proportioned, fill all of the building's original window openings and are appropriate to the overall architectural character of the building.
- Clear glass. Keep glass clean
- Attractive well lit merchandise displays with displays to the front. Use the full extent of the glass for displays
- After hour lighting on time to encourage window shopping
- Small scale glass where opaque glass is necessary
- Entrances fully accessible and inviting to all shoppers

- Interior and well concealed security gratings when necessary
- Displaying merchandise on vacant upper-story windows
- Window planter boxes

Avoid

- Tinted or opaque glass
- Exposed exterior security gratings and coil boxes
- Large glass lights

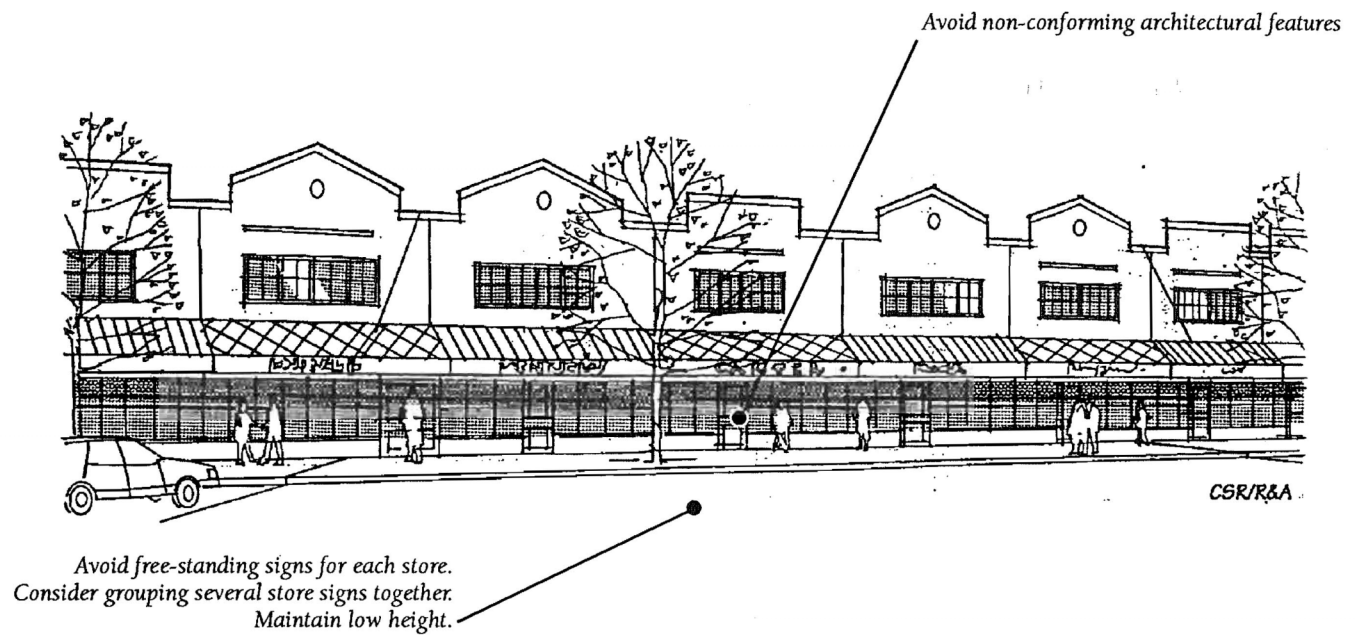


Example 2: Shopping center on Keswick Avenue

Building Facade Guidelines

Use and/or Consider

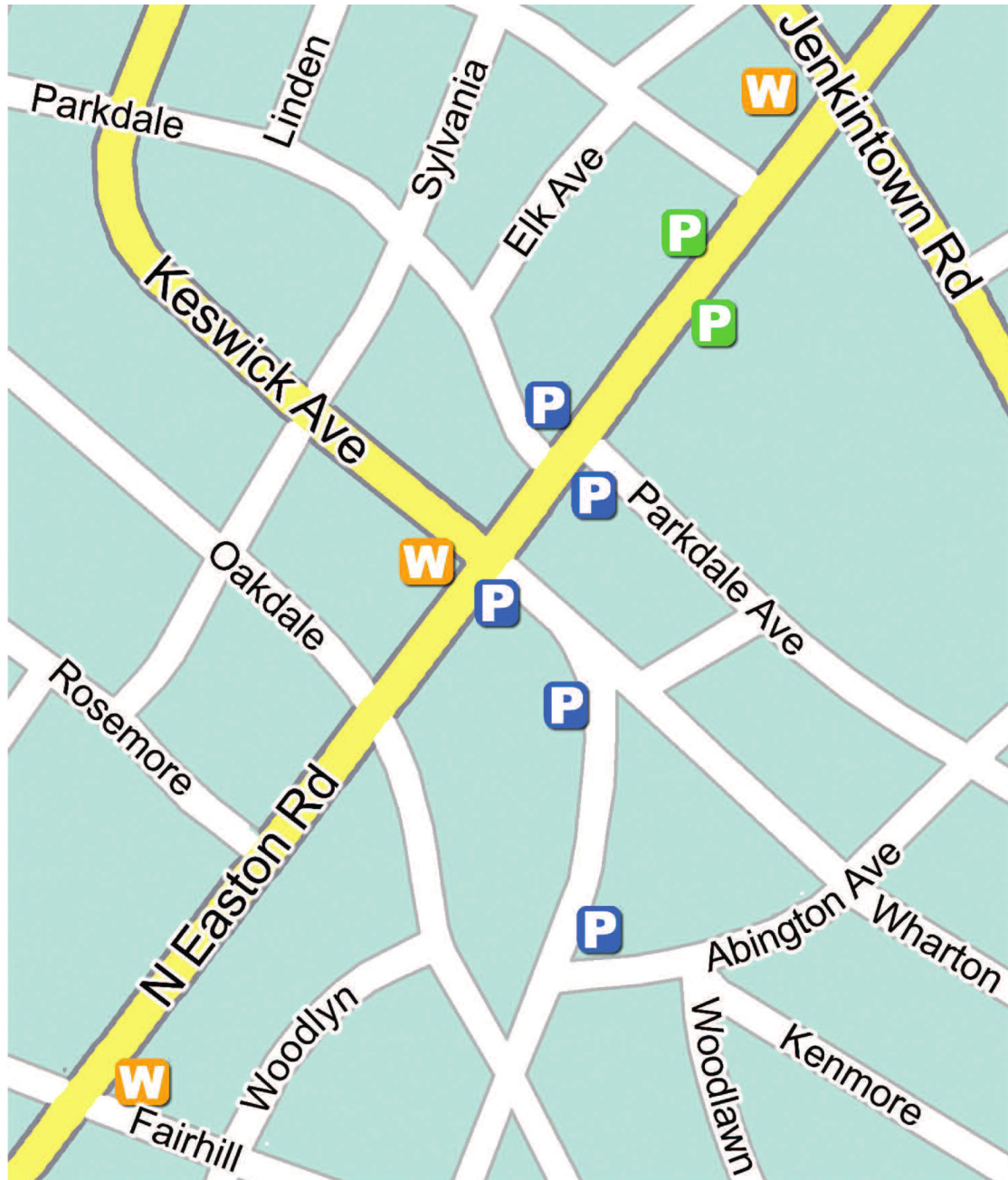
- Preserve historical building features. Work within existing architectural features
- Materials and colors that complement the existing and surrounding buildings
- After hours lighting on timer
- Flags, banners and lighting to accent the larger scale of the building
- Awnings for providing a visual focus to windows / entrance, weather protection, concealment of security gratings and signage coordination.
- New architectural cornices for providing a visual focus to windows / entrance, weather protection, concealment of security gratings and signage coordination.
- Modification of building walls and parapets on flat roof strip center buildings to compliment nearby gable roofed buildings






Avoid

- Blank facades on any floor facing the street
- Building fronts wider than typical width in district
- Building setbacks greater than typical setback in district
- Flat roofs and parapets
- Unused sign standards, mechanical equipment, etc.
- Non-conforming architectural features

Proposed Wayfinding and Parking Sign Locations



-  Parking signs phase I
-  Parking signs phase II
-  Wayfinding signs

Parking Inventory and Metering Plan

[See 24" x 36" map in pocket.

Source: Timothy Haahs & Associates, Inc. July 2012]

