Design Recommendations

October 7, 2003
• Vehicular Traffic Improvements
• Off-Street Parking Enhancements
• Parking Operation and Management
• Pedestrian Safety/Circulation Improvements
• Streetscape Improvements
• Building Appearance Improvements

Design Elements
Vehicular Traffic Improvements
Implement 3-Lane Cross Section

Features

- One through-lane in each direction with center median and turn lane
Implement 3-Lane Cross Section

Features

- Lane drop by way of left turn only lanes at Parsons Avenue and Bryn Mawr Avenue
Vehicular Traffic Improvements

Implement 3-Lane Cross Section

Features

- Recommended as a demonstration project to test effectiveness

Frankenmuth Main Street BEFORE

Frankenmuth Main Street AFTER (demonstration)
Implement 3-Lane Cross Section

Advantages

• Improves traffic calming through reduced speeding
• Does not require roadway widening
• Allows for a reduction in cartway width from 54 to 44 feet
• Allows for sidewalk widening on each side by 5 feet from an average of 8 to 13 feet
• Retains on-street parking
• Provides sufficient capacity (similar to 4-lane) for existing and future traffic without causing diversion
• Concept is supported by PENNDOT and Montgomery County – local examples on Ridge Pike in Whitemarsh and Easton Road in Abington

Vehicular Traffic Improvements
Implement 3-Lane Cross Section

Advantages

- Improves vehicular and pedestrian safety: fewer conflict points
Implement 3-Lane Cross Section

Advantages

- Improves vehicular and pedestrian safety: greater sight distance
Implement 3-Lane Cross Section

Advantages

- Improves vehicular and pedestrian safety: better emergency vehicle access
Implement 3-Lane Cross Section

Disadvantages

- May result in periodic congestion queues at lane drop-off points
- Longer delays may occur on side streets and driveways
- Double-parked vehicles may block the through lane but center lane could be used
Parking Operation and Management
Institute Shared Parking

Management Options

• Township governs through cooperative agreements or contracts with property owners *(Recommended)*
• Private businesses could combine lots and hire a private company to manage on their behalf

*However the parking is managed, it needs to serve local businesses, both on- and off-street*
Institute Shared Parking

Benefits

• Takes advantage of different peak periods to maximize parking supply for customers
• Allows greater flexibility for pedestrian movement to multiple businesses with one trip
• Maximizes efficiency of land used for parking
• Decreases traffic with improved entries and exits into lots from Montgomery Avenue and sidestreets
• Reduces costs of maintaining parking areas
In developing shared parking agreements, the businesses and Township must consult an insurance and/or legal professional for implementation.

Issues for negotiations include, but are not limited to:

- Use of facilities (peak demands)
- Maintenance
- Utilities and Taxes
- Signs
- Enforcement
- Conditions if lot is sold
- Cooperation
- Insurance
- Indemnification
- Termination
- Supplemental Contracts (special events, leased spaces)
Institute Shared Parking

Covenants

- Formal shared parking agreements will be necessary and should be recorded with the Township.
- Agreements should be executed by owners of lots and the parties having use thereof.
- They need to be enforceable by parties having use of the lot or owners of lots.
- Contracts should be recorded in the Office of Deeds.
Institute Shared Parking

Zoning Code and Local Policy

- Shared parking should be implemented by municipal government policy encouraging shared parking agreements
- Township ordinance should anticipate that shared parking may be appropriate for other commercial areas in addition to Bala Cynwyd
- Zoning changes may be necessary to encourage and allow businesses to implement shared parking
Off-Street Parking Enhancements
Consolidate Off-Street Lots

Off-Street Parking Enhancements
North Side of Montgomery Avenue

- Increase in parking spaces from approximately 74 to 86
- One-way entrance driveway from Montgomery Avenue
- Two-way access from adjacent side streets
- Improved traffic circulation preventing turn-arounds
**South Side of Montgomery Avenue**

- Increase in parking spaces from approximately 48 to 64
- Most spaces become public, some remain private
- One-way entrance driveway from Montgomery Avenue
- Two-way access from Old Lancaster Avenue
- Improved traffic circulation preventing turn-arounds

**Off-Street Parking Enhancements**
Install Physical Improvements

- Install new lighting, landscaping, and trees to enhance parking lot aesthetics, function, and safety

Existing
Install Physical Improvements

- Install new lighting, landscaping, and trees to enhance parking lot aesthetics, function, and safety

Examples

Off-Street Parking Enhancements
Install Physical Improvements

- Install new township parking signage to identify the off-street lots as well as new wayfinding signage to direct pedestrians to Montgomery Avenue.

Examples

Off-Street Parking Enhancements
Improve Pedestrian Access

- Improve shared pedestrian/vehicular access to off-street parking with lighting, landscaping, special pavement, and uninterrupted sidewalks across driveways to improve safety and aesthetics.

Existing

Off-Street Parking Enhancements
• Improve shared pedestrian/vehicular access to off-street parking with lighting, landscaping, special pavement, and uninterrupted sidewalks across driveways to improve safety and aesthetics.
Enhance Parking Lot Edges

- Enhance edges of asphalt paved parking areas with fencing and landscaping to improve appearance and urban form

Existing

Off-Street Parking Enhancements
Enhance Parking Lot Edges

- Enhance edges of asphalt paved parking areas with fencing and landscaping to improve appearance and urban form

Example
Enhance Parking Lot Edges

Examples

Off-Street Parking Enhancements
Pedestrian Safety/Circulation Improvements
Create Visible Street Crossing

- Install a safe pedestrian crossing at Bangor Road

Existing

Pedestrian Safety Improvements
Pedestrian Safety Improvements

Create Visible Street Crossing

Examples

- How the system works
  - Automatic sensor (optional) activates crosswalk
  - Control unit or AC powered
  - Solar cell panel
  - Embedded amber LED strobe lights
  - Lights can be seen 1,500 feet away
  - Push-button crosswalk activator (optional)
Eliminate the free right turn and potential pedestrian hazard from Montgomery Avenue to Old Lancaster Avenue with an enlarged traffic island.

Existing

Pedestrian Safety Improvements
Eliminate Free Right Turn

- Eliminate the free right turn and potential pedestrian hazard from Montgomery Avenue to Old Lancaster Avenue with an enlarged traffic island.
• Install curb extensions at intersections throughout the business district to reduce curb radii and crossing distance while improving pedestrian visibility.
Install Curb Extensions

• Install curb extensions at intersections throughout the business district to reduce curb radii and crossing distance while improving pedestrian visibility

Examples

Pedestrian Safety Improvements
Minimize Driveway Conflicts

• Continue sidewalks across driveways and parking lot entrances to minimize conflicts with pedestrians

Existing

Pedestrian Safety Improvements
Minimize Driveway Conflicts

- Continue sidewalks across driveways and parking lot entrances to minimize conflicts with pedestrians.
Streetscape Improvements
Improve Sidewalks

• Widen sidewalks to at least 13 feet and add curbs and attractive treatments along Montgomery Avenue

Existing

Streetscape Improvements
Improve Sidewalks

- Widen sidewalks to at least 13 feet and add curbs and attractive treatments along Montgomery Avenue

Examples

Streetscape Improvements
Improve Center Lane

- Improve the center lane in mid-block areas with treated pavement or stamped concrete

Existing

Streetscape Improvements
Improve Center Lane

• Improve the center lane in mid-block areas with treated pavement or stamped concrete

Example
Install Street Trees

- Install appropriate street trees throughout the business district

Existing

Streetscape Improvements
Install Street Trees

- Install appropriate street trees throughout the business district

Examples

- Acerrub
- Gleditsia
- Acercamp

Streetscape Improvements
Install New Lighting

- Install attractive pedestrian-oriented lighting throughout business district

Existing

Streetscape Improvements
Install New Lighting

- Install attractive pedestrian-oriented lighting throughout business district

Examples

Streetscape Improvements
• Expand Township’s new signage program to include wayfinding signage in addition to parking signage.

Streetscape Improvements
Install Street Furniture

• Provide functional street furniture such as benches, trash receptacles, and bollards
Improve Public Spaces

• Install landscaping or art in public areas such as the central traffic island
Streetscape Improvements
Building Appearance Improvements
Improve Façades

- Promote façade improvement program to enhance the appearance of storefronts and businesses

Existing

Building Appearance Improvements
Building Appearance Improvements

Improve Façades

• Promote façade improvement program to enhance the appearance of storefronts and businesses

Examples of existing attractive façades
Building Appearance Improvements

**Improve Façades**

- Promote façade improvement program to enhance the appearance of storefronts and businesses

- Façade grants
- Matching funds
- Low interest or zero interest loans
Improve Façades

- Promote façade improvement program to enhance the appearance of storefronts and businesses

Examples of storefronts improved through a façade improvement program

Building Appearance Improvements
Building Appearance Improvements

Institute Design Guidelines

- Adopt design guidelines for building renovations or new construction to ensure a consistent appearance

- Building mass, roof form
- Window treatments
- Architectural styles
- Exterior finishes
- Design details
- Materials
- Color palette
- Exterior lighting
Improve Signage Controls

- Revise the Township sign ordinance to limit size, style, illumination, and location of signs in the business district

Existing

Building Appearance Improvements
**Improve Signage Controls**

- Revise the Township sign ordinance to limit size, style, illumination, and location of signs in the business district.

**Examples of attractive signage**

![Examples of attractive signage](image1.png)

**Building Appearance Improvements**
Building Appearance Improvements

Improve Signage Controls

- Revise the Township sign ordinance to limit size, illumination, and location of signs in the business district

- Freestanding signs are not appropriate

- Signage size and style should be limited

- Internally illuminated signage should be prohibited

- Sign copy should be limited to business identification and address

- Fabric awning signs are an acceptable alternative
Questions