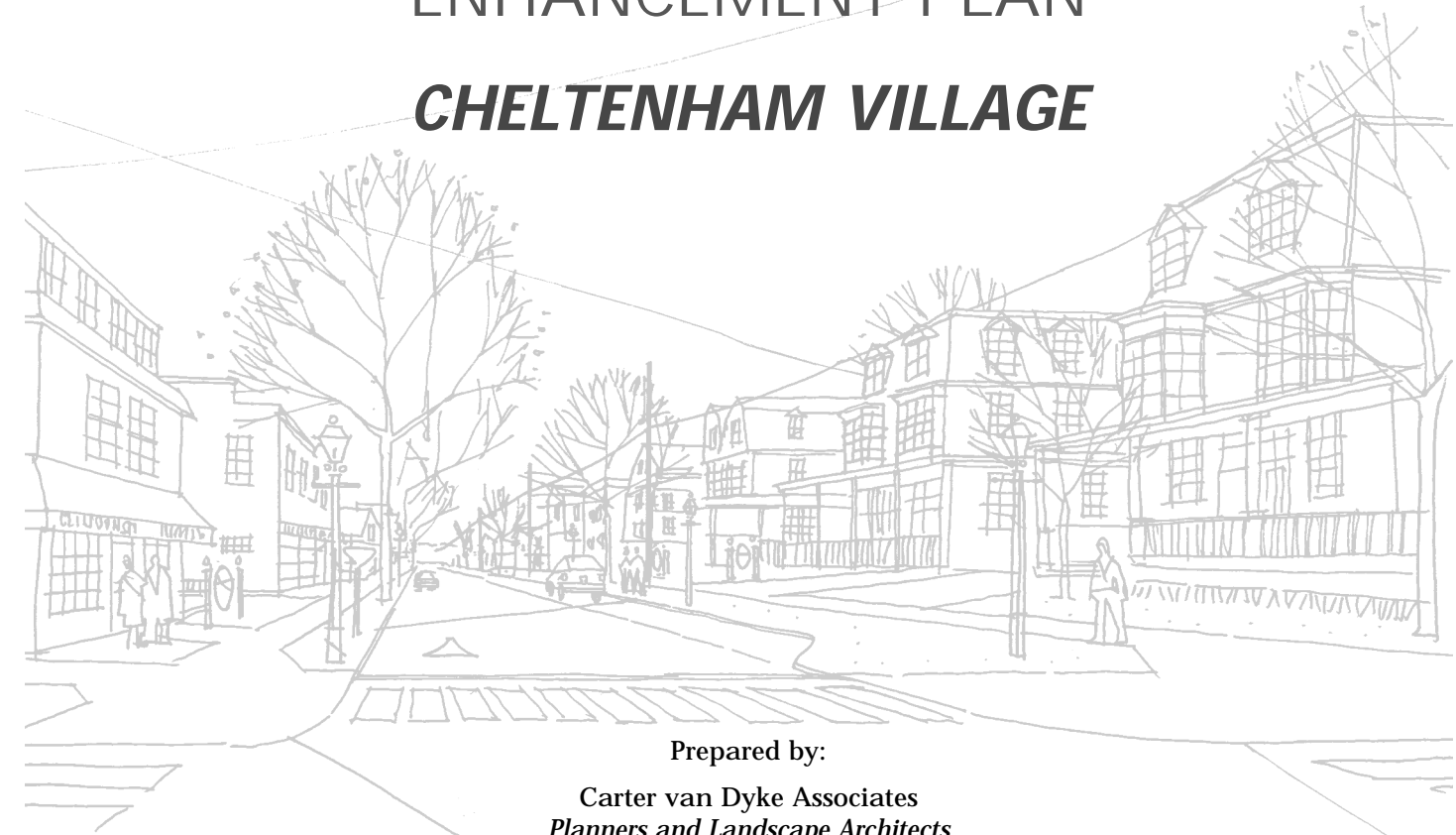


CHELTENHAM TOWNSHIP
COMMERCIAL DISTRICT
ENHANCEMENT PLAN

CHELTENHAM VILLAGE



Prepared by:

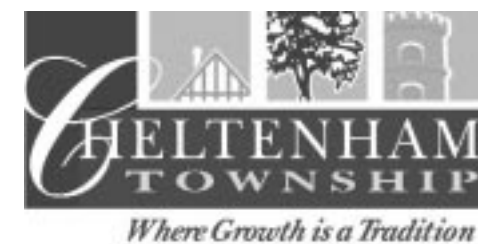
Carter van Dyke Associates
Planners and Landscape Architects

Urban Partners
Community and Economic Development Planners

Gannett Fleming
Transportation Planners

Runyan & Associates
Architects

Adopted October 23, 2000



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

Township of Cheltenham

Montgomery County, Pennsylvania

ACKNOWLEDGEMENTS

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

- Cheltenham Township Commissioners
Paul R. Greenwald, President
Jeffrey A. Muldawer, Vice President
Thomas Jay Ellis, Member
Robert C. Gerhard, Member
Charles D. McKeown, Member
Harvey Portner, Member
Michael J. Swavola, Member
- Cheltenham Township Manager *David G. Kraynik*
- Cheltenham Township Assistant Township Manager *Brian T. Havir*
- Cheltenham Township former Main Street Manager *Joel A. Johnson*
- Cheltenham Township Main Street Manager *Ruth Littner Shaw*

- Cheltenham Township Economic Development Task Force former Chairman *Jim Butt*
- Cheltenham Township Economic Development Task Force Chairman *Harold Lichtman*
- Cheltenham Township Economic Development Task Force
- Cheltenham Township Planning Commission
- Cheltenham Township Engineer *David M. Lynch*
- Citizens who participated in the 12 Public Forums
- Business and property owners who participated in the 12 Public Forums
- Montgomery County Planning Commission
- City of Philadelphia Department of Economic Development

Board of Commissioners
Paul R. Greenwald, President
Jeffrey A. Muldawer, Vice President
Thomas Jay Ellis
Robert C. Gerhard, Jr.
Charles D. McKeown
Harvey Portner
Michael J. Swavola

Township Manager
David G. Kraynik



Administration Building
8230 Old York Road
Elkins Park, PA 19027-1589

Phone: 215 887-1000
FAX: 215 887-1561
Website: cheltenhamtownship.org

President's Message January 16, 2001

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

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

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

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

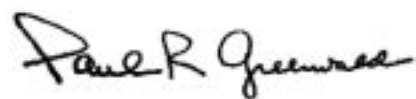
January 16, 2001
Page 2

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

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

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

Sincerely,



Paul R. Greenwald
President
Cheltenham Township
Board of Commissioners

Cheltenham Township Commercial District Enhancement Plan CHELTENHAM VILLAGE

Recommended Implementation Plan

Public Sector Activities	Year to Initiate	
	Detailed Design	Implementation
Item Action		
1 Acquire County, PennDOT, and SEPTA support		Twp-wide initiative in Yr 1
2 Create governmental partnerships with Philadelphia		Twp-wide initiative in Yr 1
3 Create governmental partnerships with Abington Twp.		Twp-wide initiative in Yr 1
4 Recruit businesses to fulfill each District vision		Ongoing
5 Create a Township-wide non-profit Economic Development Corp.		Twp-wide initiative in Yr 1
6 Draft and change zoning ordinances		Twp-wide initiative in Yr 1
7 Draft and change parking ordinances		Twp-wide initiative in Yr 1
8 Draft and change sign ordinances		Twp-wide initiative in Yr 1
9 Create and approve Facade Enhancement Guidelines		Twp-wide initiative in Yr 1
10 Implement Facade Enhancement Grant Program		Twp-wide initiative in Yr 2
11 Design and implement Gateway and Sign Program	2	3
12 Study feasibility of CDEP Traffic Recommendations	1	2
13 <i>Phase I:</i> Improvements along Central, Ryers, Laurel	2	3
14 <i>Phase II:</i> Improvements along Central, Ryers, Laure	8	9
Private Sector Activities	Detailed Design	Implementation
15 New retail/offices at Cottman and Laurel Avenues		
16 Parking lot improvements	Ongoing	Ongoing
17 Facade enhancement of commercial buildings	Ongoing	Ongoing

Building Facades and Signs

We recommend creating three new policy documents related to buildings and signs.

- Architectural Design Guidelines should be created to guide appropriate public/private investment in facade improvements.
- A Facade Improvement Grant Program for commercial properties should be created.
- Revise current sign ordinances to allow sign types appropriate for pedestrian-oriented commercial districts. These principles will be demonstrated in our draft report.

Phasing and Implementation Plan

Phasing Strategy

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

Implementation Partners

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

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

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IMPLEMENTATION

Policy Issues

Economic Development

Two key economic development issues must be addressed for the Cheltenham Village District. First and most visible, is the need to upgrade and strengthen the portion of Cottman Avenue near Church Road. Key activities include finding a positive reuse for the former Acme Supermarket to anchor the area; limiting additional growth of automotive service activities in this area; upgrading the appearance of these current auto repair businesses with clear curb cuts, attractive screening and improved housekeeping; and creating attractive coordinated streetscape features with the adjoining Philadelphia and Abington jurisdictions.

Secondly, the neighborhood service character of the Central Avenue and Ryers Avenue corridor must be reinforced. Traffic calming and parking management are obvious needs. Any additions to the range of goods and services available must be consistent with the physical constraints of the District. Any new business development must focus on small incremental improvements in the District's roles 1) as a service district catering to the needs of the surrounding neighborhood and 2) as a location for specialty retailers. Any retail expansion within the core of the Village should probably be focused on Central Avenue,

recruiting a broader array of goods and services such as an optometrist, a neighborhood video store, and a travel agency. It is notable that Cheltenham Village has only one restaurant. A small cafe and bakery could also be a good addition to the area, serving neighbors on their way to and from work. Expansion of specialty retailers with low-traffic demands such as a camera store, and a small music or bookstore should be considered.

Zoning

In Cheltenham Village a *Village Shops Overlay District* is recommended to create incentives for more upscale businesses and land use. Overlay zoning creates optional higher standards matched with commercial incentives to create more successful land use patterns. These principles, based on traditional neighborhood design (TND) principles, include the following goals:

- Encourage retail uses only at the ground floor to face streets, sidewalks, available on-street parking
- Encourage retail storefronts where appropriate
- Encourage mixed-use buildings of two or more floors at central areas
- Encourage upper floors as offices or residential uses within present zoning districts to improve the economic value of each geographic area

Ultimately, these recommendations need to further protect residential quality of life while offering quality local businesses that fit well within this historic community.

Parking

It is our observation that present parking requirements have the effect of discouraging commercial uses in the Township. We would recommend reducing the parking requirements to a more appropriate and balanced parity compared to the real demand for parking. In particular, parking requirements in districts that have created proper incentives for shared parking may be able to reduce these required ratios even further. One of the unintended effects of overly stringent parking requirements is to force the demolition of buildings that may be important to the overall vitality of a commercial district. In summary, we recommend:

- Encouraging shared parking behind buildings
- Encouraging and allowing adjacent landowners to link parking areas via cross easements
- Reducing parking requirement ratios within the District

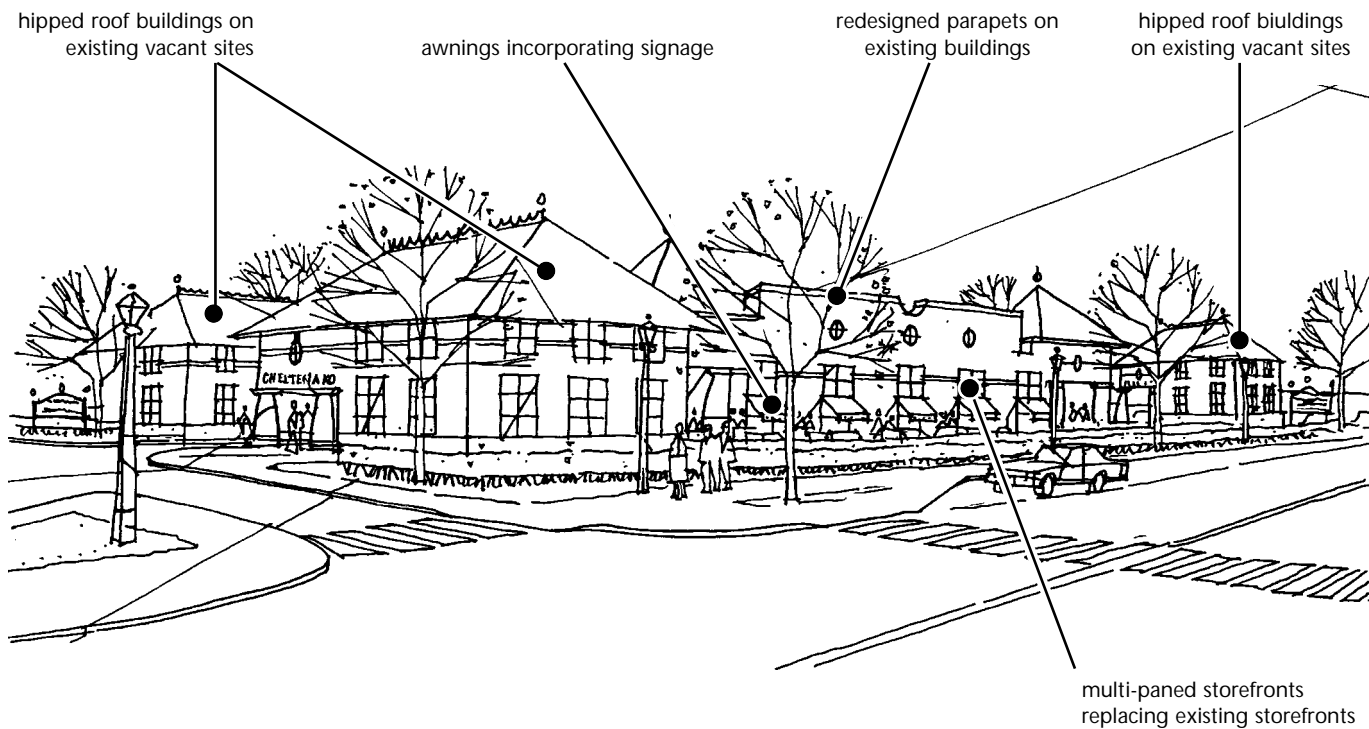


Proposed Vision for Cheltenham Village at Central and Jefferson Avenues

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

New Construction

- Follow Detailed Architectural Design Guidelines (See Technical Appendix)
- Building massing and design should be consistent with the District Theme Architectural Character, referring to the more distinctive architectural styles in the District



Above: Cottman and Laurel Avenues
 Below: Facade Enhancement Ideas at Cottman and Laurel Avenues

THE ISSUES

Study Area

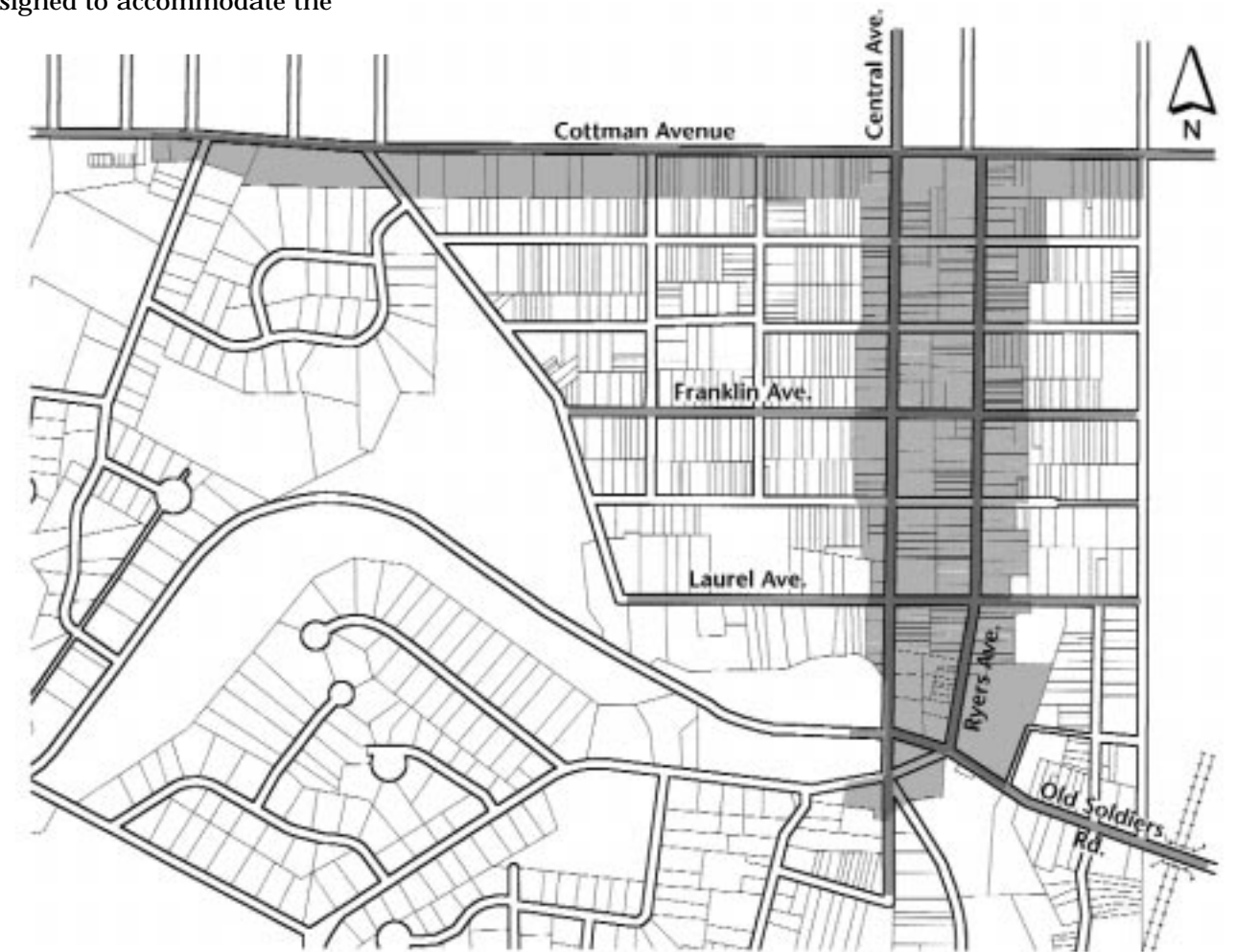
Cheltenham Village is the oldest section of the Township and therefore its land development pattern originated from the grid pattern established by adjacent neighborhoods within Philadelphia. The neighborhood design is characteristic of an urban village with traditional narrow lots and small yards. Because this neighborhood predates the dominant use of the automobile, the individual lots, streets and right-of-ways were not designed to accommodate the

space required for parking cars. This creates a situation in Cheltenham Village where residential parking needs and the modest commercial parking needs within the District are in conflict.

Within the District there are a number of strong natural features, recreation facilities and a consistent architectural character to the houses. Single family and multi-family residences dominate the District. Interspersed throughout the District is a wide range of

community-serving commercial establishments.

To the northwest of the older village, along Cottman Avenue, is a commercial strip where many automobile related repair businesses are located. There is a large vacant building where the former Acme supermarket was located. The current vacancies and the repair businesses are currently detracting from the economic reality and social perception of this District as a desirable place to live and work.



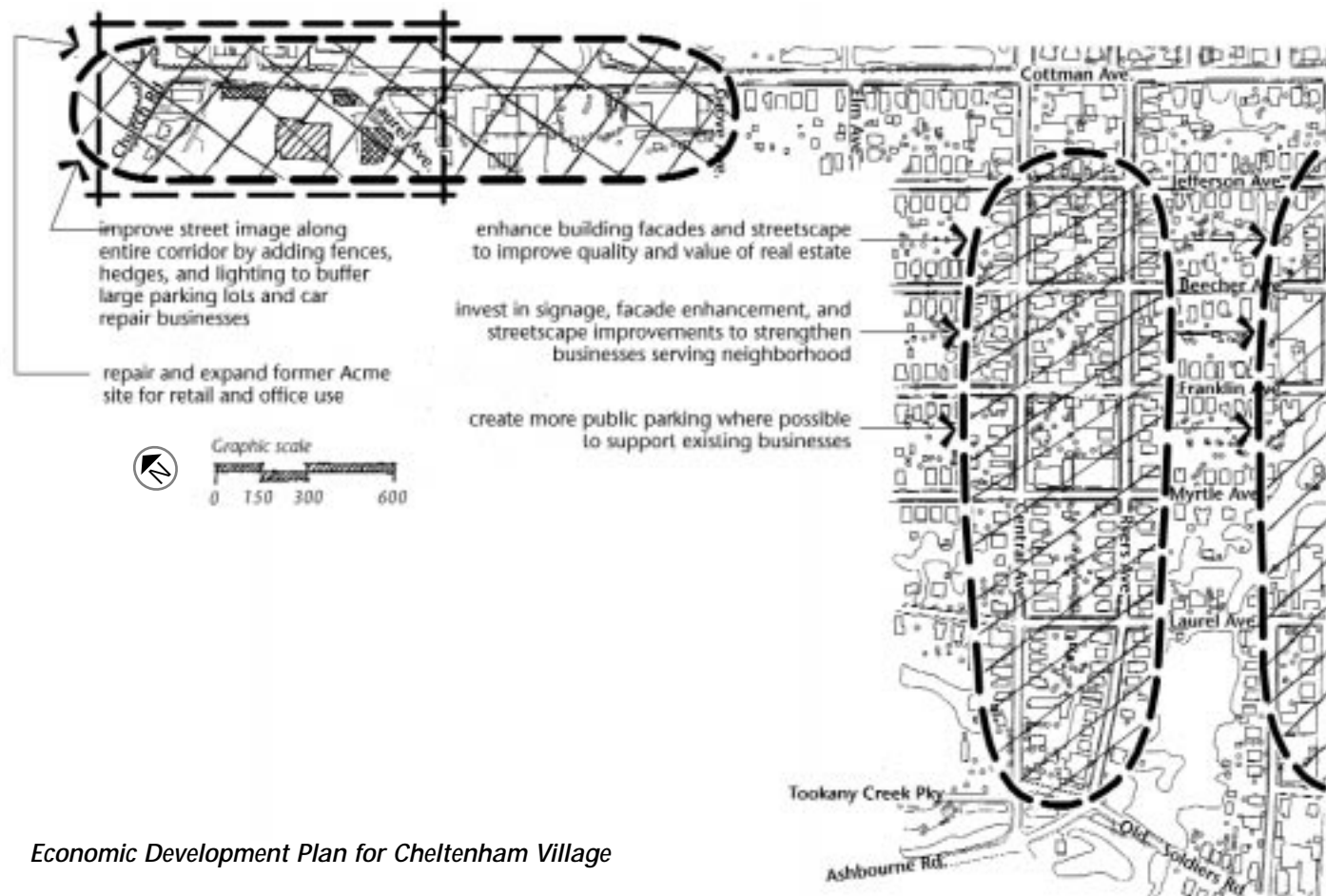
Cheltenham Village study area

The Defining Issues for Cheltenham Village

Although Cheltenham Village's early history was strongly influenced by industrial use of land, today this area is primarily a residential village with neighborhood serving retail uses. With this in mind a primary concern for Cheltenham Village is ori-

ented around neighborhood preservation with a secondary goal of enhancing commercial property. The community faces three primary challenges. First, the high traffic volume and high traffic speeds traveling through village streets is eroding the quality of life and sense of safety. Second, there are some conflicts between the residential, commer-

cial and light industrial uses, especially the issue of inadequate parking. Thirdly, many of the commercial buildings and yards throughout the District are poorly maintained. These three challenges define the strategies recommended in the vision plan.



Economic Development Plan for Cheltenham Village

District Theme Architectural Character

Colonial Village Theme

Architectural design is to be in conformance with a colonial village district design theme that generally refers to the varied distinctive architectural inventory that exists in the District

- Building massing:** 2 to 3 story; locate new construction at street line to define streets
- Exterior walls:** Brick, stucco, stone
- Windows/entrances:** Multi-paned windows & doors at traditional buildings
- Roofs:** Slate, tile or appearance of; pitched, hipped and gabled; large overhangs
- Special features:** Dormers, chimneys; towers; details featuring quality craftsmanship

General Architectural Design Guidelines

Historic or Architecturally Significant Buildings

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

Examples: *Architecturally Significant:* Building housing Ice Delights Shoppe; numerous residential structures

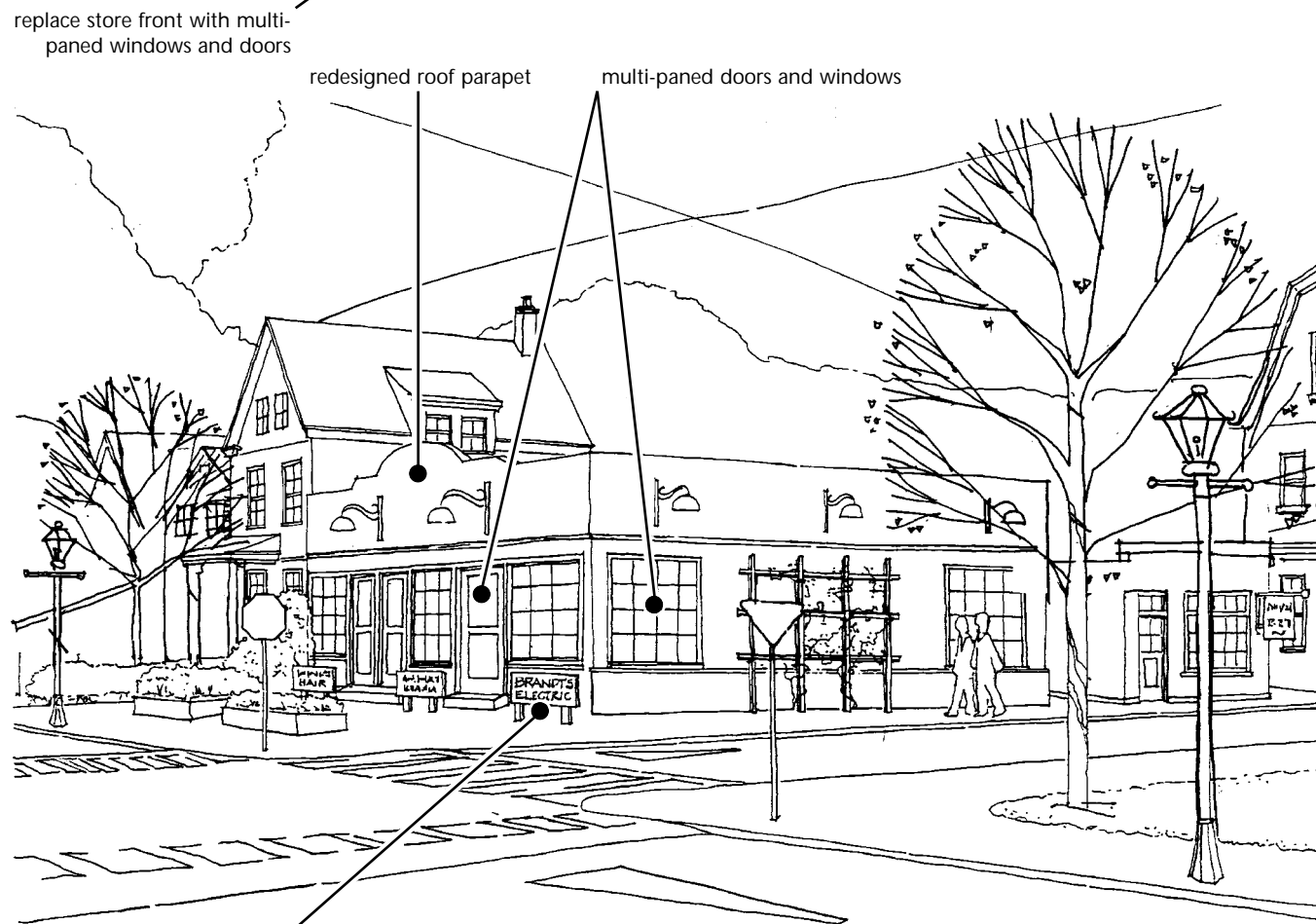
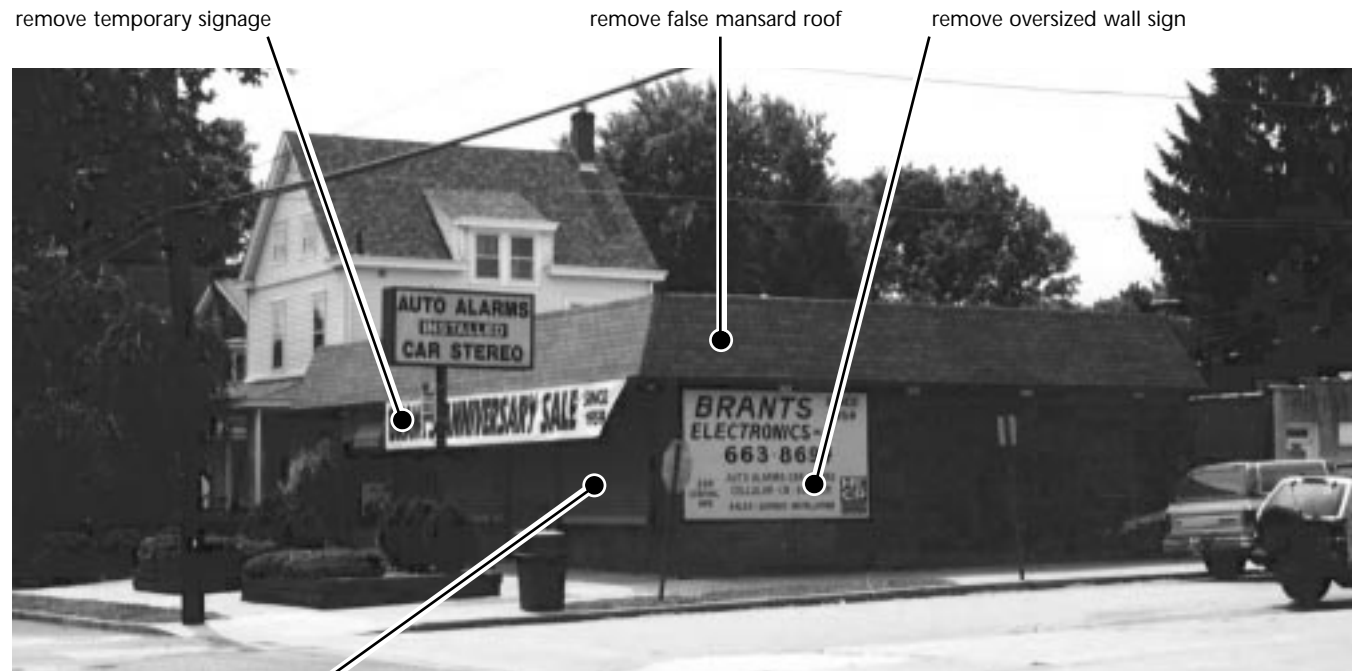
- Follow *Detailed Architectural Design Guidelines* (See Technical Appendix)
- Facade enhancements do not have to be consistent with the District Theme Architectural Character
- Follow the Secretary of the Interior's "Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings"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

Other Buildings

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

Example: Village Cleaners (Front addition)
Cottman Transmission

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



Above: Central and Beecher Avenues
 Below: Facade enhancement ideas at Central and Beecher Avenues

THE VISION

The vision plan for Cheltenham Village builds on its existing strengths as an historic village, residential neighborhood, gateway to the Township and village shopping area. The plan promotes a vision that improves the neighborhood and commercial district by integrating economic development, transportation, streetscape and architectural strategies. These recommendations are a starting point, not the final plan for commercial district enhancement.

Economic Development Opportunities

Four key economic development issues stand out for the Cheltenham Village District. The critical issues for this District are:

New tenant for former Acme site

First, and most visible, is the impact of the closing of the Acme Supermarket and the future of the south side of Cottman Avenue near Church Road. The loss of this anchor is eroding the customer base for nearby retailers. This may be particularly important for the independent pharmacy that is already under pressure from chain discount drug stores and shrinking insurance reimbursements. Alternative uses for this property may include offices, medical outpatient offices, a pharmacy or a furniture store.

Improve appearance of Cottman Avenue

The second related issue is the potential growth of automotive service activities in this area. Already three automotive repair businesses have located along the south side of Cottman Avenue. If more valuable uses do not rapidly appear for vacant properties in this area, it is likely that further automotive uses will seek this location. The appearance of these auto repair businesses further detracts from the business area; there is need for attractive screening and improved housekeeping from this use.

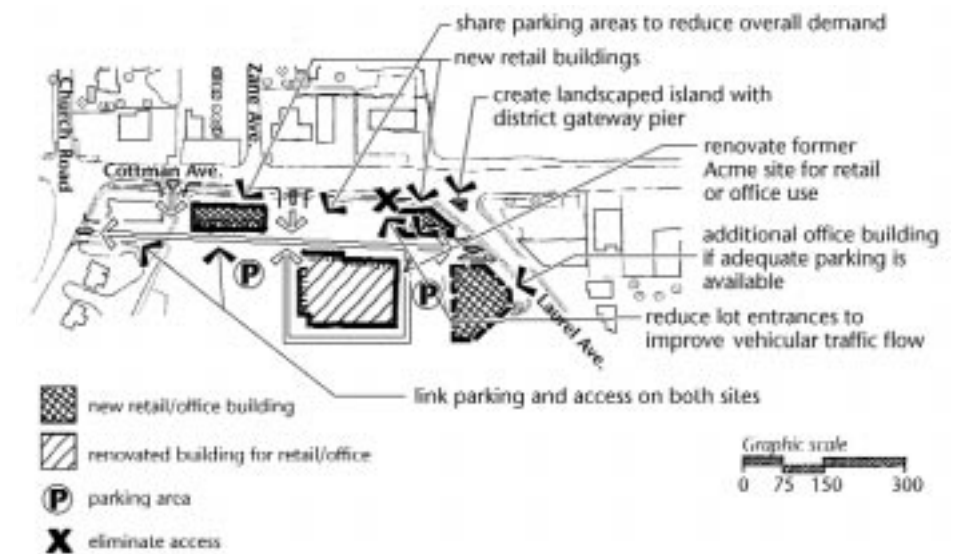
Reduce auto congestion

A third issue is dealing with auto congestion in the Central Avenue/Ryers Avenue corridor.

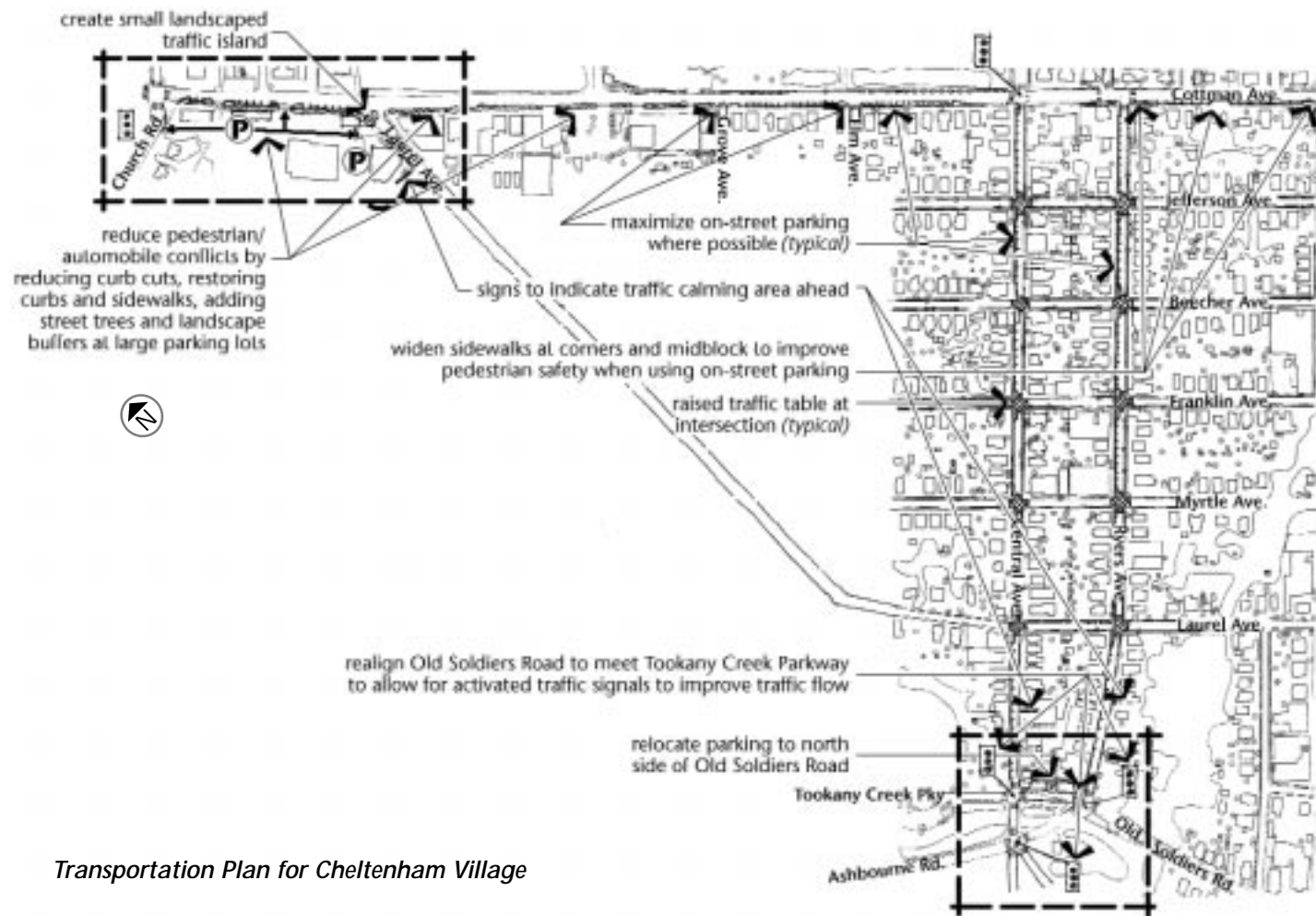
Auto-related issues include parking and parking management, creating a positive pedestrian-oriented environment, and handling through-traffic. The mix of retail and office/service users in the area could all benefit from improvements in these areas.

Improve range of goods and services

Finally, there is the issue of improving the range of goods and services available to area residents consistent with the physical constraints of the District. When the Village attracts businesses, it should focus on small incremental improvements in its roles 1) as a service district catering to the needs of the surrounding neighborhood and 2) as a location for specialty retailers. Any retail



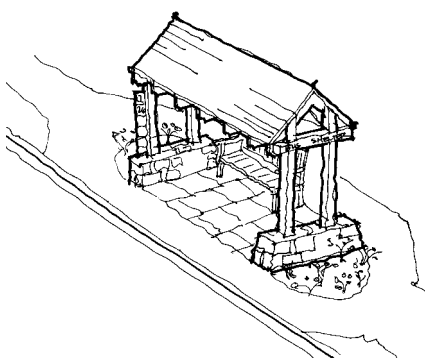
Proposed Site Development at Cottman and Laurel Avenues



Transportation Plan for Cheltenham Village

expansion within the core of the Village should probably be focused on Central Avenue, recruiting a broader array of goods and services such as an optometrist, a neighborhood video store, and a travel agency.

It is notable that Cheltenham Village has only one restaurant. Expansion of specialty retailers such as a camera store, and a small music or bookstore could be sensible additions. A small cafe and bakery could also be a good addition to the area, serving neighbors on their way to and from work, as well as the congregations of the District's four churches.



Proposed bus shelter

Transportation Initiatives

The primary focus of the proposed transportation improvements for the Cheltenham Village District are to facilitate traffic flow at intersections in order to slow traffic along through the Village; and to enhance pedestrian safety. The primary issue is the balance between the very small-scaled, neighborhood quality of the area and the scale of the streets, and the fact that Central and Ryers Avenues are major through streets. The Plan places a strong emphasis on creating a pedestrian friendly environment. To

Architectural Revitalization

District Theme

The Cheltenham Village study area features a very stable and mostly residential area with limited scattered commercial activity. The strong pedestrian orientation of the village has in recent years been negatively impacted by through traffic along major streets. Rather than concentrated in a central business core, businesses are scattered among various intersections or located in former residential properties. This area features an interesting inventory of substantial 3 story residential structures that reflect the Township's significant 19th and early 20th century architectural heritage. The commercial structures are generally less architecturally noteworthy.

The architectural theme recommended for Cheltenham Village is the promotion of a strong traditional neighborhood "corner store" organization featuring an eclectic mix of architectural styles throughout the District. Cheltenham Village should strengthen its neighborhood feeling by highlighting a variety of

architectural styles through the restoration/rehabilitation of significant structures (particularly housing), the reconstruction of existing undistinguished "other" structures (particularly businesses) and the infill of vacant lots to the street line with new construction that is compatible with the District Theme Architectural Character described herein.

Architectural Design Guidelines

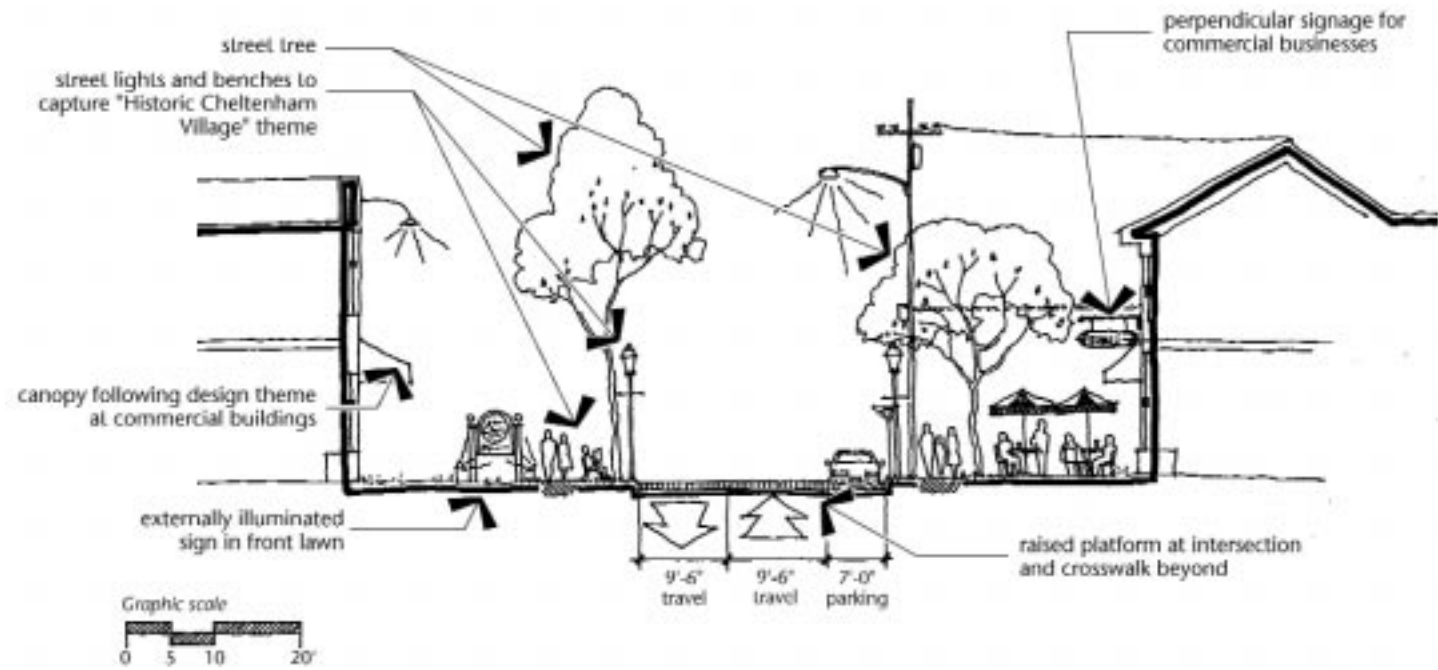
A great deal of the commercial building development in Cheltenham Village is not in conformance with the architectural character of the proposed District theme. Currently the District suffers from a lack of continuity in its physical image. The adoption and implementation of appropriate Architectural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

Appropriate building facade and signage improvements reflecting the District theme will create a memorable physical image to both residents and non-residents.

Key to the creation of this image is the improvement and reconstruction of as many building facades as possible to at least a basic level, rather than "over-improving" only a handful of buildings.

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

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



Cross section at Central Avenue

- enhance the street edge with landscaping to soften areas that may be dominated by asphalt or concrete
- plant street trees in both commercial and residential areas.

The landscape buffering strategy is to plant high hedges and decorative fencing to obscure undesirable views. The length of hedges and fences should be limited to create a pleasing rhythm rather than a monotonous wall. The street edge enhancement strategy involves planting a variety of ground covers, ornamental shrubs and/or flowering trees to minimize the visible hard surfaces and enhance the quality of the street tree edges.

The street tree planting strategy is designed to improve property values, encourage cars to drive slower and enhance the quality of the street experience. Tree species such as the machia can be selected to minimize common concerns about sidewalk heaving, overhead utility wires and excessive leaf debris.

The new streetscape enhancements include: sidewalks and curbing with color and texture at the intersections, pedestrian scale streetlights, street trees, street banners, bollards at intersections, boldly detailed vinyl pedestrian crosswalks, hanging baskets and tubs. Street tree planting and ongoing maintenance is one of

the simplest and most cost effective investments a property owner or a municipality can make to improve property values.

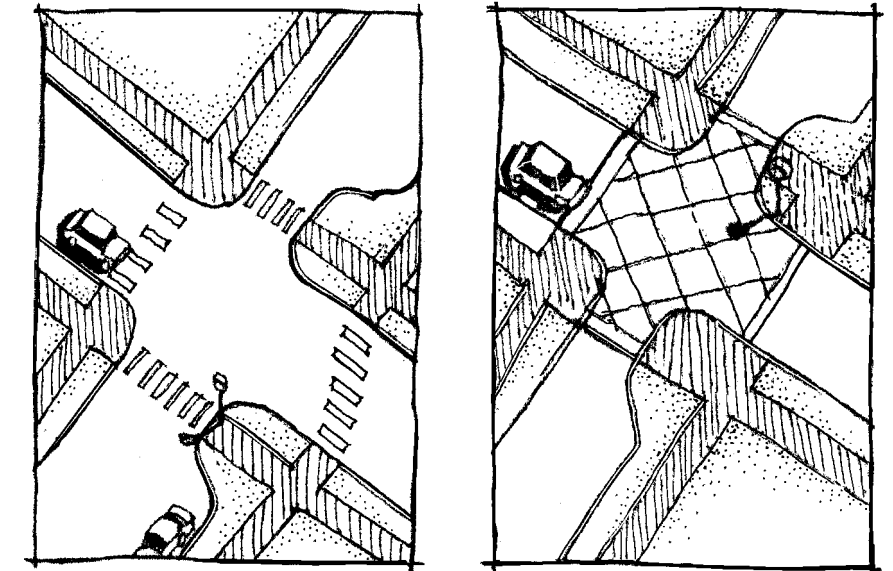
Other Unifying Elements

The additional streetscape elements that will improve the overall experience of living, walking or shopping in Cheltenham Village are benches, modestly scaled business signs, appropriate trash receptacles, and a few well placed corner parks or sitting areas. All of the streetscape elements chosen for Township review and selection reinforce the colonial village theme for Cheltenham Village.

achieve this goal, a concept called "traffic calming" is recommended to slow driving speeds while improving driver awareness of their surroundings and maintaining traffic volume. The main traffic calming device proposed is a raised or "tabled" intersection. This device essentially works by forcing vehicles to slow as they mount and dismount the table. The table is only slightly higher than the existing road elevation, but it is longer than a vehicle. Therefore a vehicle will completely rest on top of the table for a brief period before dismounting. Tables are much more effective than bumps or humps, since they are obvious to the motorists and provide a clear indication of pedestrian crossing areas without the noise and potential for vehicle damage associated with some humps.

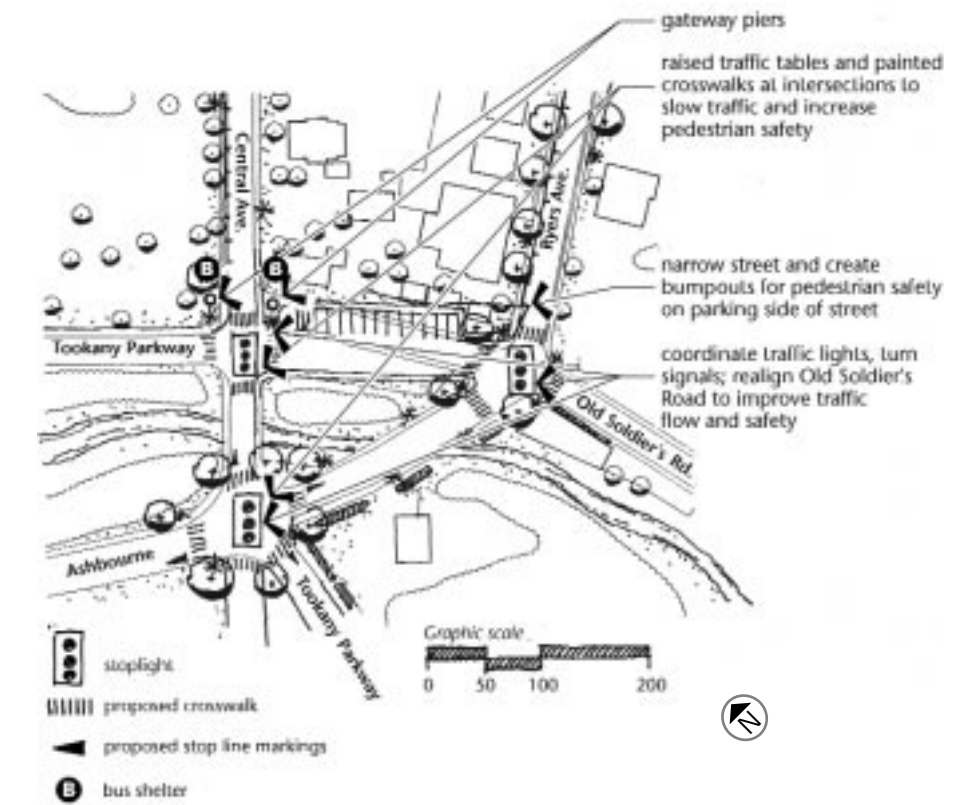
Improve traffic circulation and reduce speeds

- Construct traffic table intersection at all intersections along Central and Ryers Avenues, between Cottman Avenue and Old Soldiers Road. These could consist of specialty paving and would provide effective traffic calming for the District.
- Install warning signing in advance of traffic tables, warning of "traffic calmed area."
- Reconstruct Old Soldiers Road to align with the Tookany Creek Parkway at Central Avenue.
- Install actuated signals at the intersection of Old Soldiers Road and Central and Ryers Avenues. This enhances traffic flow and eliminates situations when vehicles on the primary



Traffic calming technique: curb bumpout with crosswalks

Traffic calming technique: raised traffic table



Transportation plan at Southern Gateway

routes must wait for non-existing vehicles. The problem is compounded by the existing offset intersections that create multiple phases within each signal cycle.

- Reduce wide and unnecessary curb cuts along Cottman Avenue and clearly define entrance and exit locations.

Enhance parking and coordinate parking lots

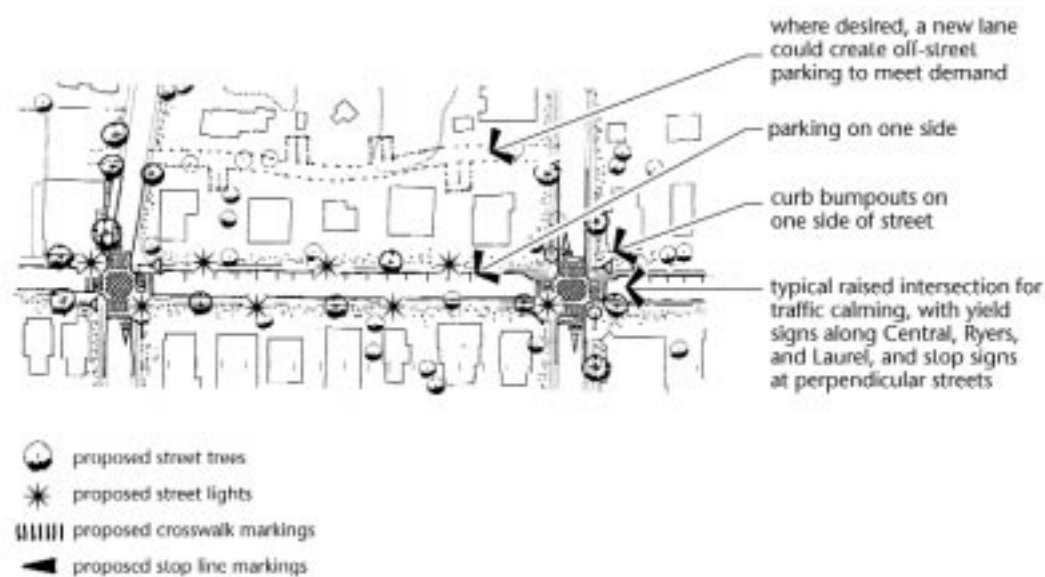
- Promote interconnectivity of rear parking lots to create a comprehensive parking network along Central Avenue.
- Eliminate curb cuts where possible to increase available on-street parking.

Improve pedestrian mobility

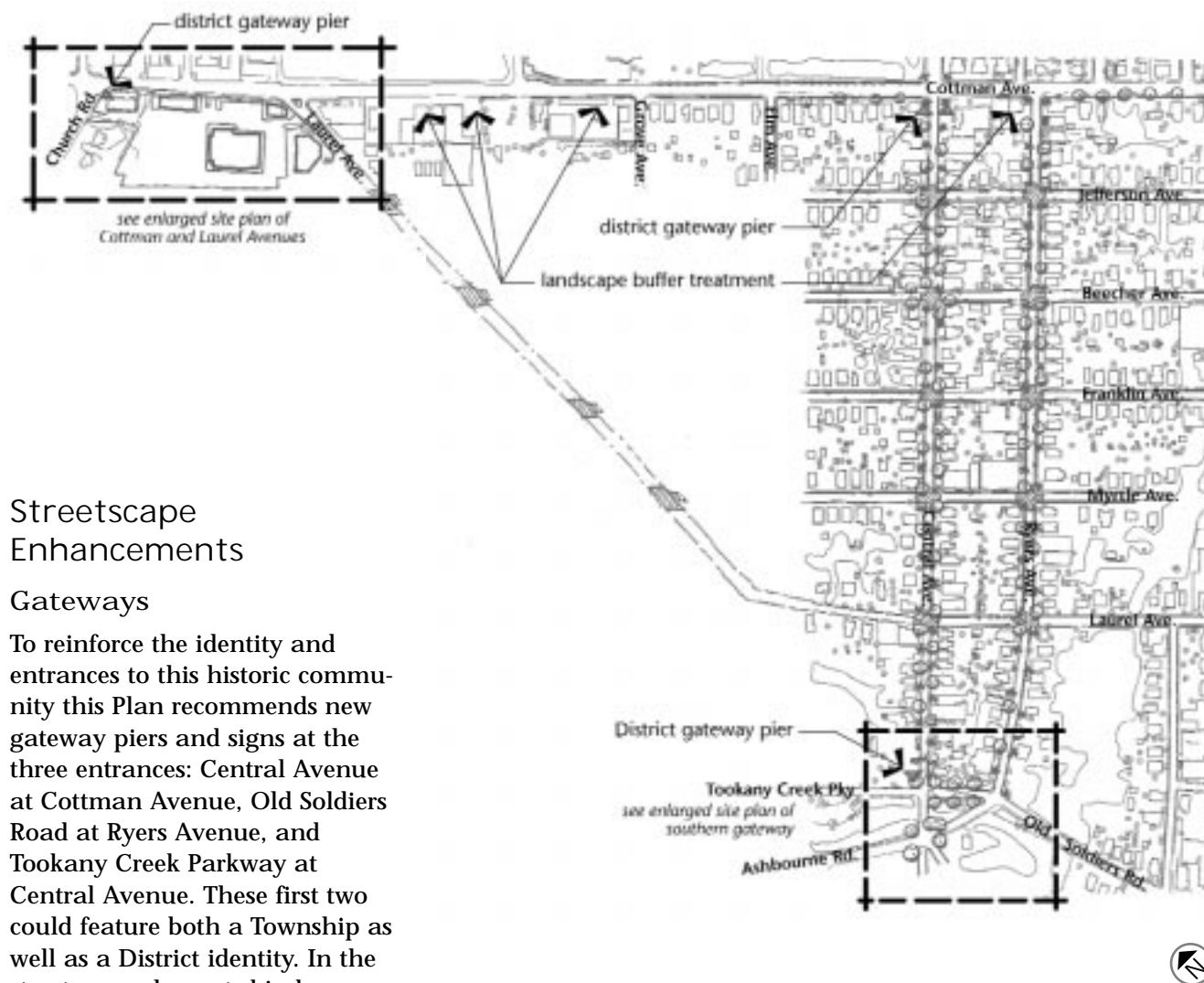
- Construct intersection curb bump-outs along Central and Ryers Avenues to define on-street parking area to shorten the length of pedestrian crosswalks. These strategies will also aid in traffic calming.
- Create bicycle lanes along the Tookany Creek Parkway.
- Enhance pedestrian crosswalks at the intersections of Central and Cottman Avenues, Tookany Creek Parkway, and Ashbourne Road and the intersection of Ryers Avenue and Old Soldiers Road. These crosswalks could include prominent striping and reflective devices, as well as improved pedestrian-scaled lighting.

tive devices, as well as improved pedestrian-scaled lighting.

- Enhance pedestrian crosswalks at the intersection of Church Road and Cottman Street.
- Restore sidewalks along Cottman Avenue and install buffer plantings in areas with large parking lots.



A typical block of streetscape, parking, and traffic calming improvements



Streetscape Plan for Cheltenham Village

Streetscape Enhancements

Gateways

To reinforce the identity and entrances to this historic community this Plan recommends new gateway piers and signs at the three entrances: Central Avenue at Cottman Avenue, Old Soldiers Road at Ryers Avenue, and Tookany Creek Parkway at Central Avenue. These first two could feature both a Township as well as a District identity. In the streetscape elements binder a number of District piers, District signs, Township piers, banners and streetlights were recommended as elements in these gateways to Cheltenham Village.

Lighting

The origins of this historic village date as early as the colonial era; therefore, our plan recommends a colonial village theme to unify this District and enhance its sense of place. Street lighting and building lighting play an important part in this District theme. Traditional copper lanterns on wood posts are recommended

along Central and Ryers Avenues to enhance the quality and safety of the pedestrian experience as well as to increase a sense of charm for this village. Individual business owners may also choose to install a compatible wall lantern on their building to enhance the appeal of their property.

Landscaping

The recommendations for improving Cheltenham Village's landscape are focused in three primary areas:

- landscape buffering along streets to minimize undesirable views that depress nearby real estate values