

Downtown Ardmore Parking Management Plan



June 2025

6/5

Including changes following the meeting of the Lower Merion Township Police Committee

I. Introduction

In recent years, the Ardmore Commercial District (Downtown Ardmore) has become one of the most vibrant suburban downtown areas in the Philadelphia region. A recent *Philadelphia Inquirer* article described Ardmore as being “home to a food beverage and shopping scene so jam-packed and hip.”¹ The district includes a wide-range of small businesses including specialty markets, gastropubs, whiskey bars, an Italian steak house, energetic music venues, funky boutiques, kids play spaces, and soft-serve ice cream parlors.

In addition, Downtown Ardmore includes a commuter rail station, the Lower Merion Township municipal building and police station, several car dealerships, and an array of core services including law offices, hair and nail salons, pizza parlors, thrift shops, dry cleaners, a coin shop, and a title agency/notary. This unique mix of services and attractions keeps it busy throughout the day and evening.

Downtown Ardmore is situated within walking and biking distance of several compact single-family neighborhoods with hundreds of homes. Hundreds of residents also live in older apartments or in one of the several hundred new units that have recently been constructed, more of which are now under construction.

Downtown Ardmore is transit rich and fortunate to be served by a state-of-the-art train station that provides both SEPTA commuter and Amtrak service beyond the region. This connectivity will soon be served by a new train station with ample parking for commuters. The district is also positioned along several regional bus routes connecting the business district to neighborhoods and employment centers throughout the region.

Despite its “suburban urbanity” of walkability, transit access and density, Downtown Ardmore

remains a suburban commercial district serving an area many miles beyond the neighborhoods north and south of the railroad and most trips to and from the district are made by car. As such, providing safe and convenient parking for residents, employees and customers is a vital component of the vitality and continued success of the district.

As of April 2025, there are approximately 850 public parking spaces available during the day and 970 spaces available after 5 PM in Downtown Ardmore. The total number of spaces is anticipated to increase to more than 1,000 spaces with the reopening of the SEPTA commuter lot when the Ardmore Train Station is completed. While other upcoming developments in the district will result in some site-specific loss of spaces, (88 spaces at the Ardmore House affordable housing site), Downtown Ardmore will still have more than 1,000 parking spaces available to the public during evening hours.

To understand how many parking spaces are needed in Downtown Ardmore, for the past two years the Township’s Parking Services Department inventoried public parking usage.

Counts indicate that the highest parking demand is on weekends from Thursday through Saturday night, with Friday night being the busiest time. Centrally located lots closest to restaurants and the Ardmore Music Hall have the highest use during peak demand times. Counts also show that even when the Schuuffele Plaza, Cricket Terrace, and Rittenhouse Place lots are busiest, at least 70 parking spaces are available in the nearby Cricket Avenue garage.

The high usage by both customers and employees of the most visible and convenient parking spaces located immediately in front of businesses leads to the misperception that there is a shortage of parking in Downtown Ardmore. Usage data, however, demonstrate

that there are numerous available spaces in the Cricket Avenue garage or in public lots just several hundred feet away from many businesses. A goal of this parking management plan is to address this negative perception. The implementation of this enhanced public parking management plan will encourage employees to use available nearby parking thereby freeing up the more convenient spaces in front of businesses for use by customers.

II. Ardmore Parking Management Plan

Public parking is an integral community resource for a successful business district, and this Ardmore Parking Management Plan (Plan) has been prepared to assist local officials, businesses, and residents to most efficiently manage that resource.

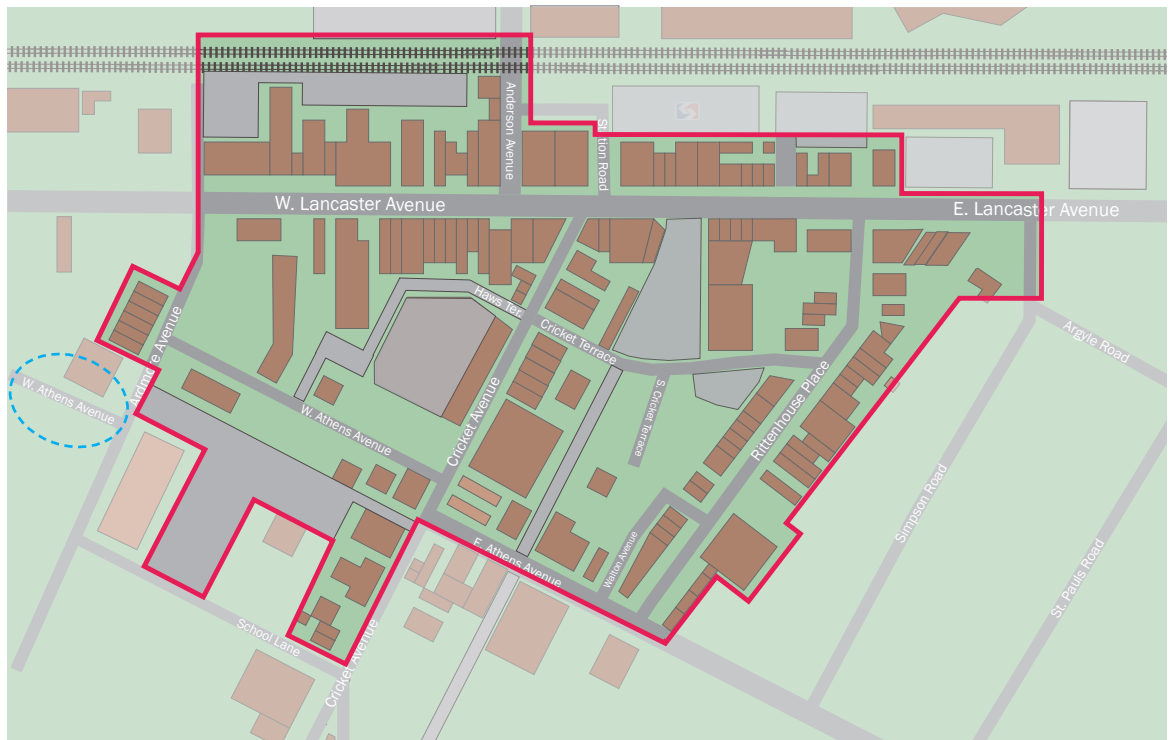
This Plan was prepared by the Lower Merion

Township Building and Planning and Parking Services Departments in cooperation with local business owners, civic association members and residents and aims to:

- Identify parking issues impacting public parking availability and accessibility.
- Inventory the location, quantity, type, and usage of public parking spaces.
- Identify potential tools and strategies to better manage public parking.
- Present initial recommendations to address identified issues.

It is important to note that this plan presents initial recommendations, with the expectation that data supporting the initial recommendations will be updated annually by the Township and the recommendations adjusted accordingly. This plan has been prepared as a framework for the continued evaluation of Downtown Ardmore’s public parking supply and demand, and the Plan’s recommendations are intended to be adapted to parking issues as they arise.

Map showing the extent of the study area.



Note: 16 spaces on West Athens Avenue by the post office (circled) were not inventoried.

III. What is Parking Management?

Parking management is an approach to design, regulate, operate, and communicate about parking to most efficiently enhance availability, usage and safety.

Parking management is important because parking is a limited resource in any commercial area, particularly in suburban business areas where many employees and customers travel by car. From a land use perspective, the provision of parking is expensive because it often occupies real estate that could be utilized for other uses. It is currently estimated that each new structured parking space costs between \$35,000 and \$50,000 to develop, so it is much more prudent to utilize and manage existing parking spaces than to create new spaces.

Design

This study includes the physical layout of streets and parking lots to outline the number of available spaces and to enhance accessibility to and from those available spaces. Successful business districts seamlessly integrate parking into the fabric of the area through parking lot and street design, the use of on-street parking to buffer pedestrians from busy roadways, and by strategically locating parking garages, ADA accessible spaces, and areas for short-term loading and ride-share pick up.

Public parking lots in Ardmore have developed ad hoc over time as land has become available. The 2004 Ardmore Revitalization Plan and the 2023 Ardmore Master Plan include recommendations for better connecting public parking lots to the existing pedestrian framework so visitors can park once and walk between destinations within the district. Examples of potential pedestrian improvements include realigning and redesigning Cricket

Terrace as a walkable street between Rittenhouse Place and the Cricket Avenue garage and pedestrian walkways on Haws Terrace. This type of pedestrian connection would centrally locate the largest parking lot in the district adjacent to a major pedestrian route. Other connections include exploring other pedestrian routes connecting Lancaster Avenue to Haws Terrace and providing a connection from the Ardmore West Lot (Lot 16) to Anderson Avenue and the upcoming train station plaza.

Regulation

On a high level, parking regulations can influence traffic and parking patterns and may include charging for parking, regulating hours, and issuing permits. These tools can be refined to increase or decrease prices and limit times on certain blocks and lots to promote short-term turnover of parking for customers while reducing prices and extending hours in other locations to promote longer-term parking for employees and residents. Enforcement is a key aspect of regulation.

Operations

Operations includes how parking is monitored and enforced. Currently the Township Parking Services Department utilizes a combination of meters that include a free ten-minute feature for quick customer trips and feature the option to pay by coin, prepaid card, or the Park Mobile App. Park Mobile has proven to be convenient for visitors to the district and is widely used within Lower Merion and other municipalities. An advantage to using Park Mobile is that the app can track parking usage by block or zone, thereby collecting better real-time data to assist calibrating parking policies. The app also negates the need for meters taking up valuable real estate on narrow downtown sidewalks that could be better utilized for outdoor dining or other street amenities and reduces operating and maintenance costs associated with meters.

Communications

Communications includes online, printed materials, and physical wayfinding signage to direct drivers to available parking as well as communication between customers, businesses, and the Township regarding the effectiveness of parking management policies.

Not all business districts are the same. Successful parking management involves finding the right combination of tools to address the needs of a particular district. In downtown Ardmore, the primary purpose of this Plan is to best utilize all available spaces to provide dedicated, long-term employee parking to free up short-term spaces for the use of business customers and visitors to Downtown Ardmore.

In January 2025, the Township collaborated with a committee composed of Ardmore Initiative board members, members of the Ardmore Business Association (ABA), Ardwood Civic Association, and Ardmore Progressive Civic Association to identify parking issues and develop recommendations to address them. Owners of local businesses who contributed their firsthand experiences balancing parking convenience for their customers with ensuring parking availability for their employees. To the participants, the overall goal was to find solutions that benefited the business district rather than any single business.

IV. Issues to be Addressed

Using this firsthand experience and information compiled by the Township, Ardmore Initiative, and Ardmore Business Association, the following issues contributing to a perceived lack of parking were identified:

- Need for 'real time' data regarding parking usage to guide policy making.
- Employees occupying short-term spots in front of businesses intended for customers by feeding meters, adding money to Park Mobile in or between zones, or repeatedly taking advantage of the free 10-minute grace period on meters.
- Insufficient short-term spaces for customers in front of businesses.
- Underutilization of available spaces in the Cricket Avenue Garage and a lack of a comprehensive strategy to better utilize the garage including:
 - Improving awareness of available spaces in the garage.
 - Improving online and sign-based wayfinding to the garage.
 - Addressing concerns regarding the safety of maneuverability within the garage.
- Need for coordination between the Township and business community to address employee needs for long-term parking.
- Use of public parking permits by residents of recently approved multi-family apartment buildings in lieu of paying higher monthly fees to park in the building where they live.
- Real and perceived obstacles discouraging use of the Cricket Avenue Garage, such as perceived safety issues, inadequate signage, and the lack of a welcoming design element, such as lighting.

V. Downtown Ardmore

The Downtown Ardmore area boundaries were drawn to include the extent of the Ardmore Commercial District as defined in the 2023 Ardmore Master Plan. Functional parts of the Ardmore Commercial District that were not evaluated in this report include Suburban Square, the Ardmore West Shopping Center, and the Greenfield Avenue Plaza. Each of these shopping centers has dedicated private parking lots that are independently managed by the property owners.

Ardmore's commercial core dates to the 19th century, when commercial enterprises were established to provide services to a handful of private residences and farms in the vicinity of Ardmore (previously Athensville) train station. As the population grew with the construction of neighborhoods in the late 19th and early 20th centuries, as well as the establishment of the Autocar factory on the west end of the downtown, retail storefronts flourished. Having developed incrementally over the course of decades, the district is compact and walkable with a wide variety of small "main street" type businesses. As the 20th century progressed, the district expanded to serve a far greater area as the automobile opened residential development in the Township further away from train stations and Ardmore became the seat of the local government.

Parking in Ardmore has been a concern since the introduction of the automobile. The Township's first Comprehensive Plan in 1937 includes a chapter dedicated to parking, with a discussion of the municipal responsibilities and costs associated with the development and management of on-street spaces and municipal parking lots in commercial districts, primarily Downtown Ardmore. The 1937 Plan acknowledged that the Township has acquired its commercial parking lots gradually over the years and that commercial districts

would benefit from planning and projects to add inventory and improve accessibility from public parking lots to the pedestrian network. The 2005 Ardmore Revitalization Plan and the 2023 Ardmore Master Plan included several design recommendations for improving pedestrian circulation and enhancing parking lot connectivity.

Lancaster Avenue serves as the spine of the Commercial District and is currently anchored by the Township Administration Building (TAB) on the eastern end near Argyle Road and will soon be anchored by the 5-story, mixed-use 'Piazza' development on the west that will occupy the entirety of the south side of Lancaster Avenue between Ardmore and Greenfield Avenues. The Piazza project is scheduled to begin construction in 2025 and to be completed in 2028.

The Ardmore Train Station, located in the center of Downtown Ardmore has been under construction for several years. An 89-space surface parking lot used by commuters has been used for construction staging during this project, reducing the number of available spaces. The station is scheduled for completion in 2025 at which time the lot is anticipated to be available again for use on a first come basis for \$2/hour from 8 AM to 6 PM on weekdays and for free after 6 PM and during the weekends.

The Lancaster Avenue corridor is Downtown Ardmore's primary road and is characterized by four lanes of traffic, high traffic volume, and relatively narrow sidewalks. Street trees and pockets of on-street parking (along the north side) buffer pedestrians from traffic.

Cricket Avenue and Rittenhouse Place are perpendicular to Lancaster Avenue and provide a more intimate commercial environment because the roadways are narrower and have less traffic. Cricket and Rittenhouse are continuing to evolve as desirable locations for new businesses with vibrant activity both during the day and evening hours.



Map 1
Township Parking Lots
 As of April 2025

Public Parking Lots		
Lot #	Lot Name	Spaces
1	Public Safety Building	19
2	Athensville	19
3	Ardmore Post Office	98
4	Cricket Ave./Haws Terrace	34
4	Cricket Garage	172
5	Cricket Terrace	21
6	Schauffele Plaza	72
16	Ardmore West	86
20	Athens Ave. North	28
21	Athens Ave. South	47
23	Cricket Ave. South	58
LOT TOTAL		654

VI. Parking Space Inventory

As of April 2025, Downtown Ardmore had a total of 846 public parking spaces, of which 654 were located in parking lots and 192 are metered on-street spaces. After 4:30 PM, an additional 122 spaces become available in the lots associated with the Township Administration Building.

Approximately 75% of daytime spaces in Ardmore are located in parking lots, with the remaining 25% available as on street spaces. Being a compact district, the distance between the furthest public lot and the train station is approximately a quarter of a mile or a 5-minute walk, meaning that any parking lot is a reasonable distance from any business in the district.



Map 2 On-Street Metered Parking

As of April 2025

— Metered On-Street Parking
 — Unmetered Two-Hour On-Street Parking

On-Street Metered Parking	
Street Name	Spaces
Ardmore Avenue	9
W. Athens Avenue *	16
Rittenhouse Place	99
Lancaster Avenue	17
Cricket Avenue	18
Cricket Terrace	15
E. Athens Avenue	5
Station Avenue	11
Walton Avenue	2
TOTAL	192

Parking lot spaces are distributed throughout the district in 10 lots and one (1) parking garage structure. Surface lots vary in size, with the smallest being the Athensville Lot (Lot 2) containing 19 spaces and the largest being the Cricket Avenue Garage containing 172 spaces.

Parking Demand

Downtown Ardmore currently has approximately 360,000 sq. ft. of ground floor commercial space. This total excludes recent construction, such as Cricket Flats, which provides the required minimum parking on-site.

The study area provides for a parking ratio of 2.25 spaces per 1,000 sq. ft. of ground floor

* Not part of usage study



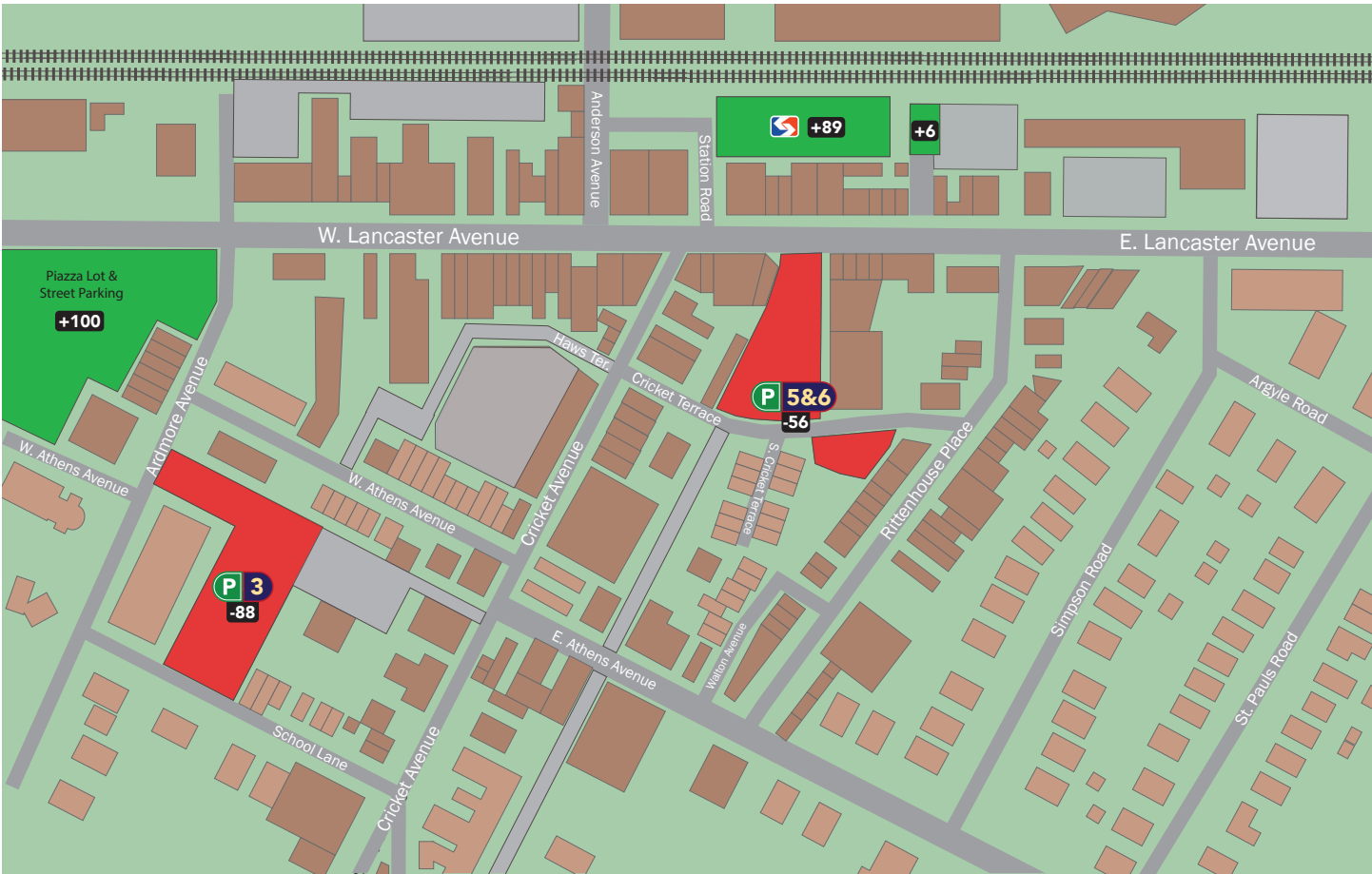
Map 3 Permit Parking

As of April 2025

Permit Spaces on Municipal Lots		
Lot #	Lot Name	Spaces
3	Ardmore Post Office	98
4	Cricket Garage	33
5	Cricket Terrace	9
16	Ardmore West	9
20	Athens Ave. North	28
21	Athens Ave. South	47
23	Cricket Ave. South	58
PERMIT SPACES TOTAL		282

commercial space. While this is less than the current zoning requirement of 4 spaces per 1,000 sq. ft., in areas where public transportation is more accessible and where customers are more likely to walk or use alternative modes of transportation, a lower parking ratio of around 2 to 4 spaces per 1,000 sq. ft. is considered sufficient. Additionally, when a

Note: Currently, the number of permit spaces in the Cricket Avenue Garage is stipulated by a 2016 Settlement Agreement between the Township and adjacent business owners that at least 133 of the 184 parking spaces in the Cricket Garage lot must be maintained as hourly meters that are no longer than 4 hours in duration. As a result, the garage is currently limited to only 33 permit spaces. The garage has now been in operation for several years and it may be time to revisit the concerns of the litigants that led to the cap on the number of permits in the garage. If the cap on permits cannot be lifted the Township could consider reducing meter rates in the garage to incentivize employees to free up short-term meter spots.



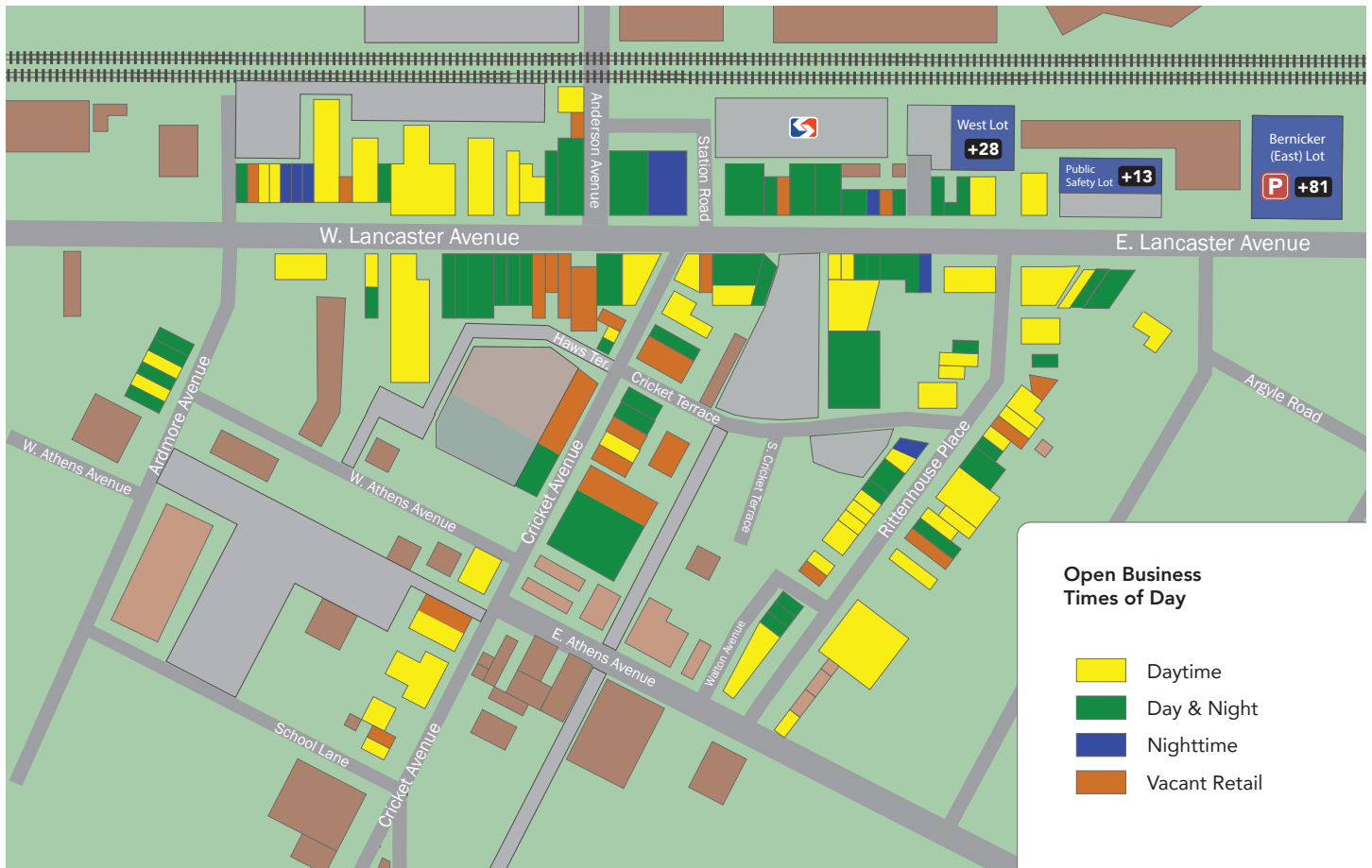
Map 4
Future Additions and Removals

Lots/Spaces To Be Added	
Lot Name	Spaces
Piazza (est. completion 2028)	100
SEPTA (est. completion Nov. 2025)	89
Returning Lot 2 Spaces	6
TOTAL ADDED	+195

Lots/Spaces To Be Removed		
Lot #	Lot Name	Spaces
3	Ardmore Post Office (est. date Aug. 2025)	88 (of 98)
5&6	Schauffele Project	56 (of 108)
TOTAL LOST		-144

commercial corridor includes a mix of uses, fewer parking spaces are needed overall compared to aggregating the requirements for each use individually. For example, a childcare business has different peak usage hours than an event space like an entertainment venue. This is especially true when there is appropriate management of the parking supply, ensuring sufficient turnover of spaces higher space utilization.

Note: The Schauffele project includes redesign and consolidation of lots 5 and 6 and metered street parking on Cricket Terrace. There are currently 108 spaces in these areas. The current proposal reduces that number to 56 but also adds two short term spots along Lancaster Avenue at the bus pull-off. The ultimate number of spaces to be removed in the Schauffele project is to be determined by the Board of Commissioners in the design process.



Map 5 Additional Parking on Evenings and Weekends

As of April 2025

Lots Open During Evenings	
Lot Name	Spaces
Bernicker Lot (Township Bldg.)	81
Public Safety Lot	13
West Lot	28
TOTAL	122

Township staff conducted a windshield survey of the district to better understand the hours that current businesses operate and require parking. Map 5 indicates that there are more businesses that operate only during the day (118) compared to the evening (95). Daytime business parking demand is generally associated with the Township building and local services such as law offices, hair salons and retail stores. Evening parking demand is generated by restaurants and local entertainment venues. Generally, patrons of restaurants and entertainment venues are more willing to walk a few blocks from where they park to their destination than patrons of daytime retail and services who prefer parking as close to their destination as possible.



Map 6
Projected Future Totals

TOTALS	
Public Parking Lots	654
On-Street Metered Parking	192
Lots Open During Evenings	122
Total of Existing Spaces	968
Piazza	+100
SEPTA	+89
Returning Lot 2 Spaces	+6
Total of Future Additions	+195
Ardmore Post Office (Lot 3)	-88
Schauffele Project	-56
Total of Future Removals	-144
FUTURE TOTAL	1,019

Parking enforcement is primarily focused on addressing daytime parking needs. As Ardmore continues to evolve as an evening dining and entertainment destination, the Township may need to consider extending management and enforcement into evening hours to ensure that parking remains available for customers.

Other District Comparisons

It is helpful to compare Downtown Ardmore's parking supply and needs with similar commercial districts to better understand parking availability, demand, and distribution relative to the size of each district and to inform this parking plan

- **Ardmore** has 848 daytime public parking spaces, consisting of 654 lot/garage spaces and 194 on-street spaces. The study area is 0.05 square miles, giving Ardmore the equivalent of approximately 16,860 parking spaces per square mile. This number is more favorable when the additional 122 spaces around the Township Administration Building are available after 4:30 PM.
- **Bryn Mawr** has 662 public parking spaces, including 502 across eight (8) lots and 160 on-street spaces. A 2016 parking study states the area is approximately 0.1 square miles, with approximately 8,275 parking spaces per square mile.
- **Wayne** has 623 public parking spaces, with 360 spaces across four (4) lots and 263 on-street metered spaces. With an approximate commercial district area of 0.1 square miles, Wayne has the equivalent to about 6,922 parking spaces per square mile.

Comparing commercial districts by parking spaces per square mile shows the relative density of parking spaces. It helps standardize comparisons between districts of different sizes by showing how concentrated the parking supply is. For instance, Ardmore's parking density is the highest, with 16,860 spaces per square mile, nearly double that of Bryn Mawr (8,275 spaces) and significantly more than Wayne (6,922 spaces).

When comparing the overall parking supply, Ardmore offers the most public spaces (848), followed by Bryn Mawr (662), and Wayne (623). Ardmore's higher density is particularly notable since its study area is the smallest, at 0.05 square miles, yet it provides significantly more parking spaces per square mile than the other districts.

Looking at the proportion of lots versus on-street parking, approximately 75% of Ardmore's parking spaces are located in lots, 76% of Bryn Mawr's parking spaces are located in lots, and Wayne has a slightly lower proportion, with 58% of its spaces in lots. Ardmore and Bryn Mawr have a much higher proportion of lot parking compared to Wayne.

Commuter Parking

Commuter parking for the Ardmore Train Station is primarily provided by SEPTA at two locations. The main lot, located at the rear of businesses on East Lancaster Avenue and directly southeast of the station, offers 89 spaces. Since 2020, this lot has been closed to serve as a construction zone for the train station redevelopment project. Additionally, there are 90 dedicated commuter spaces on the west side of Anderson Avenue adjacent to the large Suburban Square parking lot.

There are future plans to construct a parking structure to replace the 89-space SEPTA surface lot immediately adjacent to the station. The project, however, is contingent on funding. Due to the foreseeable lack of public funding for a strictly public garage, a public/private partnership may be a more realistic outcome.

Existing Parking Management Strategies

The Township utilizes a combination of meters and permits to manage parking throughout the district. Currently, all meters charge the same \$0.50 fee per hour. Patrons can pay with coins, the EZ Card, or the ParkMobile app. ParkMobile allows the Parking Services Department to establish zones with specific cost per hour charges and parking durations. Meters may be timed to expire at 2 hours, 4 hours, or 12 hours. Until recently, all meters in Downtown Ardmore could be refilled indefinitely. In the fall of 2024, meters on Rittenhouse Place were restricted to 2 hours only to force space turnover. Since then, users are required to move their car to another zone or be ticketed after 2 hours. Meters in lots are currently enforced Monday through Saturday from 8 AM to 6 PM. Meters on time-zoned streets are enforced as posted.

Municipality Comparison - Hourly Meter Rates	
Municipality	Hourly Meter Rate
Lower Merion Township	\$.50
Haverford Township	\$.50
Radnor Township	\$.50
Conshohocken	\$.50 max.
Ambler, Doylestown	\$1.00
Philadelphia, West Chester	\$1.50
Manayunk, Chestnut Hill	\$3.00

The Township sells permits for extended parking in municipal lots which allow holders to park in designated locations throughout the district. These permits are available to the general public, with the caveat that municipal lot permits may not be used for long-term personal or commercial vehicle storage. There are 282 of these designated permit spots in Ardmore, and the Township sells approximately 310 permits per year. More permits are sold than there are

designated permit spots because the same permit spot can be used by an employee during the day and a resident in the evening.

Long-term permits currently cost \$240 for 6 months or \$480 a year, which is significantly cheaper for daytime employees than paying the current meter rate of \$.50 an hour (\$4.00 per day, \$20 per week, \$480 for 6 months, \$960/year).

Long-term permits with rates less than the cost of meters are an effective tool to encourage employees to park in comparably remote locations in the district. The most obvious solution would be to designate a large portion of the currently underutilized parking garage as permit parking.

Parking Counts and Demand Distribution

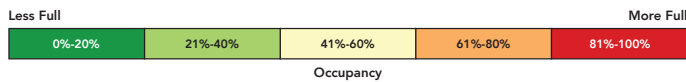
In March of 2024 and 2025, the Lower Merion Township Parking Services Department conducted parking counts to determine the occupancy rates for (1) metered spaces within parking lots and on-street areas, and (2) permit spaces in lots or areas dedicated to permit parking. The numbers provided represent the daily average for the entire month, with the 2024 counts taken at 12 PM, 3 PM, and 6 PM. At the request of the Ardmore Parking Committee, the 2025 counts included parking use at 8 PM.

Summary Chart 1 (next page) shows the number and percentage of available spaces in Downtown Ardmore at 12 PM, 6 PM and 8 PM to show patterns of use. A larger number of available spaces indicates a smaller need or demand for spaces.

- The heaviest parking demand district-wide occurs on Thursdays, Fridays and Saturdays, with Friday evening after 6 PM being the time with the least vacancies. This pattern corresponds with evening restaurant hours and events at the Ardmore Music Hall.

Summary Chart 1 - District-Wide - Number and Percentage of Available Parking Spaces, May 2025

Location	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday		
	12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00
% Available Spaces	51%	52%	55%	39%	47%	48%	36%	39%	40%	39%	35%	35%	35%	35%	28%	35%	38%	38%
# of Available Spaces	431	502	537	332	452	469	307	375	385	332	337	335	300	342	273	293	371	370
Total Number of Spaces	848	968	968	848	968	968	848	968	968	848	968	968	848	968	968	968	968	968



- Restaurants and some service providers are typically closed on Mondays. Accordingly, Monday has the lowest parking demand, with approximately 430 parking spaces (more than 50%) available at any of the times inventoried.
- Mid-week demand is moderate with 332 spaces (35%) available at 12 PM on Tuesdays and Wednesdays and 469 spaces (48%) at 6 PM on Thursdays
- Parking demand is greatest on Thursday evenings through Saturday with between 273 spaces (28%) and 370 spaces (38%) available.
- Peak measured demand is Friday at 8 PM with 273 (28%) spaces available. Even when the district experiences the highest parking demand, almost 1/3 of parking spaces (28%) or 273 spaces are still available throughout the district.

It should be noted that even when parking spaces are most in demand (Friday evenings), almost one-third of the total parking spaces are still available, indicating an adequate supply of spaces.

Parking demand is not evenly distributed throughout the district. Lots and spaces closer to storefronts and restaurants are typically busier than lots a block or two away. With proximity to restaurants and the Music Hall, it is not surprising that parking spaces on Rittenhouse Place, Cricket Terrace, and Schuffele Plaza generally have the highest occupancy rates. Summary Charts 2 and

3 (next page) details the use patterns of these lots in 2024 and 2025.

- Cricket Terrace Lot 1 and Lot 2 refer to both on-street meters and the small triangular lot near Rittenhouse Place. In total there are currently 21 spaces along Cricket Terrace, 9 of which are currently designated as permit spaces and are often occupied.
- Rittenhouse Place has a total of 99 parking spaces.
 - Monday through Wednesday from 12 PM to 6 PM there are a minimum of 29 parking spaces available at any given time. Thursday and Friday from 12 PM to 6 PM there are a minimum of 10 spaces available. Surprisingly, there are a minimum of 22 spaces available on Saturdays up to 6 PM.
 - Thursday, Friday, and Saturday nights see the highest demand for parking on Rittenhouse Place with only 3 spaces available at 8 PM on Friday.
- Schuffele Plaza has a total of 72 parking spaces.
 - Monday and Tuesday from 12 PM to 6 PM there are a minimum of 17 parking spaces available at any given time.
 - Wednesday through Saturday from 12 PM to 8 PM the lot is much busier and is sometimes completely full.
 - It should be noted that even during peak

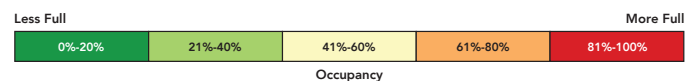
Summary Chart 2 - Parking Availability in Rittenhouse Place, Cricket Terrace, Schaufele Plaza, and Cricket Garage, March 2024

Location	Total	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday		
		12:00	3:00	6:00	12:00	3:00	6:00	12:00	3:00	6:00	12:00	3:00	6:00	12:00	3:00	6:00	12:00	3:00	6:00
Lot #4 Cricket/Haws	33	3	4	6	4	6	5	5	5	5	4	4	7	2	2	5	3	4	9
Lot #4 Cricket Garage	151	104	109	105	94	102	100	96	93	81	87	87	71	79	92	81	55	78	89
Lot #5 Cricket Terr. (1)	12	2	3	8	2	4	8	1	4	4	1	2	2	0	2	0	2	3	3
Lot #5 Cricket Terr. (2)	9	1	0	3	1	1	3	0	0	2	0	1	0	0	0	0	1	2	0
Lot #6 Schaufele Pl.	72	33	37	28	16	21	20	14	22	4	2	11	2	1	8	1	2	12	2
Rittenhouse Place	101	33	39	52	15	26	33	22	30	37	23	28	15	10	21	19	23	33	21
Cricket Terrace	15	9	11	6	6	8	4	6	7	1	1	5	0	1	4	0	1	3	1

Summary Chart 3 - Parking Availability in Rittenhouse Place, Cricket Terrace, Schaufele Plaza, and Cricket Garage, March/April 2025

Location	Total	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday		
		12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00
Lot #5 Cricket Terr. (1)	12	4	11	10	2	7	6	2	4	5	0	3	1	1	1	1	2	2	3
Lot #5 Cricket Terr. (2)	9	0	3	4	1	3	4	0	3	3	0	1	1	1	0	1	1	9	10
Lot #6 Schaufele Pl.	72	29	28	20	17	19	22	14	4	8	10	1	4	5	0	0	7	2	5
Rittenhouse Place	101	37	47	48	24	29	23	21	37	19	19	17	11	18	10	3	37	22	18
Cricket Terrace	15	8	7	9	4	3	3	4	2	3	3	0	0	1	1	0	4	1	3
Combined # Of Spaces Available	209	78	96	91	44	61	58	41	50	38	32	22	17	26	12	5	51	36	38
# Of Spaces Available In The Garage	139	112	103	111	96	99	107	97	85	87	99	83	70	89	81	52	76	86	82

Note: The number of spaces in the Cricket Garage has changed due to a different method of counting. Please note that the times of day differ between these two surveys.



district demand times, the Cricket Avenue Garage has between 50 and 99 spaces available and the Bernicker lot next to the Township Administrative Building averages around 60 available spots on evenings.

- The Cricket Avenue garage is the most underutilized lot in the district and generally has more than 70 open spaces. During weekdays the garage averages approximately 90 open spaces. Even at the absolute peak of weekly demand, there are still 50 available spaces in the garage.

VII. Recommendations

The following recommendations prepared by the Township and the Ardmore Parking Committee are based on the data and issues presented in this plan, a review of past parking studies, surveys, and the evaluation of existing Township policies and district-wide use patterns. The recommendations are intended to establish a framework to address the issues identified in this plan.

Specifically, the initial set of recommendations are intended to address the real and perceived lack of short-term customer parking in front of business, particularly in vicinity of Schaufele Plaza, Cricket Terrace, and Rittenhouse Place by encouraging employees of local businesses to park in longer-term and permit parking locations in and around the Cricket Avenue garage.

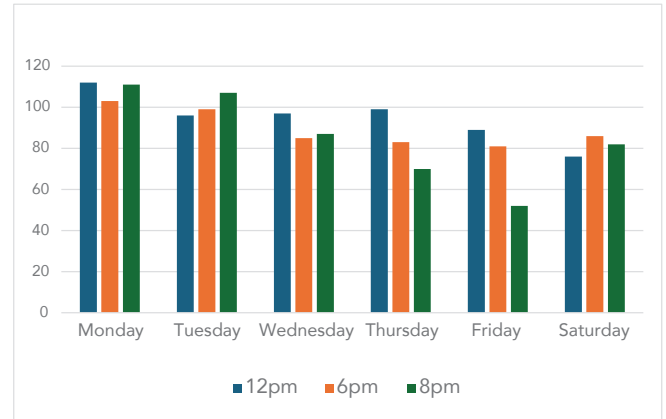
Changing employee parking behavior will require a coordinated approach between the Township, business community, and employees to firstly **disincentivize** employees from using short-term parking spaces by adjusting parking rates and meter time limits and, secondly, **incentivize** employees to park in available long-term parking locations. The second step will require coordination with local business owners to educate employees and customers regarding the reasoning behind the recommendations.

Consolidating employee parking in the underutilized garage will address several identified issues, including:

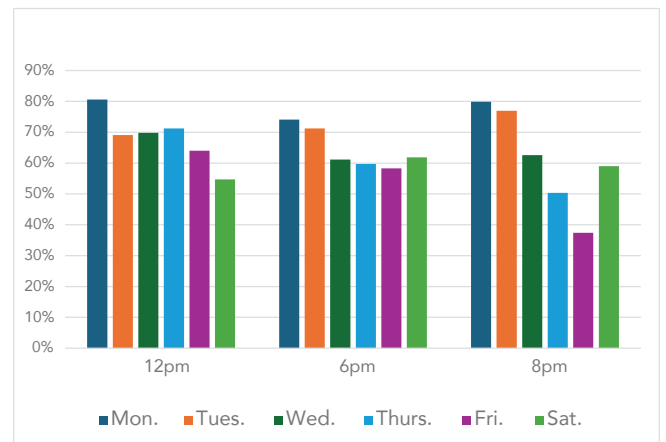
- Making short term spaces for customers available.
- Providing dedicated long-term parking for employees.
- Rebranding the Cricket Avenue Garage as a primary location for employee parking rather than customer parking to make more short term spots available for customers.

- Addressing safety perceptions about garage parking by having a consistent group of employees park in the garage at the same time thereby creating a predictable community of people using and watching the same space.

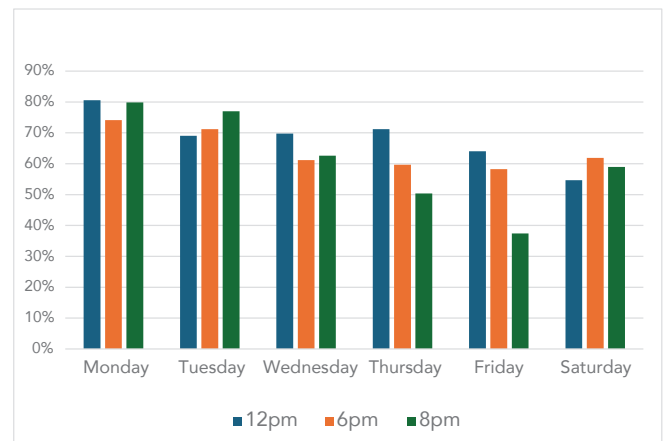
Cricket Garage: Available Spaces



Cricket Garage: % Vacancy, Times of Day



Cricket Garage: % Vacancy, Days of Week



Initial Recommendations

1. Improve wayfinding
 - a. Inventory existing signage and propose coordinated locations as part of future Streetscape Plan
 - b. Employ other wayfinding methods
 - i. Online dashboard for the Ardmore Initiative, Ardmore Business Association, and Township websites
 - ii. Paper copies for local businesses to distribute to customers and employees
 - c. Utilize wayfinding, streetscape, and lighting to better integrate the Cricket Garage into the pedestrian framework of the district.
2. Remove parking meters and switch exclusively to Park Mobile for parking payment in the District
 - a. Continue to monitor usage of lots, update data regularly, and evaluate if rates and/or other strategies need to be modified accordingly
3. Adjust times and rates within zones to free up short-term parking spaces in front of businesses and to provide long-term parking for employees (see Map 7)
 - a. Entire District
 - i. Raise rates for on-street spaces from \$.50 to \$1.00 per hour. Limit parking to 2 hours only
 - b. Rittenhouse Place, Schaufele Plaza, Cricket Terrace
 - i. Raise rates from \$.50 hour to \$1.50 hour
 - ii. Limit parking to 3 hours only
 - iii. Relocate existing permit spaces to the Cricket Avenue Garage
 - c. Cricket Avenue between Cricket Terrace and Athens Avenue
 - i. Convert the 12 existing 2-hour free spaces to \$1.00 an hour with a 2-hour limit, to be consistent with other parking areas
 - d. Cricket Avenue Garage
 - i. Keep rates at \$0.50 an hour. Consider lowering rates to \$0.25 an hour until Haws Terrace Settlement restrictions can be limited, which equates to the same price as permits and can be done immediately
 - ii. Continue limiting hourly parking to 4 hours with the option to extend
 - iii. Designate 17 additional permit spaces allowed under the Haws Terrace Agreement
4. Improve communication between the Township, business community and customers regarding parking availability, policies, and projects
 - a. Township to business community and residents
 - b. AI and ABA
 - c. Feedback – create survey mechanism to identify issues
 - d. Businesses with employees



Map 7
Recommended Increased Meter Rates

Location	Current Rate	Recomm. Rate
Lot #1 Public Safety Bldg	\$0.50	\$1.00
Lot #2 Athensville	\$0.50	\$1.00
Lot #3 Ardmore P.O.	\$0.50	\$1.00
Lot #4 Cricket/Haws	\$0.50	\$1.00
Lot #4 Cricket Garage	\$0.50	\$0.50
Lot #5 Cricket Terr. (1)	\$0.50	\$1.50
Lot #5 Cricket Terr. (2)	\$0.50	\$1.50
Lot #6 Schaufele Pl.	\$0.50	\$1.50
Lot #16 Ardmore West (1)	\$0.50	\$1.00
Lot #16 Ardmore West (2)	\$0.50	\$1.00
Lot #20 Athens Ave. N.	\$0.50	\$1.00
Lot #21 Athens Ave. S.	\$0.50	\$1.00
Lot #23 Cricket Ave. S.	\$0.50	\$1.00

Location	Current Rate	Recomm. Rate
Ardmore Avenue	\$0.50	\$1.00
Rittenhouse Place	\$0.50	\$1.50
Lancaster Avenue	\$0.50	\$1.00
Cricket Avenue	\$0.50	\$1.50
Cricket Terrace	\$0.50	\$1.50
E. Athens Avenue	\$0.50	\$1.00
Station Avenue	\$0.50	\$1.00
Haws Terrace	\$0.50	\$1.00
Cricket Ave. 1 hr. zone	\$0.50	\$1.00
Bernicker Lot	\$0.00	\$1.00
PSB Lot	\$0.00	\$1.00
West Lot	\$0.00	\$1.00

Summary Chart 4 - Daily Average Open Permit Spaces by Lot or Street: March/April 2025

Number of Open Spaces

Location	Total	Monday			Tuesday			Wednesday			Thursday			Friday			Saturday		
		12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00	12:00	6:00	8:00
Lot #1 Public Safety Bldg	19	10	10	8	8	11	10	5	9	7	5	6	3	8	6	2	11	7	6
Lot #2 Athensville	25	11	7	5	3	6	3	4	2	5	5	1	2	5	2	0	7	1	2
Lot #3 Ardmore P.O.	98	69	75	76	53	76	71	42	74	71	65	72	72	66	77	80	60	77	79
Lot #4 Cricket/Haws	33	6	3	5	5	5	3	3	4	7	8	5	6	2	5	6	7	9	8
Lot #4 Cricket Garage	139	112	103	111	96	99	107	97	85	87	99	83	70	89	81	52	76	86	82
Lot #5 Cricket Terr. (1)	12	4	11	10	2	7	6	2	4	5	0	3	1	1	1	1	2	2	3
Lot #5 Cricket Terr. (2)	9	0	3	4	1	3	4	0	3	3	0	1	1	1	0	1	1	9	10
Lot #6 Schaufele Pl.	72	29	28	20	17	19	22	14	4	8	10	1	4	5	0	0	7	2	5
Lot #16 Ardmore West (1)	9	1	3	5	1	3	4	1	4	2	0	2	4	0	2	1	1	2	2
Lot #16 Ardmore West (2)	77	47	48	47	32	24	29	29	18	14	30	20	21	29	14	6	28	9	6
Lot #20 Athens Ave. N.	28	6	8	10	4	5	8	2	5	3	4	3	3	2	3	1	3	4	4
Lot #21 Athens Ave. S.	47	25	18	15	29	21	14	27	10	12	28	17	11	24	16	12	15	12	11
Lot #23 Cricket Ave. S.	58	28	32	33	29	31	33	29	30	29	30	30	25	26	28	21	12	24	21
Ardmore Avenue	9	7	4	7	4	7	6	5	4	5	4	5	5	6	4	2	3	4	2
Rittenhouse Place	101	37	47	48	24	29	23	21	37	19	19	17	11	18	10	3	37	22	18
Lancaster Avenue	17	4	6	7	3	3	6	3	5	3	5	2	2	3	2	0	4	1	3
Cricket Avenue	18	6	5	5	2	5	5	2	3	5	1	4	4	2	3	3	3	4	4
Cricket Terrace	15	8	7	9	4	3	3	4	2	3	3	0	0	1	1	0	4	1	3
E. Athens Avenue	5	1	2	1	1	1	1	1	0	0	3	1	1	1	2	0	1	2	2
Station Avenue	11	1	0	1	1	2	0	1	0	0	1	0	0	1	0	0	0	0	0
Haws Terrace	34	17	16	26	11	17	27	12	10	22	10	11	17	7	14	11	10	21	22
Cricket Ave. 1 hr. zone	12	2	1	4	2	3	6	3	1	5	2	1	4	3	3	4	1	4	4
Bernicker Lot	81		51	64		58	64		48	56		46	60		61	65		64	68
PSB Lot	11		9	11		8	7		8	8		4	4		3	0		2	3
West Lot	28		5	5		6	7		5	6		2	4		4	2		2	2

