2001 COMPREHENSIVE PLAN

Adopted by Yeadon Borough Council
February 15, 2001

Prepared for the Citizens of Yeadon Borough
by the

Delaware County Planning Department

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BOROUGH OF YEADON
DELAWARE COUNTY, PENNSYLVANIA

RESOLUTION NO. 01-09

WHEREAS, the Borough of Yeadon deemed it in the best interest of the Borough to update its 1971 Comprehensive Plan; and

WHEREAS, an updated Comprehensive Plan including maps, charts, and text suggesting recommendations for the future redevelopment of the Borough has been prepared by the Delaware County Planning Department and Synterra, Ltd., working with task forces comprised of elected and appointed officials and citizens of the Borough of Yeadon; and

WHEREAS, two public meetings of the Comprehensive Planning Task Force were held on January 13 and 16, 2001, and one public hearing was held on February 12, 2001, pursuant to public notice, and no substantial revisions in the proposed updated Comprehensive Plan resulted therefrom.

NOW, THEREFORE, BE IT RESOLVED that the Yeadon Borough Council does hereby approve and adopt the updated Comprehensive Plan for the Borough of Yeadon entitled "Final Draft-Yeadon Borough Comprehensive Plan" and dated 2001, and that this plan shall henceforth constitute the updated Comprehensive Plan of the Borough of Yeadon under and in accordance with Article III of the Pennsylvania Municipalities Planning Code, Act 247 of 1968 as amended by Act 170 of 1988 and Acts 67 and 68 of 2000.

RESOLVED this 15th day of February, 2001.

COUNCIL OF THE
BOROUGH OF YEADON

By: Jacquelynn Puriefoy-Brinkley
Jacquelynn Puriefoy-Brinkley
President of Council

Attest: _____
Christopher van de Velde
Borough Manager

Jacqueline B. Mosley
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SECTION 1

INTRODUCTION, VISION, AND ACTION AGENDA

INTRODUCTION

Yeadon now stands at a crossroads, on the threshold of a new millennium. As a suburban community bordering on the City of Philadelphia, Yeadon (as well its neighboring boroughs) is experiencing many of the physical and socioeconomic problems commonly associated with that major city. The economy of our community has declined; the quality of education provided to its children has also declined. However, the stability of the neighborhoods remains, the tree-lined streets are still attractive and comfortable, and the residents remain passionately committed to their hometown. Memories of a safe, neighborly, and comfortable past are cherished, so the community seeks a future that builds on that past but also takes advantage of the opportunities that now exist in a new and vital social and economic climate.

With the understanding that a comprehensive plan generally addresses the physical conditions of a community, four fundamental characteristics of Yeadon underlie most of the recommendations for change made in this plan:

- The unique physical form of Yeadon is a plan that has the shape of a "C" with a cemetery at the center. A variety of small-scale homes and well landscaped historic neighborhoods wrap around that center, with distinct areas that also support industry and offices. There is, however, no place that the community could call its downtown, or its "town center."

- The economy that supports the tax base requires strengthening. Opportunities exist for the industrial areas to grow, and expanded retail development should be possible; the need to take advantage of these opportunities is essential for the future health of the entire community.

- The houses and neighborhoods represent a long and varied historic past. They, therefore, are a physical foundation for building a sustaining sense of community and for maintaining a sense of success and well-being for all of Yeadon.

- Yeadon has long been a community that included highly educated and prosperous African-American people. Now, people from other places and countries have also moved here, and the African-American population has increased, but the community remains fundamentally diverse – not only in race and ethnic origin but also in age and economic status. These diversities are thought of as assets upon which the Borough can build its future prosperity.

To address these issues and all of their detailed consequences, in 1999 Borough Council commissioned Synterra Ltd. and the Delaware County Planning Department (DCPD) to assist in the preparation of this comprehensive plan.

A VISION FOR YEADON'S FUTURE

In order to further address these issues, the community has determined a basic vision for its future as well as a set of basic intentions that support this vision. Visioning is the most essential tool in developing the goals, objectives, and policies of a community's comprehensive plan. Vision statements describe in general terms the residents' overall opinion of, and commitment to, their ideal community. In Yeadon, the citizens describe their town as a distinctive place made up of people who take pride in their neighborhoods, who have a great sense of community, and who are committed to its overall improvement.

The vision is, therefore, the absolute basis for every recommendation made in this comprehensive plan and should be the basis for all detailed implementation decisions made when the plan is completed.

Our Vision for Our Future

"We wish to have a prosperous community that has the atmosphere of a small town, where neighbors care for neighbors, where each neighborhood block is a special place that feels like "home," where people of all ages can walk to their neighbors and to our community services and shops, and where employment is available to all who qualify. We further understand that a town is more than its buildings and sidewalks, its roads and storm drains, and the physical objects that people see as they drive through. A town is its people, its spirit, its vision, and its history. The diverse nature of our citizens is an asset on which we intend to build."

The Intentions that Support the Vision

- We intend to have residential neighborhoods that are stable and beautiful and that preserve their historic assets. We further wish to maintain a commitment to the well-being of the wider community that is based on a high level of home ownership.

- We intend for the economy of our community to prosper, with shops at the center of town that serve the neighbors as well as attract visitors and with commerce that provides business opportunities, employment, and tax revenues. It is our hope that everyone in Yeadon will share in this renewed prosperity and that our tax burden will be lightened.

- We intend to be a community that preserves, and is proud of, our diversity. Diversity in our view includes racial diversity especially, but it also includes ages, incomes, and nationalities. We are proud of our African-American heritage, which has been an essential part of our community life for decades,

but we are also proud of the way all types of people can live here in neighborliness and prosperity.

- We intend to preserve our walkable community, where people of all ages can get around – including children and seniors – and where through traffic (especially trucks) does not disrupt the quality of life here.

- We intend to have a "center" of town, where neighbor can meet neighbor and where public ceremonies can take place.

- We intend that our government, its agencies, and its employees serve the community efficiently and well.

- We intend that our town remains green, with healthy street trees and with a variety of parks and recreational facilities that serve everyone and all of our neighborhoods.

- We intend to provide excellence in education that prepares students to be successful in institutions of higher learning and in the new economy.

- We intend to provide facilities and activities in our community that will attract visitors from other communities, so that we can demonstrate to others what a fine community Yeadon is in which to live and shop.

TWO-YEAR ACTION AGENDA

The sections of this comprehensive plan describe many recommendations or policies for the future of Yeadon, all of which are based on detailed analyses of the conditions that now exist and on the community's broad vision for itself. Therefore, the actions listed here must be understood within the context of the complete set of recommendations for each section. Further, it is recognized that these recommendations will be realized on a step-by-step basis over several years. In order to begin the process of revitalization and preservation now, the following immediate actions must be taken with the intention that they are begun and/or completed within the first two years of the plan's adoption. Borough Council is the custodian of this plan and, therefore, is responsible for the implementation of this two-year action agenda.

Economic Development and Land Use

- The Borough should organize a Town Center Community Development Corporation (CDC) to undertake difficult development projects in the Church Lane business district.

- The Borough and/or the Town Center CDC should assure that the ultimate reuse of the current Yeadon Theatre is compatible with a pedestrian-oriented retail district and, ideally, a use that serves to anchor the district; for example, a specialized retail or restaurant could be combined with a community cultural center.

- The Borough should establish the intersection of Church Lane and Baily Road as the true "center" of Yeadon through streetscape and signage improvements and the creation of "Yeadon Heritage Plaza," which would incorporate portions of all four corners of this intersection. The plaza is described in detail in Section 4, Land Use.

- The Borough should create a plan with Upper Darby Township to improve truck access to the Yeadon Industrial Park and the industrial uses in Upper Darby by creating a roadway from Union Avenue in Upper Darby directly to Industrial Drive.

- The Borough should create a formal Borough/Business Communication Committee consisting of several business representatives and elected and appointed Borough officials; the Borough should also create a formal Borough/Nonprofit Sector Communication Committee consisting of representatives of key nonprofit employers and landowners in the Borough and elected and appointed Borough officials.

- The Borough should create a special zoning district that would regulate and guide the town center area in ways that support the appearance and development recommendations.

Housing

- The Borough should provide a "Welcoming Packet" to each new homeowner. This packet should include an introduction to Borough codes and ordinances, a calendar of events, and important contact information and should highlight the Borough's customs and neighborly obligations.

- The Borough should conduct periodic clean-up, spruce-up, or fix-up drives in targeted blocks or areas to perform minor repairs and maintenance as well as intensive cleaning in order to improve the appearance of residential areas.

- The Borough should review and revise, if necessary, the zoning ordinance to ensure that the regulations provide for the changes and allowances necessary for the construction of compact and sustainable infill residential development.

Community Preservation

- The Borough should officially establish an advisory board/group to offer guidance on preservation issues to Borough Council and residents.

- The Borough should produce an historic resources survey of Yeadon. It is suggested that this survey be regularly updated.

- The Borough should consider the "Pennsylvania Main Street Program" or the "National Trust Main Street Program" as ways to work with downtown revitalization agencies at the state and national levels.

Transportation and Circulation

- The Borough, in cooperation with PennDOT, adjacent municipalities, and DCPD, should stripe bicycle lanes on major streets where space is available, including MacDade Boulevard, Longacre Boulevard, Baily Road, West Cobbs Creek Parkway, and Baltimore Pike.

- The Borough should improve pedestrian conditions at the intersection of Church Lane and Baily Road. This can be done with pedestrian refuge islands or a roundabout. A landscaped roundabout would yield considerable streetscaping benefits. It would provide a focal point for the Borough, a conspicuous site for a fountain or statue, as well as slow traffic entering the Church Lane business district and improve pedestrian and vehicular safety.

- The Borough should consider improving the attractiveness of the roadway and railway entrances to Yeadon, including landscaping and welcome signs.

Community Facilities and Services

- The Borough should appoint a citizen advisory planning commission in accordance with state Act 247, the Pennsylvania Municipalities Planning Code (MPC). This code governs municipal land use planning and development.

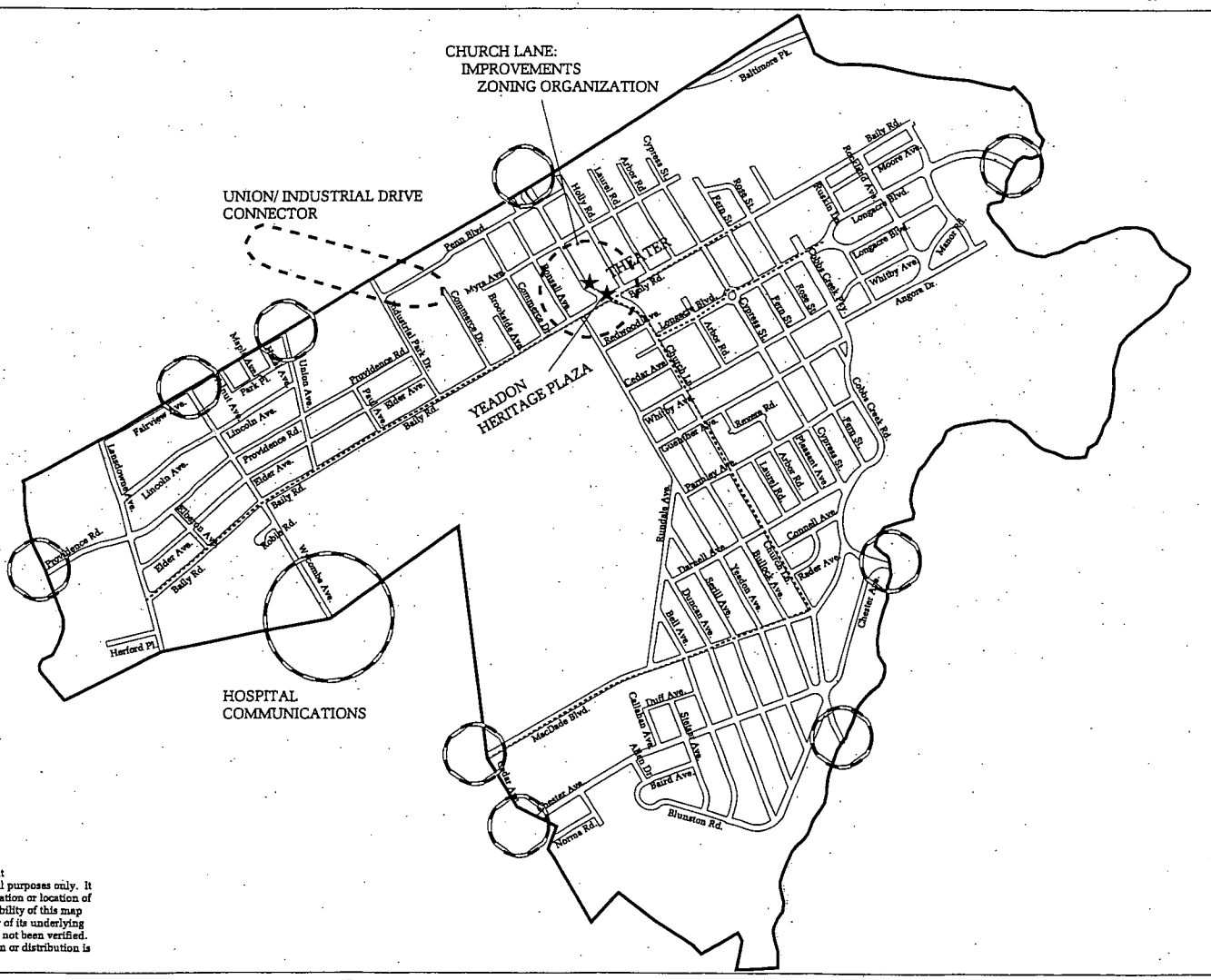
- The Borough should explore ways of cooperating with other municipalities for services that could benefit from a larger geographic or population base. An example of this type of coordination is the efforts of the Eastern Delaware County Council of Governments and the County working to revitalize the Baltimore Pike corridor.

- The fire company should maximize the use of an instant response paging system to communicate with its emergency personnel while phasing out the existing fire alarm siren. This new paging system can be integrated with the County's Emergency 911 Service Center to help reduce response time.

Note that all other policies or implementation strategies that are not identified in these two-year action recommendations are considered long-range planning strategies. See Map 1-1, which indicates the locations of the physical and development actions recommended in the two-year action agenda.

MAP 1-1

AREAS INCLUDED IN THE TWO-YEAR ACTION AGENDA



Important
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LEGEND

- Bike Route
- Gateway
- Improvement Area
- Roads
- Yeadon Boundary

Projection: UTM
Datum: NAD83
Map Units: Meters

0 800 1600 Feet

Source:
Board of Assessments
-Municipal Boundary
-Roads

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SECTION 2

POLICY PLAN SUMMARY

BACKGROUND OF THE COMPREHENSIVE PLAN

Nature of a Comprehensive Plan

A comprehensive plan describes current trends, documents existing conditions, defines a community's vision, sets goals and objectives, and formulates an implementation strategy to achieve those goals. Simply put, a comprehensive plan shows us where we currently are, where we want to be, and how we can get there. This comprehensive plan represents the Borough's policy plan for growth and ongoing development over the next ten years. Once adopted by Borough Council, the plan will serve as a benchmark for future development decisions and as a guide for implementing programs and ordinances.

Previous Planning

Before the adoption of this plan, Borough Council relied on the 1971 Southeast Delaware County Comprehensive Plan to guide its decisions. This six-borough plan remained legally valid for more than 29 years. However, realizing that conditions within Yeadon had changed and that there were new concerns over the ongoing redevelopment of the community, Council decided that an update was necessary.

Planning Funding Sources

The Borough secured a Community Development Block Grant (CDBG) of $20,000 and a Community Revitalization Assistance Program (CRP) state grant of $80,000 to update its 1971 comprehensive plan. The block grant was obtained through the Delaware County Office of Housing and Community Development (OHCD) and enabled the Borough to employ DCPD as the project coordinator. Additionally, DCPD enlisted the aid of the 10,000 Friends of Pennsylvania to help design the plan's housing strategy.

The state grant was obtained through the Pennsylvania Department of Community and Economic Development. This allowed the Borough to hire Synterra, Ltd. to manage its team of consultants working with the County. Urban Partners and Brown & Keener Urban Design were hired to design the economic development and land use strategies of the plan.

Planning Process

In March and August 1999, Borough Council employed Synterra, Ltd. and DCPD, respectively, to update its 1971 comprehensive plan. The planning process, which lasted almost two years, involved two County departments, three planning and

urban design consulting firms, one environmental nonprofit agency, a nine-member citizen task force appointed by Borough Council, and forty-one citizen volunteers serving on three element task force groups. In addition, three town meetings were held to solicit input from residents. Each of the task force groups consisted of Borough officials, local business owners, and concerned citizens, all of whom were instrumental in guiding the development of this comprehensive plan.

The nine-member task force, known as the Comprehensive Planning Task Force, was primarily responsible for regularly reviewing the work of DCPD and the consultants and to offer comments, suggestions, and criticisms.

This updated comprehensive plan is developed in accordance with the MPC (Article III of PA Act 247). Act 247 requires comprehensive plans to have, at a minimum, municipal development objectives, a land use plan, a housing plan, a transportation plan, a water supply plan, a community facilities plan, an historic resources plan, a natural resource plan, and a statement on its relationship with the plans of adjacent municipalities. In addition to these required elements, the plan includes evaluations and recommendations regarding economic development and the demographics of the Borough. Furthermore, it addresses the potential impacts of development on vacant and/or underdeveloped parcels, identifies community issues, presents recommendations for attractive entranceways, and discusses the need for revisions to the zoning ordinance.

Officially known as the Yeadon Borough Comprehensive Plan 2001, it serves as the principal document for shaping and guiding future decisions and policies for community growth and revitalization.

Plan Organization

The Yeadon Borough Comprehensive Plan 2001 is organized into eight sections that are bound into a three-ring binder. This provides the Borough with the maximum convenience in making future plan revisions as conditions warrant. It allows the Borough to incrementally update the plan one section at a time.

Each section has been carefully crafted to support and enhance the other sections but is not dependent on them. This allows the sections to act independently of, as well as cooperatively with, one another to meet the overall vision of Yeadon that is described in Section 1. Section 1 also describes the actions that are to be completed in the near future and is drawn from the policies of all sections in this plan. Section 2 (this section), the Policy Plan Summary, briefly describes the community's objectives and policies for Sections 3 through 8. The general contents of Sections 3 through 8 are:

- Section 3, Economic Development Plan, analyzes the economic revitalization potential of the Borough.

- Section 4, Land Use Plan, is an inventory of present land uses and recommended future land uses.

- Section 5, Housing Plan, presents various housing conditions and strategies.

- Section 6, Community Preservation Plan, covers the historic and cultural resources of Yeadon.

- Section 7, Transportation and Circulation Plan, explores ways to enhance and expand the current transportation system of Yeadon.

- Section 8, Community Facilities and Services Plan, describes the level and adequacy of community facilities.

A COMMUNITY PORTRAIT: THE REGION

Local and Regional Setting

Yeadon is located in southeastern Delaware County, which is found within the Delaware Valley region of Pennsylvania. Map 2-1 shows Yeadon's location within the County and the region. It occupies an area of 1.6 square miles, with elevations ranging from 20 to 100 feet above sea level. The Borough is bordered on the north by Upper Darby Township and Lansdowne Borough, on the south by Darby Borough, on the west by Upper Darby Township and Darby Borough, and on the east by the City of Philadelphia. Yeadon lies approximately five miles from Center City Philadelphia, eight miles from the New Jersey State border, and ten miles from the Delaware State border. In addition, it is four miles from Philadelphia International Airport – the access to the entire nation and the world.

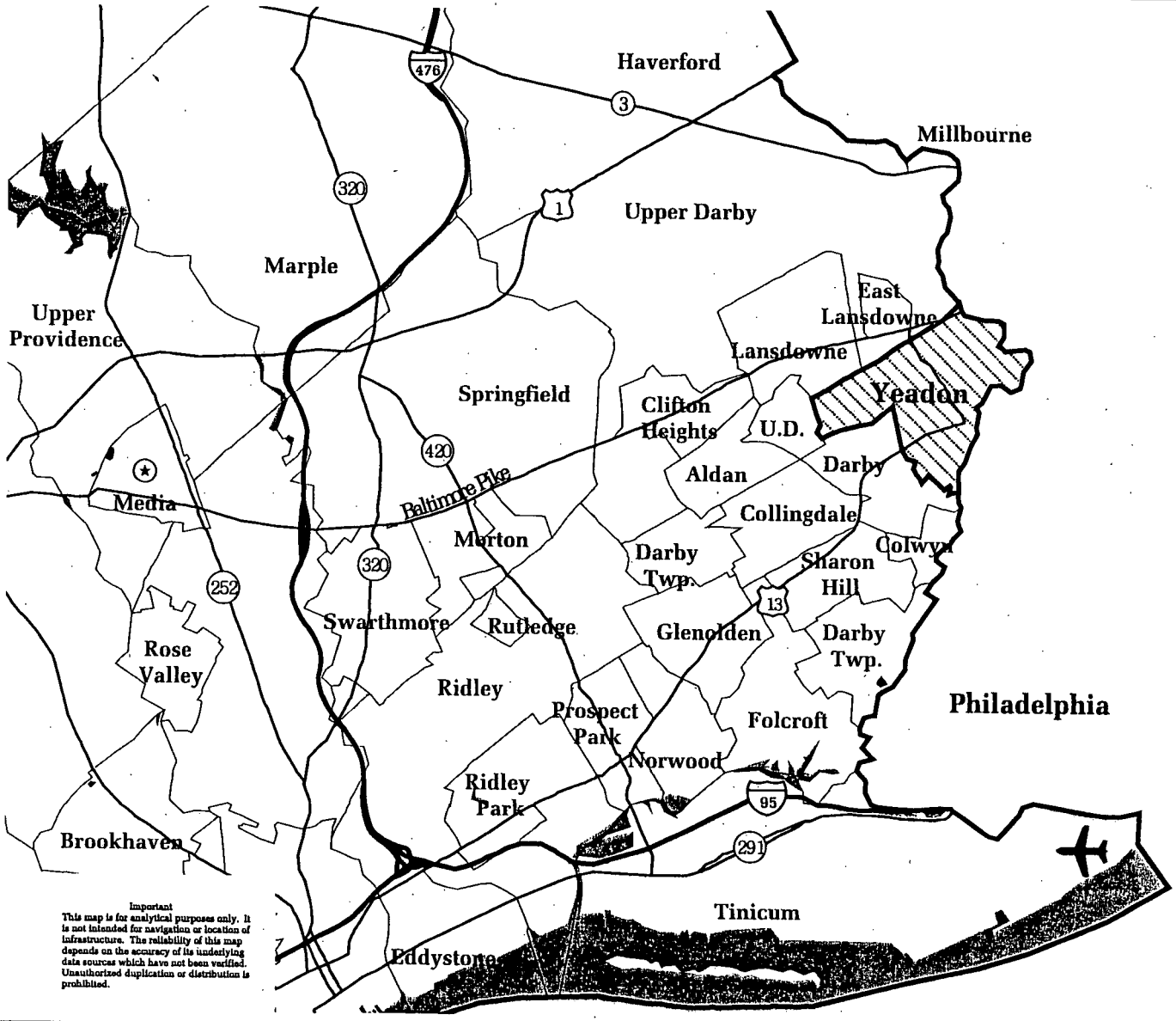
Some of the principal roads of the region lie within close proximity to Yeadon, making it a convenient and highly desirable place to live. Yeadon adjoins Baltimore Pike and is approximately three miles from Interstate 95, four miles from PA Route 420, and six miles from the interchange of Interstates 95 and 476.

Regional Relationships

The importance of joint planning and cooperative efforts among municipal governments is emphasized throughout this plan. Municipal officials need to recognize that their actions and the actions of others within the region directly and indirectly affect the well-being of their communities. It is under this premise that the recommendations contained within this plan are formulated.

Generally, the existing and proposed development of Yeadon along its boundaries reflects the land uses of its neighboring municipalities. The Borough has a common boundary with Upper Darby Township, Darby Borough, Lansdowne Borough, and the City of Philadelphia. It is along these areas that the residentially developed areas of Yeadon adjoin residentially developed portions of adjacent communities. Likewise, commercially and industrially developed properties within the Borough border similar areas in these adjacent municipalities.

MAP 2-1
REGIONAL LOCATION



Important
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LEGEND

- County Boundary
- Municipal Boundaries
- Yeadon Borough
- Major Roads
- County Seat
- Water

Projection: UTM
Datum: NAD83
Units: Meters

0 4000 8000 Feet

N

Source:
U.S. Department of Commerce, Bureau of the Census, Tiger Line Files, 2000 - County Boundary
- Municipal Boundaries
- Major Roads
- Water

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The proposals embodied within this plan are compatible with the objectives and plans of the County. Both jurisdictions seek to provide the optimum living conditions and employment opportunities for their citizens in the most cost-effective manner. Consistency with County objectives helps to ensure that the plan meets the regional agenda of the Delaware Valley.

Therefore, this plan does not propose development or recommend changes in land use that directly or indirectly conflict with uses of abutting municipalities or with the overall development of the County and the region. However, Yeadon's governing body and its administration are fully aware of federal, state, and local policy issues that are directly influencing conditions in the Borough. They are, therefore, working with these groups to identify the policy reforms needed to stop the decline within the Borough.

A COMMUNITY PORTRAIT: YEADON'S HISTORY

Early Settlement

Originally occupied by the Lenni Lenape Native Americans, Yeadon was then settled by four early colonial groups; first the Dutch, then the Swedes, then the English, and finally, the Colonial American government. Yeadon thrived early due to its proximity to Philadelphia markets and the energy that Cobbs Creek and Darby Creek provided for industry. The early Swedes originally knew Cobbs Creek as "Mill Kill" or Mill Creek, so named because of the location of a Swedish water mill at Cobbs Creek, built by Governor Printz in 1693.

Many of its 17th century settlers were William Penn's land grant recipients. Names such as Blunston, Bonsall, Erickson, and Swanson were all 17th century landholders in what is now Yeadon Borough.

Proof of early Colonial occupation still exists throughout Yeadon. The Bonsall house of 1763, for example, still stands next to Blunston Run (a tributary of Cobbs Creek) in the northern part of Yeadon. Also important to Yeadon history is the Palmer House. Built in 1774, the Palmer House still stands and is associated with the early northeastern section of Yeadon once known as Palmertown. Local sources believe that the Palmer House was a local safe house for hiding escaped slaves during the 19th century.

Early Yeadon

Much of Yeadon remained a rural farming community through the early to mid 19th century. According to a map of Yeadon from 1875, there were 28 landowners, most with plots over ten acres. The same map indicates that the early streets in the Borough were Church Lane, First Avenue (now Baily Road), Union Avenue (extending through Holy Cross Cemetery), Lansdowne Avenue, and an unidentified road that is now MacDade Boulevard.

Originally part of Darby Township, the Borough of Yeadon was incorporated on March 9, 1893, and thirty of the thirty-seven landowners signed the application for incorporation in order to separate from Darby Township.

The name Yeadon evolved from an early settler, William Bullock, who owned land bound by what are now MacDade Boulevard, Church Lane, and Baily Road. He named his estate Yeadon Manor, after his home in Yeadon, England.

The crossroads of Church Lane and Baily Road has historically been the center of the Borough. The first school was built at this intersection in 1811 and was known as the Palmer School. Since then local educational institutions have continually resided at the corner of Church Lane and Baily Road. Also located at this corner is Borough Hall. Built in 1937 with Works Progress Administration funding, it replaced a residential dwelling which up to that time had been used as Borough Hall.

Yeadon as a First Generation Suburb

Early growth of many parts of Delaware County, including Yeadon, was associated with the opening of the West Chester and Philadelphia Railroad line in 1854. In Yeadon, planned development began as early as the 1880s, but growth was slow. By 1910, two small areas had partially developed into the earliest neighborhoods in Yeadon: the area along Church Lane, from Whitby Avenue to Penn Street, and the area around the intersection of Baily Road and Lansdowne Avenue. The early growth of these areas is likely due to their close proximity to the Fernwood and Lansdowne train stops. Finally, by the onset of WWII, the remaining blocks in Yeadon had been developed, mostly with twin and single-family detached homes. The Borough's apartment complexes were primarily developed after the 1960s.

The commercial center of Church Lane and Baily Road had a similar 20th century growth pattern. With the proximity of the Borough Hall to the Fernwood train stop, combined with the automobile traffic at Church Lane and Baily Road, a natural town center evolved servicing the commercial needs of local residents. In the past, this area included restaurants, apparel shops, a supermarket, and other similar businesses.

The population in Yeadon increased tremendously between 1900 and 1950 with an increase from 689 to 11,068 persons. The decade between 1920 and 1930 experienced the most dramatic increase in population - from 1,308 persons in 1920 to 5,430 persons in 1930 – a 315% increase. The population of Yeadon peaked in 1970 with a population of 12,135 residents. Recent population counts estimate Yeadon's population to be slightly more than 11,900 people.

This period of early suburban growth also marked Yeadon's association with the suburbanization of Philadelphia's African-American community. A 1982 article in Time Magazine refers to this unique quality of Yeadon. As a result, modern Yeadon has continued to be a racially diverse community. This cultural diversity is an asset that distinguishes Yeadon from many other first generation suburbs. Indeed, from the 1930s through the 1960s, Yeadon's African-American population was highly educated and

prosperous. It was a self-sufficient community that was concerned with providing educational and cultural opportunities for its children – opportunities beyond those offered in the public schools. It was a population that took advantage of travel opportunities and sought comparable opportunities to bring children from other cultures into their homes. The children of these decades were, like their parents before them, high achievers. Before the 1970s, approximately 98% went on to graduate from college, becoming nationally recognized authors, designers, physicians, lawyers, social scientists, actors, artists, educators, film makers, and, in general, leaders in their endeavors and in their communities. Yeadon is also recognized as the home of the founder of Flag Day and of Miss America 1936. This is a rich history and pedigree, made in no small part because of our African-American predecessors.

Yeadon has many prominent and notable buildings including the Yeadon Theatre, a fine example of an Art Deco movie house, and the Nile Swim Club, the first, private, all African-American swim club in the nation, which was built when African-Americans were refused membership in the whites only Yeadon Swim Club.

A COMMUNITY PORTRAIT: YEADON'S NATURAL FEATURES

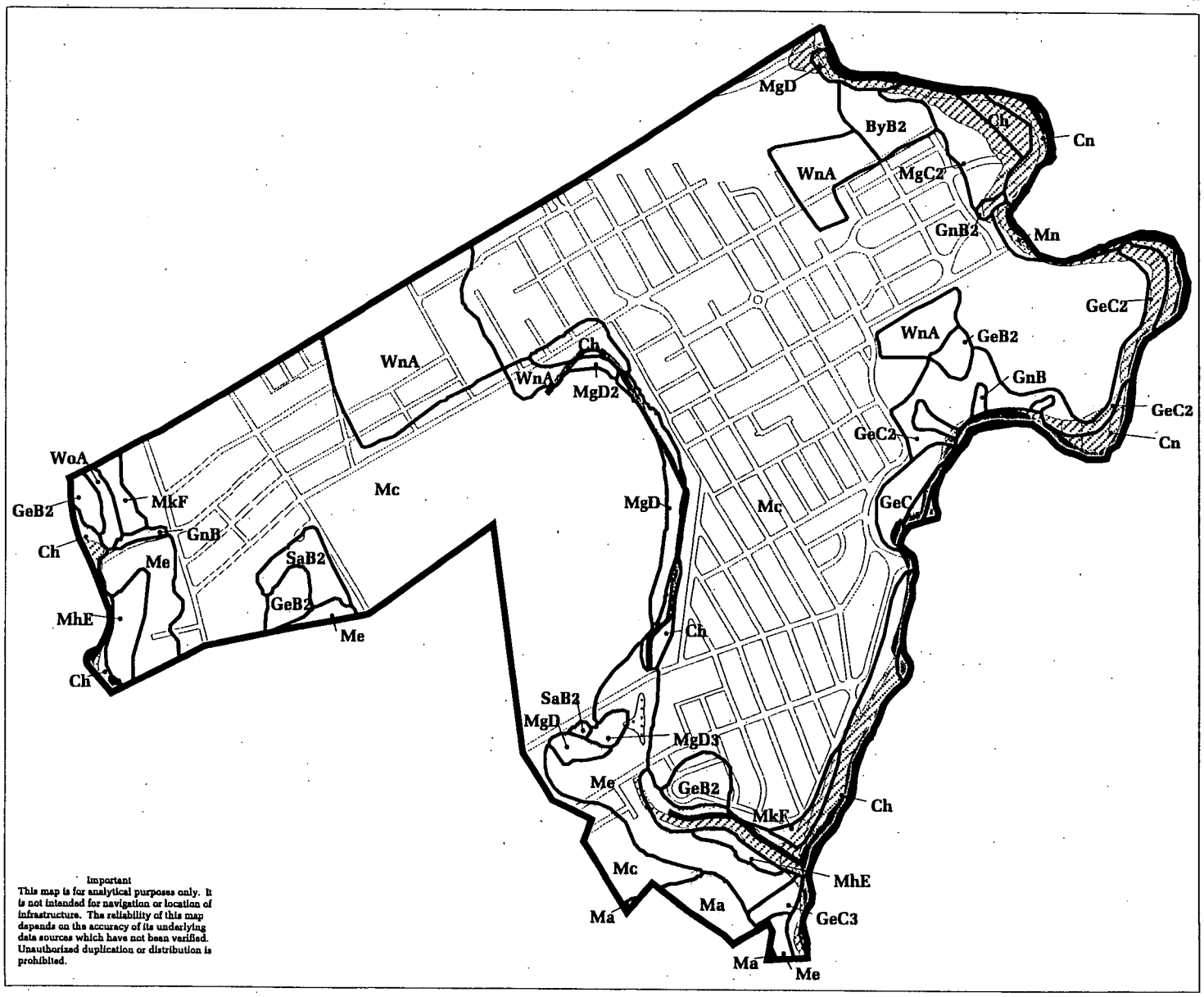
The natural features of a community are the physical conditions that influence the way it is shaped and developed. Natural features primarily affect plant and animal life, but they also determine the extent of human activity. Although human inventiveness allows us to overcome many physical constraints, the environment continues to exert significant impacts on the type, location, and intensity of land use. Land use recommendations consistent with environmental resource objectives that are compatible with areas of environmental concern are of importance in the Borough in order to protect its limited natural resources. Map 2-2 graphically represents their distribution.

Soils

The majority of soils within Yeadon consist of Made Land (Mc and Me), which is soil that has been altered or covered through earthmoving activities or development. Made Land soils can be composed of many different native soils (in this case, silt, clay, schist, and gneiss) in almost any combination. These soils make up almost all of the total land area within the Borough.

Hydric soils, which are also found in the Borough in much smaller portions, are located in the floodplains along the Cobbs and Darby Creeks, as well as their tributaries (Naylors Run and Blunston Run). Included within these soil types are the Chewacla silt loam (Ch), Glenville silt loam (GnB and GnB2), Woodstown loam (WnA), and Worsham silt loam (WoA) soil associations. Most of these soil types lie within the 100-year floodplain of the creeks. Other soils found in Yeadon include Sassafras loam (SaB2), Manor loams (MgC2, MgD, MgD2, MgD3, MhE, MkF), and Glenelg channery silt loams (GeB2 and GeC2). These soils can also be found adjacent to the floodplains of the area.

MAP 2-2
NATURAL FEATURES



Important
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LEGEND

- Me — Soils
- Water
- 100 - Year Floodplain
- Wetlands
- Municipal Boundary

Projection: UTM
Datum: NAD83
Units: Meters

0 800 1600 Feet

Sources:
1. FEMA - Floodplain
2. USDA - NRCS - Soils
3. NWI - Wetlands
4. USGS - Water

N

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Floodplains

Precipitation that falls onto the ground and is not absorbed by the ground, evaporated, or transpired by plants becomes what is called surface runoff. When runoff collects within the creeks of the Borough, the water level increases, creating an overflow known as flooding. Floodplains are the land areas found adjacent to bodies of water which have historically accommodated increased volumes of stream flows during major storms.

Floodplains are the most common natural feature to be regulated by an individual municipality. The National Flood Insurance Act, passed in 1968, provides federally subsidized flood insurance for structures that are located within floodplains. Act 166, which was enacted in 1978, requires that flood-prone communities regulate floodplain development using local ordinances to help ensure public safety. The floodplains of the County are mapped on Flood Insurance Rate Maps (FIRM) which are distributed by the Federal Emergency Management Agency (FEMA). The FIRM maps indicate that the floodplains found within Yeadon are located along Darby Creek, Cobbs Creek, Naylors Run, Blunston Run, and Pusey Run.

Wetlands

Wetlands are found on soils that have a slow water drainage or percolation rate because of the density of the soil particles. They control stormwater runoff, purify polluted waters, provide habitat protection, as well as support wildlife. It is for these reasons that both federal and state governments regulate proposed development within wetland areas. There are three major indicators used to identify a wetland. These include hydric soils, water dependent vegetation, and hydrology (the presence of water on the surface of the land).

Because of the slow drainage rate as noted above, wetlands have the ability to help control the water regime. During wet periods, they absorb excess water and retain it for gradual release during drier periods. The extensive use of drainage ditches and fill for development tends to negatively affect wetlands. Water previously withheld by the wetland will increase runoff to other areas, causing soil erosion, sedimentation, and water pollution.

The National Wetland Inventory (NWI) and the United States Department of Agriculture Soil Survey map show four wetlands within the Borough with the possibility of a fifth, found along Cobbs Creek. Although the NWI is one of the best resources available for identifying wetlands, it only shows wetlands greater than three to five acres in size, and the degree of accuracy is based on the time of year, amount of rainfall, and other variables. Therefore, not all wetlands in the Borough are represented on these maps. As noted previously, hydric soils are present in several locations which correspond to the NWI wetlands. Presence of these soils is also a potential indicator of a wetland.

Topography

The slope of the land in a community can drastically affect its appearance. Slope grades are expressed in terms of percentages and measured in 100-foot increments (an 8% slope is the difference in elevation of eight feet over a distance of 100 feet). Slopes are typically classified by their degree of incline (i.e., 0-3%, 3-8%, 8-15%, etc.). Slopes over 15% are considered steep slopes.

The topography of Yeadon is mostly flat Made Land. The steep slope areas are limited to those portions of the Borough located adjacent to the streams. To prevent compounding the problems of erosion and stream sedimentation, future development on steep slopes should be discouraged. Areas of steep slopes in the Borough are located mostly along Blunston Run and Darby Creek. Developments on steep slopes tend to have adverse impacts on the landscape and surrounding natural features. Areas of steep slopes are sensitive and usually susceptible to accelerated soil erosion, increased flood heights, faster runoff rates, and increased sedimentation in streams.

A COMMUNITY PORTRAIT: YEADON'S DEMOGRAPHICS

Population and Household Characteristics

As recorded by the 1990 Census, Yeadon had a population of 11,980 residing in 4,794 households. In addition, 166 people resided in group quarters. The median age of the Yeadon population was 35.2 years, very similar to the median Delaware County age of 35. The average household size in Yeadon was 2.46 persons. The community is somewhat older than the average for Pennsylvania. One thousand nine hundred and one (1,901) people, nearly 16% of the population, were over 65 years of age, compared to 15.3% for Pennsylvania as a whole. More than 25% of households were occupied by married couples who no longer had children under age 18 residing at home.

Table 2-1 compares the population growth rates of the Borough and the County from 1900 to 1990. Delaware County experienced rapid population growth from 1910 to 1960, but overall growth slowed in the 1960s. Population declined in the 1970s with the County's 1980 population nearly matching the 1960 population. Since 1980, population has essentially stabilized.

Yeadon's population growth pattern closely followed the overall Delaware County pattern, with rapid growth from 1900 to 1950, especially in the 1920s and 1930s. Population topped out in 1970, with a small decline since then. Because Yeadon is nearly fully built out, any future population changes are likely to be small, mostly representing changes in the composition of current households as homes transfer from family to family.

Most Yeadon residents have Pennsylvania roots – 80.8% were born in the state. Interestingly, one third of Yeadon residents who are not native Pennsylvanians were born in foreign countries. Despite the generally stable overall population size of the Borough, there has been substantial population change in recent years. For instance, nearly 36% of

the Borough's 1990 residents moved to the Borough between 1985 and 1990. Two thirds of these new residents came from outside Delaware County.

TABLE 2-1

POPULATION GROWTH

Year	Yeadon Borough	Percent Change	County	Percent Change
1900	689	N/A	94,762	N/A
1910	882	28.0	117,906	24.4
1920	1,308	48.3	173,084	46.8
1930	5,430	315.1	280,264	61.9
1940	8,524	57.0	310,756	10.9
1950	11,068	29.8	414,234	33.3
1960	11,610	4.9	553,154	33.5
1970	12,136	4.5	603,456	9.1
1980	11,727	- 3.4	555,007	-8.0
1990	11,980	2.2	547,651	-1.3

Source: 1900-1990 Censuses of Population and Housing, U.S. Department of Commerce, Bureau of the Census

The impact of this population change can be seen in Tables 2-2 and 2-3. During the 1980s, Yeadon became a significantly younger community as younger families (adults aged 25-44 and children under the age of 17) replaced older households. The number of residents over 45 years of age declined by 600, while those under 45 years old increased by 853. Similarly, the racial and ethnic composition of the population also changed as younger African-American households replaced older White ones. During the 1980s, the White population of Yeadon declined by one half, while the African-American population more than doubled. The net result of all of this change, however, was an essentially stable community with a small overall population growth of 2.2%.

TABLE 2-2

AGE DISTRIBUTION

Age Group	1980	1990	Percent Change
0-4	691	843	22.0
5-17	1,850	2,026	9.5
18-24	1,285	879	-31.6
25-44	3,167	4,061	28.2
45-64	2,541	2,270	- 9.3
65+	2,230	1,901	-14.8
Total	11,727	11,980	2.2

Source: 1980 and 1990 Censuses of Population and Housing, U.S. Department of Commerce, Bureau of the Census

According to the 1990 Census, there were 394 persons aged 16 through 64 in Yeadon with mobility-impairing disabilities. This represented 5.2% of the total population in these age groups. More substantially, more than 22% of persons aged 65 and older (393 persons) had such disabilities, which made it difficult for them to travel outside of the home alone.

TABLE 2-3

RACIAL COMPOSITION

Race	1980	Percent	1990	Percent	Percent Change
White	7,846	66.9	3,805	31.8	- 51.5
Black	3,766	32.1	7,877	65.6	109.2
Asian	46	0.4	198	1.7	330.4
Other	69	0.6	100	0.8	44.9
Total	11,727	100.0	11,980	100.0	2.2

Source: 1980 and 1990 Censuses of Population and Housing, U.S. Department of Commerce, Bureau of the Census

Yeadon's housing stock is diverse but weighted toward single-family, owner-occupied dwellings. Nearly 50% of the Yeadon housing stock is single-family attached homes (townhouses and twins). Sixty-three percent of households own their own home. The typical home value in 1990 was $80,000. Patterns of homeownership were very stable. The census reported annual homeowner turnover of 7.6%; more than one third of homeowners had occupied their properties for more than 20 years.

Approximately half of the 1,726 renters occupied apartments in structures of ten units or more. The rental vacancy rate in 1990 was 6.1%. Typical rents in 1990 were $450 per month, with more than a quarter of units renting for more than $500 per month. Local officials report a community perception that the proportion of renters has increased in the 1990s. This would be consistent with the pattern of older homeowners reported in the 1990 Census. It is also interesting to note that the rental population in Yeadon has been more transient than the homeowner population, since more than one quarter of rental units turn over annually. On the other hand, occupancy of rental units in Yeadon is somewhat more stable than in the state of Pennsylvania as a whole, where nearly one third of rental units turn over each year.

Employment, Income, and Other Economic Characteristics

In 1990, 68.5% of persons aged 16 or older were in the workforce; the unemployment rate for Yeadon residents was 5.3%, indicating that 340 Yeadon residents were seeking work at that time.

Almost one fourth (23.5%) of Yeadon workers were employed in Delaware County, while 72.0% worked in other Pennsylvania counties. Only 4.5% traveled out of state to work. Although most Yeadon residents traveled to work by automobile, an

unusually large number, 1,500 persons or 23.4% of the workforce, used public transportation.

A large number of Yeadon residents found employment in the service industries. The largest sectors of service employment are shown in Table 2-4.

TABLE 2-4

EMPLOYMENT SECTORS

Employment Sector	Persons
Health Services	1,032
Retail Trade	720
Education Services	630
Transportation	627
Finance, Insurance, and Real Estate	627
Public Administration	448

Source: 1990 Census of Population and Housing, U.S. Department of Commerce, Bureau of the Census

Most Yeadon residents are engaged in administrative or professional occupations. The largest reported occupational categories are listed in Table 2-5.

TABLE 2-5

OCCUPATIONAL CATEGORIES

Occupational Category	Percentage
Administrative Support, including Clerical	24.7
Professional Specialties	18.9
Executive and Managerial	10.8
Service Workers (Excluding Household and Protective)	9.1
Precision Production Workers	8.6

Source: 1990 Census of Population and Housing, U.S. Department of Commerce, Bureau of the Census

The community is also reasonably prosperous. The median income of Yeadon households in 1989 was $35,951, while the median income for families was $42,726, and the overall per capita income was $15,334. Yeadon's household and family income levels were roughly 96% of the average for all of Delaware County; the per capita income, however, was only 89% of the County average, indicating an average household size somewhat larger than in the County as a whole.

Household and family income growth in Yeadon during the 1980s was stronger than in the County as a whole. Yeadon's median household income grew 103% during the decade versus 87% for the County as a whole, while median Yeadon family income grew 101% versus a Countywide growth of 93%. Assuming that Yeadon incomes have increased during the 1990s by an amount equivalent to the change in the cost of living (30%), we would expect median household income to now be in the $46,000 to $47,000 range.

Translating this income into shopping power, we expect that the nearly 12,000 Yeadon residents now have total income approaching $239 million, of which more than $95 million is available to purchase retail goods and services.

In 1990, 334 households reported the receipt of income from public assistance; this represents 7% of all Yeadon households. Consistent with this level, only 5.5% of the population were determined to be living in households below the poverty level. Poverty was more likely to be an issue with the elderly, where 8% of persons aged 65 or older had incomes below the poverty level, with individuals living alone, where 15.3% were below the poverty level, and in female-headed households with children under the age of 18, where 9% of such households were below the poverty level.

Several factors, however, suggest that this historic stability could deteriorate in the future. First, there is concern that many formerly owner-occupied homes are becoming rental properties since the turnover rate of renters is much higher. Secondly, many blocks have a high proportion of twin houses that are more likely to be converted to rental houses because of their comparatively lower maintenance requirements. This conversion to rental property can have a multiplier effect since homebuyers are less likely to purchase a home on blocks with large numbers of renters. Taken together, these factors could result in significant reductions in homeownership rates in Yeadon, with parallel reductions in median household income levels and in property maintenance.

Population and Housing Unit Density

In 1990, the population of Yeadon was 11,980, an increase of 253 from 1980. As of 1990, Yeadon had a greater population density than the County, 7,488 persons per square mile or 11.70 per acre versus the County figures of 2,969 persons per square mile or 4.64 per acre.

This greater population density translated into greater housing unit densities in relation to the County. In 1990, Yeadon's density figures were 3,137 housing units per square mile or 4.9 per acre, while the County figures were 1,144 housing units per square mile or 1.78 per acre. This greater density is also reflected in the different complexion of housing types in relation to the County, which are listed in Table 2-6. Greater percentages are listed under 1-unit attached, 5 to 9 unit properties, and 10 or more unit properties.

TABLE 2-6

HOUSING TYPES

Housing Type	Amount	Yeadon Percentage	County Percentage
1-unit detached	832	16.6	42.6
1-attached	2,405	48.0	32.3
2 to 4 units	389	7.8	9.3
5 to 9 units	543	10.8	2.8
10 or more units	822	16.4	12.0

Source: 1990 Census of Population and Housing, U.S. Department of Commerce, Bureau of the Census

Housing Occupancy

As of 1990, of Yeadon's 4,794 occupied housing units, 64% (3,068) of the units were owner occupied and 36% (1,726) were renter occupied. Yeadon's homeownership percentage is lower than the County figure of 72.6% and has declined from 75% in 1970 to the current figure of 64%. Yeadon's vacancy rate mirrored the County's with Yeadon at 4.5% and the County at 4.6% as of 1990. The Census also listed the vacancy rates for owner and renter properties, which are shown in Table 2-7.

TABLE 2-7

VACANCY BY TENURE

Tenure	Yeadon Percentage	County Percentage
Overall	4.5	4.6
Homeowner	2.0	1.2
Renter	6.1	7.3

Source: 1990 Census of Population and Housing, U.S. Department of Commerce, Bureau of the Census

ECONOMIC DEVELOPMENT PLAN SUMMARY

Introduction

Yeadon currently possesses a diverse group of businesses with a particularly high concentration of service-oriented and industrial businesses. The 163 businesses operating within Yeadon include forty-one businesses providing retail goods and services, eighteen personal service businesses such as hair salons and dry cleaners, thirty-six industrial and wholesaling firms, twelve health care-related businesses, twelve contracting and construction-related businesses, ten automotive sales and repair businesses, five financial institutions, and twenty-nine other professional and business service firms.

Over 80% of these businesses are located within the Borough's seven primary business districts. These districts include:

- Church Lane business district – the historic retail core of the community, which defines the natural and perceived center of Yeadon.

- Yeadon Industrial Park – a large industrial area immediately adjacent to several residential neighborhoods.

- Church Lane and Guenther Avenue district – a commercial district dominated by service and professional uses.

- Mercy Fitzgerald Hospital area – containing primarily health care-oriented businesses.

- Yeadon Business Center – a single-owner warehouse-style complex that houses a variety of industrial and distribution firms, with a few adjacent businesses.

- Yeadon Shopping Center – a single-owner shopping center featuring an Acme grocery store which serves as the MacDade Boulevard gateway to Yeadon and is surrounded by a few nearby retail and service businesses.

- Church Lane and Chester Pike district – a small concentration of retail, personal service, and commercial uses that serves as a gateway to Yeadon from Philadelphia.

Economic Development Goal

To preserve and expand Yeadon's commercial and industrial tax base by meeting, to the maximum extent possible, the retail and service needs of the Borough's residential and business communities and to retain and improve the physical attractiveness of the Borough's commercial and industrial districts.

Objective 3-1: Church Lane Business District

Enhance the Church Lane business district as the Yeadon town center and as an attractive and vibrant business and government services district which provides a more comprehensive array of goods and services in an appealing small town setting.

Policies

A. The Borough should establish the intersection of Church Lane and Baily Road as the true "center" of Yeadon through streetscape and signage improvements and the creation of "Yeadon Heritage Plaza," which would incorporate portions of all four corners of this intersection. The plaza is described in detail in Section 4, Land Use; see Figure 4-1 for the possible plan.

B. The Borough should organize a Town Center CDC to undertake the challenging development projects in the Church Lane business district.

C. The Borough and district property owners should establish a restaurant district within the town center to capture the unmet demand of Yeadon's residential and business communities.

D. The Borough should encourage auto-oriented uses to relocate to suitable sites outside of Yeadon town center and encourage property owners to make these properties available to uses more appropriate for a pedestrian-oriented retail district.

E. The Borough and/or the Town Center CDC should assure that the ultimate reuse of the current Yeadon Theater is compatible with a pedestrian-oriented retail district and, ideally, a use that serves to anchor the district.

F. The Borough and/or the Town Center CDC should support the redevelopment of the remaining property abutting the northeastern corner portion of the area to become Yeadon Heritage Plaza.

G. The Borough and district property owners should attract a broader mix of retailers to meet the currently uncaptured demand of Yeadon residents, including a hardware store, a small electronics store, a bakery, a hobby shop, specialty apparel stores, household accessory stores, and gift/craft stores.

H. The Borough should provide more distinctive signage, landscaping, and sidewalks to define the district.

I. The Borough should encourage district businesses and property owners to upgrade window displays to coordinate with public amenities in the area.

J. The Borough should encourage and allow the creation of shared parking facilities among retail businesses and property owners on both sides of the 500 block of Church Lane.

K. The Borough should create a more attractive gateway entrance along Church Lane from Baltimore Pike to define the Yeadon town center and to clearly demarcate the transition from Upper Darby Township's semi-industrial district to Yeadon's emerging commercial zone.

L. The Borough should develop better visual and pedestrian connections among Borough Hall, the library, and nearby schools.

M. The Borough and business and property owners should form a sub-committee of the Borough/Business Communication Committee that is recommended in Objective 3-8 to focus on the issues in the town center.

N. The Borough should encourage the redevelopment of the eastern side of the 400 block of Church Lane to create a continuous retail and parking pattern from the Fernwood train stop to the core of the town center.

O. The Borough should work with local businesses/associations and the Borough/Business Communication Committee to develop a Borough-wide business marketing program.

P. The Borough should explore the possibilities of opening and operating a money-making business that would provide service directly to the community as well as a dedicated funding stream.

Objective 3-2: Church Lane and Guenther Avenue District

Expand the district's role as a convenience retail and personal/financial services center for the Yeadon community and increase the visual appearance of the district.

Policies

A. The Borough should undertake a program to support modest façade improvements and institute signage guidelines to update and make more attractive the appearance of the district's commercial properties.

B. The post office parking lot should be converted to a community shopping parking lot and be attractively landscaped.

Objective 3-3: Yeadon Shopping Center

Modernize, improve the appearance of, and expand the occupancy of the Yeadon Shopping Center to allow this facility to better provide for the retail needs of the Yeadon community.

Policies

A. The Borough should encourage the shopping center's owners to add additional retail space in the complex, since the parking area greatly exceeds the needs of current retail space.

B. The Borough should improve pedestrian circulation between the shopping center and surrounding commercial properties to increase access to these businesses.

C. The Borough should develop an attractive gateway entrance to Yeadon at MacDade Boulevard.

D. Acme Markets should upgrade and modernize its store in this center.

E. The Yeadon Shopping Center should expand tenancy and improve synergy among the tenant mix.

F. The Borough/Business Communication Committee recommended in Objective 3-8 should form a sub-committee that focuses specifically on issues regarding the Yeadon Shopping Center.

Objective 3-4: Church Lane and Chester Pike District

Improve the attractiveness of the district and ensure the continued occupancy of commercial properties with community-serving retail and service uses.

Policy

A. The Borough should develop an attractive gateway treatment at Church Lane as it crosses Cobbs Creek into Yeadon.

Objective 3-5: Yeadon Industrial Park

Maintain and increase the visibility of Yeadon Industrial Park as a successful employment center and significant tax base of the community and minimize conflict between the industrial activities and its residential neighbors.

Policies

A. The Borough should create an industrial landscaping ordinance that requires improved sight and sound screening between Yeadon Industrial Park and the surrounding residential neighborhoods.

B. The Borough should encourage Upper Darby Township to extend Industrial Drive to Union Avenue in Upper Darby Township, thereby diverting the truck traffic that now uses Church Lane and Penn Boulevard in Yeadon to a route that does not pass through residential and shopping districts.

C. The Borough should improve truck access to Yeadon Industrial Park by extending Industrial Drive to Fairview Avenue, thus creating a new truck street between Union Avenue and Industrial Drive along the Fairview Avenue right-of-way.

D. The Borough should improve public signage and encourage businesses and property owners to improve private signage within and at the periphery of the industrial park to indicate the names of industrial park tenants and to improve traffic flow.

E. Industrial park businesses and property owners should actively participate in the Borough/Business Communication Committee recommended in Objective 3-8 so that they can communicate in one voice to the Borough.

F. The Borough should use the Communication Committee as a mechanism to expand and to increase tax ratables within Yeadon.

Objective 3-6: Yeadon Business Center

Increase occupancy, expand employment opportunities, and fully realize the tax base potential of Yeadon Business Center to more fully utilize adjacent vacant parcels and to make this district more attractive as a true gateway to Yeadon.

Policies

A. The Borough should encourage Yeadon Business Center to undertake measures to improve the perception of security within the center property in order to encourage existing tenants to remain and to attract new tenants to the facility.

B. The Borough should also revise the zoning regulations for the business center to permit additional development; increased building height, increased density, and increased lot coverage should be evaluated for this purpose.

C. The business center should improve the appearance of its entrance and highlight the location of each business through landscaping and better signage.

D. The Borough should develop an attractive gateway at Baltimore Pike in this area.

E. The Borough should rezone properties with Baltimore Pike frontage to allow retail use.

Objective 3-7: Mercy Fitzgerald Hospital Area

More effectively use the assets this facility provides to the community by better recognizing and expanding the service programs available, developing better communication mechanisms between the hospital and the Borough, and improving the area's appearance as a gateway to Yeadon via Lansdowne Avenue.

Policies

A. The Borough and the hospital should cooperate in developing signage and landscaping along Lansdowne Avenue and Baily Road that will enhance the area by indicating the boundaries of the hospital district and highlighting its location within Yeadon. This includes landscape designs (ornamental fence, shrubs, trees, etc.) that enhance the hospital boundaries with its residential neighbors.

B. The Borough should work with the hospital to better promote and expand the availability of service programs of the hospital to Yeadon residents.

C. The Borough and the hospital should develop a regular communication mechanism to maximize the benefits of the hospital's location in the Borough and to resolve conflicts between the institution and the community in a positive way.

Objective 3-8: Borough/Business Communication

Develop a sense of community and a communication structure to improve information flow and dialogue between the business community and the Borough.

Policy

A. The Borough should create a formal Borough/Business Communication Committee consisting of several business representatives and elected and appointed Borough officials to review issues of concern to the Yeadon business community and to develop ways for the business community to become more completely engaged in the civic life of Yeadon.

Objective 3-9: Borough/Nonprofit Sector Relationships

Develop a sense of community and a communications structure to improve information flow and dialogue between the Borough and the nonprofit community located in Yeadon.

Policies

A. The Borough should create a formal Borough/Nonprofit Sector Communication Committee consisting of representatives of key nonprofit employers and landowners in the Borough and elected and appointed Borough officials to review issues of concern and to develop ways for the nonprofit community to become more completely engaged in the civic life of Yeadon.

B. The Borough should negotiate with nonprofit institutions to secure payment in lieu of taxes for Borough-provided services.

LAND USE PLAN SUMMARY

Introduction

The uses of land in Yeadon relate to and overlay all other considerations of this comprehensive plan. Therefore, as the policy recommendations regarding land use are considered, the policies of the other portions of the entire plan must also be understood. There are many parts to this plan, but they all add up to one vision for the future of Yeadon.

The Land Use Plan covers these general issues: the (re)creation of a town center, the reinforcing of retail centers in other parts of Yeadon, the strengthening of the industrial/business/office areas and the coordination of their activities with the rest of the community, the stabilization of the well kept residential neighborhoods, the integration of the institutions with the life of the community, and the protection and development of open spaces.

Land Use Goal

To assure that each land use serves its own purpose efficiently but does so in a way that supports the quality of life and prosperity of the entire Borough. Within this context, the best of the physical qualities of the community should be preserved, the economy should grow, a center for the entire community should be established, and life here should become more comfortable, safe, and neighborly.

Objective 4-1: Town Center Business District

Create an active town center that is attractive and lively, that is walkable from the neighborhoods, and that has a variety of shops that serve both neighbors and visitors.

Policies

A. The Borough should, in collaboration with existing owners and future developers, take steps to transform the appearance of Church Lane between Baily Road and the railroad bridge into an attractive, small-scale shopping destination.

B. The Borough should take steps to create a public "place" located at the Church Lane/Baily Road intersection that is the symbolic center of Yeadon, that serves public ceremonies, and that is a gathering place for everyone.

C. The Borough, in collaboration with the County, should re-examine the traffic patterns in the vicinity to improve pedestrian flow within the shopping area, to smooth and slow traffic, and to add more on-street parking.

D. The Borough should encourage mixed use development along Church Lane between the Baily Road and Myra Avenue intersections; these developments should include a re-use of the movie theater, new commercial and restaurant developments, a re-use of existing non-retail buildings for retail purposes, and a re-configuration of the existing parking lots.

E. The Borough should also encourage new development and the re-use of existing buildings along Church Lane between the Myra Avenue intersection and the railroad tracks.

F. The Borough should create a special zoning district that would regulate and guide the town center area in ways that support the appearance and development recommendations.

G. The Borough should establish design guidelines that recommend principles and details covering signs, building materials, cornices and roof designs, colors, and the preservation of historic character.

Objective 4-2: Other Retail Districts

Promote active retail that serves Yeadon in key locations in the neighborhoods and in other areas of the community while at the same time assuring that these uses do not conflict with the patterns of life in the areas around them.

Policies

A. The Borough should take steps to assure that the neighborhood shopping on Church Lane at Guenther Avenue continues to thrive, including improvements to the street trees and design guidelines.

B. The Borough should take steps to assure that the corner store businesses that now exist remain to serve and comfortably coexist with their adjoining neighborhoods.

C. The Borough, in collaboration with the owners, should take steps to improve its appearance.

D. The Borough, in collaboration with the Yeadon Shopping Center owners, should take steps to encourage the development of additional uses in the large open parking lot, since the lot is larger than is needed by the existing businesses.

Objective 4-3: Office Uses

Promote and encourage office development in Yeadon and establish standards which assure that its development and activities are compatible with the neighborhoods.

Policies

A. The Borough and the owner of the Roxborough Bank complex on Church Lane should explore the possibilities of developing expanded office development on the site, if market conditions warrant it.

B. The Borough and the owner of the bank complex should also explore the various means for improving the appearance of the parking lot, especially from the points of view of the "gateway" to Yeadon and the nearby residential neighborhoods.

Objective 4-4: Yeadon Industrial Park

Increase the industrial uses in this area, as appropriate, to help increase tax revenues and take steps to assure that all industrial activities and buildings are compatible with the residential neighborhoods and the appearance of the entire community.

Policies

A. The Borough should create a plan with Upper Darby Township to improve truck access to Yeadon Industrial Park and the industrial uses in Upper Darby by creating a roadway from Union Avenue in Upper Darby Township directly to Industrial Drive which does not pass through Yeadon's residential neighborhoods.

B. The Borough should consider eliminating truck access to the industrial park through residential neighborhoods by closing Penn Street near Brookside Avenue.

C. The Borough should cooperate with Upper Darby Township in extending Industrial Drive to Fairview Avenue to further avoid truck movement through Yeadon residential neighborhoods to the industrial area in Upper Darby Township.

D. The Borough, in collaboration with property owners, should take steps to assure that industrial properties are landscaped and lit in a way that is compatible with the nearby residential neighborhoods.

E. The Borough should evaluate new ways of taxing the various industrial properties to increase public revenues.

Objective 4-5: Yeadon Business Center and Baltimore Pike

Increase the amount of industrial use in the Yeadon Business Center since its access, operations, and appearance do not interfere with any residential neighborhoods and improve the appearance of both sides of Baltimore Pike in this area.

Policies

A. The Borough should use public policies (including zoning, parking, and traffic access) to encourage the increased use of the existing buildings in the business center.

B. The Borough, in collaboration with the owners of the business center, should consider a plan for expanding the existing site and buildings.

C. The Borough, in collaboration with the business center owners, should take steps to improve the appearance of the view from Baltimore Pike with attractive landscape screening and fencing and improved signage.

D. The Borough should consider changing the zoning characteristics of the narrow property in Yeadon on the north side of Baltimore Pike and the empty parking lot on the south side to permit highway-type retail uses.

E. The Borough should evaluate new ways of taxing the various industrial properties to increase public revenues.

Objective 4-6: Residential Uses

Assure that the residential neighborhoods continue to be stable and attractive, the houses are well cared for, the landscapes and street trees flourish, and a focus of all residential life is created at the center of town.

Policies

A. The Borough should take appropriate steps to assure greater homeownership, using such techniques as economic policies, zoning, collaboration with realtors and owners, and marketing of the community as a good place to live.

B. The Borough should take steps to have abandoned houses occupied, restored, and maintained.

C. The Borough should encourage the development of new for-sale houses that complement the existing neighborhoods.

D. The Borough should take steps to preserve Yeadon's heritage, both architectural and cultural.

E. The Borough should continue to improve and maintain the public landscapes, especially the street trees in the neighborhoods.

F. The Borough should take steps to create a town center that is walkable from the nearby neighborhoods and that has places and activities for people of all ages. This policy is described in detail in Objective 4-1, Town Center.

G. The Borough should undertake all possible public actions to make the neighbors feel that they belong to the whole community of Yeadon and that they make a difference to each other.

Objective 4-7: Institutional Uses

Assure that the institutions of Yeadon are active participants in all aspects of community life and that they appear attractive in ways that are compatible with their adjoining neighborhoods.

Policies

A. The Borough should make systematic improvements to Borough Hall.

B. The Borough should work with Mercy Fitzgerald Hospital in establishing on-going positive relationships with the community, including improved communications, physical improvements, and general participation in community life.

C. The Borough should work with the Archdiocese of Philadelphia to enable Holy Cross Cemetery to be useful to as well as visible by the residents of Yeadon.

D. The Borough should also consider, with the Archdiocese of Philadelphia, the transfer of lands on either side of the creek on the eastern side of Holy Cross Cemetery to the Borough for use as a green public path along Yeadon and Rundale Avenues.

E. The Borough should enter into negotiations with the Archdiocese of Philadelphia and Mercy Fitzgerald Hospital to find ways to receive payments in lieu of taxes, since Yeadon does provide some municipal services to them.

F. The Borough, as the owner of Graceland Cemetery, should consider the possibility of using the open lawn areas for civic events and gatherings.

G. The Borough should work with the owners of Mount Moriah Cemetery to assure that the grounds will be well maintained in the future.

H. The Borough should collaborate with the William Penn School District to assure that Yeadon has the best possible public school system.

I. The Borough should also work to make the various school facilities that are located in Yeadon supportive of community activities by increasing community use of school playgrounds, gymnasiums, and auditoriums.

J. The Borough should collaborate with the Yeadon Library leadership to assure that the library continues to provide excellent service and that the buildings and grounds are well maintained.

Objective 4-8: Open Spaces

Provide recreational facilities that are appropriate to the needs of the residents and assure that the green places – the tree-lined streets, the neighborhood and institutional lawns, the cemeteries, the parks – are cared for and preserved.

Policies

A. The Borough should collaborate with Upper Darby Township in establishing new landscape treatments for both Baltimore Pike and Church Lane. They should also establish guidelines for future developments that are compatible with the proposed town center in Yeadon; walkable, tree-lined streets, shops and businesses lining the sidewalks, and signs that are designed for the pedestrians as well as automobiles.

B. The Borough should establish a clear policy regarding the use and security of the portions of Fairmount Park that are within Yeadon.

C. The Borough should make key improvements to Community Park and Kerr Field.

D. The Borough should consider the addition of mini-parks such as sitting areas and playgrounds in various neighborhoods.

E. The Borough should create a public open gathering place at the Church Lane/Baily Road intersection as the focus of the whole community.

F. The Borough should preserve street trees throughout the community, add new trees where they are needed, and establish an on-going maintenance program.

G. The Borough should consider actions that will encourage homeowners and other property owners (including the Borough itself) to care for their lawns and gardens.

H. The Borough should consider steps that would make some of the property of Holy Cross Cemetery of more value to the community, including the acquisition of Cemetery property for a public trail along the creek that parallels Yeadon and Rundale Avenues.

HOUSING PLAN SUMMARY

Introduction

Because a strong residential community is fundamental to keeping the overall community healthy and stable, Yeadon has had the foresight to place a strong focus on maintaining and improving housing conditions throughout the Borough. Section 4 of this plan examines the existing housing conditions in the Borough and offers

recommendations and strategies for improving the housing stock, increasing and maintaining homeownership, and strengthening residential neighborhoods.

The analysis by Delaware County's OHCD and 10,000 Friends of Pennsylvania uncovered several areas of concern regarding housing in Yeadon, including the mix of renters and owners, the maintenance of existing structures, and the development of new for-sale housing. The following goal, objectives, and policies address these areas of concern.

Housing Goal

To continue to maintain Yeadon Borough as a compact, walkable, and charming community free of vacant and deteriorated housing that is attractive to prospective homeowners, specifically those with middle to upper incomes.

Objective 5-1: Homeownership/Vacancies

Increase the percentage of homeowner-occupied units while reducing the number of vacant properties in Yeadon Borough.

Policies

A. The Borough should publicize the County's Homeownership First Program, with emphasis on targeting existing renters to purchase the properties that they are presently renting.

B. The Borough should continue and intensify efforts to promote itself as an attractive community for first-time home buyers.

C. The Borough should use the U.S. Department of Housing and Urban Development's (HUD) $1 Home Program and any other prospective funding sources for purchasing vacant/deteriorated properties.

D. The Borough should document that predatory lending is being practiced within Yeadon and enlist assistance from agencies such as HUD, the Federal Reserve Bank of Philadelphia, Fannie Mae, the Reinvestment Fund, the Fair Housing Council of Suburban Philadelphia, and the Legal Assistance Association of Delaware County to correct this injustice.

E. The Borough should determine the feasibility of converting apartment complexes into owner-occupied condominiums.

F. The Borough should provide a "Welcoming Packet" to each new homeowner.

G. The residents should form neighborhood associations that address neighborhood-scale issues, such as homeownership, crime, maintenance, and neighborhood beautification.

Objective 5-2: Maintenance

Maintain or enhance housing units in their present state.

Policies

A. The Borough should appoint a citizen housing committee made up of homeowners and renters to develop a program with the Borough to address the housing needs of residents.

B. The Borough Code Enforcement Committee should strive for a diverse membership of knowledgeable residents capable of addressing all facets of the community's housing needs.

C. The Borough should continue the vigilant regulation and inspection of rental and non-rental units in the Borough by strict enforcement of the BOCA National Property Maintenance Code.

D. The Borough should partner with a local lending institution to make available information on a low-interest revolving loan program that can finance improvements to rental properties.

E. The Borough should pursue marketing efforts to increase the use of the County's Owner-Occupied Rehabilitation Program for households that make less than $46,250 (4 person household).

F. The Borough should partner with a local lending institution to make available information on a low-interest home equity loan program to rehabilitate owner-occupied properties whose owners have incomes greater than 80% of the median family income (MFI), which is currently $46,250 for a household of four persons.

G. The Borough should consider allowing property tax relief on the value of the improvements for the property owners who rehabilitate their properties.

H. The Borough should develop a home improvement educational program for its residents.

I. The Borough should conduct periodic clean-up, spruce-up, fix-up drives in targeted blocks or areas to perform minor repairs and maintenance as well as intensive cleaning in order to improve the appearance of residential areas and perform needed minor improvements.

Objective 5-3: New Opportunities

Provide new opportunities to maximize the use of Yeadon's existing housing stock while constructing new for-sale housing that complements and connects to the surrounding neighborhoods.

Policies

A. The Borough should encourage the creative use of its existing housing stock, namely the conversion of larger homes into shared living quarters for seniors or a bed and breakfast.

B. The Borough should initiate and continue actions that make Yeadon a more livable, walkable, and desirable community and market all such efforts to the consumer market looking for compact and sustainable infill residential development.

C. The Borough should use a charette process to bring together the developer of new housing and Borough stakeholders to develop an agreed upon development plan.

D. The Borough should review and revise, if necessary, the zoning ordinance to assure that the regulations provide for the changes and allowances necessary for the construction of compact and sustainable infill residential development.

E. The Borough should market this new type of infill housing, as identified in the Zimmerman/Volk Associates (ZVA) report, to local builders and lenders.

COMMUNITY PRESERVATION PLAN SUMMARY

Introduction

Though preservation planning is important in all communities, history and culture are more noticeably evident in a built, urban landscape such as Yeadon. It is through Yeadon's design — the residential neighborhoods, commercial districts, and public infrastructure — that its historical development is remarkably visible. Preserving the built landscape of Yeadon helps retain a sense of place and gives Yeadon its own unique identity.

Specifically, the Preservation Plan speaks to the existing conditions and to the future of preservation planning in Yeadon. It will combine progressive planning policy with cultural resource issues that are particular to Yeadon. Through the analysis of past development patterns and present conditions, the plan will fashion a specific preservation goal with several objectives and policies to address the future livability of Yeadon.

Community Preservation Goal

To identify, maintain, and enhance its cultural, social, archaeological, and architectural resources. In so doing, Yeadon will preserve its unique character, foster community pride, conserve the character and architecture of its neighborhoods and commercial areas, and provide a framework for making appropriate revitalization and design decisions.

Objective 6-1: Archaeological Sites

Protect Yeadon's most important archaeological sites.

Policy

A. The Borough should ensure that new development will best enhance existing natural features and do the least harm to potential archaeological resources.

Objective 6-2: General Protection

Protect Yeadon's most important historic built and natural sites.

Policies

A. The Borough should officially establish an advisory board/group to offer guidance on preservation issues to Borough Council and residents.

B. The Borough should produce an historic resources survey. It is suggested that this survey be regularly updated.

C. The Borough should, after the historic resources survey is completed, choose an appropriate conservation tool to protect architecturally and historically unified districts.

D. The Borough should locate and target architecturally and historically significant buildings and areas for listing on the National Register of Historic Places for recognition on a national level.

E. The Borough should consider the implementation of a Borough-wide preservation ordinance that addresses issues such as code enforcement, new development review, demolition delay, buffering, setbacks, and other public design issues.

F. The Borough should preserve and enhance its natural features including street trees, parks, open spaces, and scenic views.

G. The Borough should consider becoming a "Certified Local Government" (CLG), which entitles communities to qualify for national historic preservation funding.

H. The Borough should encourage the highest standards of maintenance and restoration on the exteriors of its historic structures through provision of technical assistance.

I. The Borough should provide for visual diversity by encouraging the retention of older structural features including outbuildings (garages, carriage houses, barns, etc.), bridges, roadways, alleyways, and neighborhood stores that are valuable to the historic fabric of Yeadon.

J. The Borough should capitalize on its rich architectural diversity to help guide new development and compatible design.

K. The Borough should coordinate walking tours through Yeadon with Philadelphia's Foundation for Architecture to stimulate interest in historic preservation.

Objective 6-3: Commercial

Revitalize and develop Yeadon's commercial centers by promoting their historic, architectural, and cultural character.

Policies

A. The Borough should consider the "Pennsylvania Main Street Program" or the "National Trust Main Street Program" as ways to work with downtown revitalization agencies at the state and national levels.

B. The Borough should identify and target vacant historic commercial buildings and decide if they are architecturally compatible with their adaptive reuse.

C. The Borough should identify and target vacant land in commercial centers for the development and design of compatible infill architecture.

D. The Borough should develop a marketing program for its central business district to attract smaller, service businesses that have the ability to locate in existing buildings, thus retaining the historic development patterns of scale, façade, and block size.

E. The Borough should promote the adaptive use of vacant historic industrial and institutional buildings.

F. The Borough should continue to encourage pedestrian-friendly urban design features that reflect Yeadon's traditional patterns, such as wide sidewalks, traffic calming design, street trees, benches, and lighting.

G. The Borough should promote the rehabilitation of commercial façades to improve their historic architectural integrity.

H. The Borough should document the character defining features of each commercial node in order to retain the qualities most significant to their location.

Objective 6-4: Neighborhoods

Preserve and protect the integrity of Yeadon's neighborhoods.

Policies

A. The Borough should initiate a vacant lot clean-up program and a review process for new development on vacant lots.

B. The Borough should identify houses with high historic integrity in a Housing Vacancy Study and evaluate their rehabilitation and reuse potential.

C. The Borough should prepare neighborhood plans for each organized neighborhood association to customize and address specific issues.

D. The Borough should choose an appropriate conservation tool to protect architecturally and historically unified neighborhoods.

E. The Borough should provide financial incentives for home rehabilitation in historically significant neighborhoods.

F. The Borough should promote use of federal rehabilitation tax incentives for owners of income-producing properties listed on or eligible for the National Register of Historic Places.

G. The Borough should develop new homes that are sympathetic in design to existing neighborhood architecture.

H. The Borough should prepare handbooks to promote neighborhood identity and conservation.

Objective 6-5: Public Places

Protect Yeadon's public places.

Policies

A. The Borough should identify and maintain its public historic places such as Borough Hall, public schools, streets, and parks.

B. The Borough should ensure that new places in the public domain are constructed with consideration to historic themes as central design elements.

C. The Borough should promote a sense of place by clearly defining Borough and neighborhood boundaries with permanent tasteful public markers such as banners, gateposts, etc.

D. The Borough should educate local administrators, code enforcers, and the public works staff to be sensitive to and consider Yeadon's built and natural resources when making daily decisions and performing routine tasks.

E. The Borough should ensure that existing ordinances and land development plans promote public preservation goals by reviewing its existing codes and amending accordingly.

Objective 6-6: Education/Promotion

Use historic themes for local education, promotion, and tourism.

Policies

A. The Borough should encourage and promote the cultural traditions of Yeadon by using the historic themes of early suburbanization and the Underground Railroad.

B. The Borough should advance its history through the display of historical descriptions on public signage or on Pennsylvania historical markers.

C. The Borough should work with students from area colleges and universities for a community history mentoring program for elementary and middle school students.

D. The Borough should encourage neighborhoods and districts to develop identity through place naming by using historic settlement themes where applicable.

E. The Borough should use its public history for neighborhood and potential homeowner marketing.

F. The Borough should promote the dissemination of technical information that could assist homeowners in their research and restoration efforts.

G. The Borough should promote tourism in Yeadon associated with historic sites, districts, landscapes, and natural features.

H. The Borough should initiate public education forums on history, development, archaeology, and architecture.

I. The Borough should strengthen the technical skills of its staff and Council members' awareness of preservation techniques and their use.

J. The Borough should work with local historical societies (i.e., Delaware County Historical Society), preservation organizations (i.e., Preservation Alliance for Greater Philadelphia), and museums (i.e., the African-American Museum in Philadelphia) to promote public education and preservation efforts.

TRANSPORTATION AND CIRCULATION PLAN SUMMARY

Introduction

A well-functioning transportation and circulation system is critical to Yeadon's health. Residents need sidewalks to walk to stores, schools, and public meetings and events. Commuters need roads and public transit systems to get to work. Businesses need streets, sidewalks, and parking lots for their customers and suppliers to reach them.

Yeadon is fortunate to have a fairly complete transportation and circulation system which serves motor vehicles, pedestrians, bicyclists, bus and trolley riders, and train commuters. Because of this, the transportation and circulation plan will focus on fine-tuning the transportation infrastructure.

Transportation and Circulation Goal

To provide a safe, convenient, and energy-efficient multimodal transportation system.

Objective 7-1: Road System and Traffic

Improve Yeadon's traffic circulation and level of service.

Policies

A. The Borough should reduce congestion and improve hazardous traffic locations by discussing with surrounding municipalities the installation of closed loop traffic signal systems in the Church Lane and Lansdowne Avenue corridors.

B. The Borough should develop a plan for upgrading the other traffic signals that it owns including using flashing traffic lights in the early morning hours.

C. The Borough should explore ways to improve vehicular access to the Baltimore Pike corridor.

D. The Borough should develop a capital program for regular repair and replacement of Borough streets, sidewalks, curb cuts, traffic signals, and pedestrian signals.

E. The Borough should request improvements to state-owned roads and Borough streets that are on the federal-aid road system through the biennial update of the Transportation Improvement Program (TIP)/Twelve Year Transportation Program.

F. The Borough should discuss with Upper Darby Township and Lansdowne Borough the possibility of creating a street to connect Industrial Park Drive with Union Avenue as a way to discourage truck traffic from driving on residential streets in Yeadon.

G. The Borough should develop a parking plan and pricing strategy for the Church Lane business districts.

H. The Borough should consider updating all of its street name signs by identifying block numbers and using attractive Borough colors and logo that complement the Borough's attractive entranceway theme.

I. The Borough should work with the hospital to enhance its directional signage as an effort to improve the overall safety of the Lansdowne Avenue corridor.

Objective 7-2: Traffic Calming

Slow motor vehicle traffic to improve safety and make the street environment more pleasant for residents, pedestrians, and shoppers.

Policies

A. The Borough should consider traffic calming measures for Lincoln Avenue between Wycombe and Union Avenues, Darnell Avenue west of Church Lane, and portions of Baily Road and Yeadon Avenue that parallel Holy Cross Cemetery.

B. The Borough should consider constructing mini-circles at various residential street intersections with a history of accidents.

C. The Borough should consider converting most of its low-traffic, one-way residential streets into two-way streets, with parking on both sides and without compromising on-street parking spaces.

D. The Borough should enact an ordinance giving pedestrians the right-of-way on all low-traffic residential streets.

E. The Borough should consider drastically narrowing the roadway at the intersection of Angora Drive, Manor Avenue, and Rockland Avenue and adding the excess land to neighboring lots or building a pocket park in the middle of the intersection.

F. The Borough should consider adding a park strip down the center of Parkview Boulevard south of Longacre Boulevard.

G. The Borough should consider narrowing the intersection where Longacre Boulevard splits.

H. The Borough should plant more and larger street trees on the main and residential streets.

I. Residents in areas where high speed through traffic is occurring on private rear driveway access lanes should consult with the Borough about appropriate traffic calming measures.

Objective 7-3: Travel Demand Management

Pursue travel demand management strategies.

Policies

A. The Borough should evaluate the routing and service frequency of Southeastern Pennsylvania Transportation Authority (SEPTA) bus and rail routes through Yeadon as well as passenger amenities (the train stop, bus and trolley passenger shelters, and signs) and contact SEPTA and DCPD's Transportation section to discuss possible revisions to routes or amenities.

B. The Borough should work with the Delaware Valley Regional Planning Commission (DVRPC), SEPTA, PennDOT, and employers to improve bicycle and pedestrian facilities.

C. The Delaware County Transportation Management Association (TMA), DVRPC, SEPTA, and Borough employers should discuss transit service, car pool and van pool programs, and the TransitChek® program so as to make these modes of travel more attractive and make work sites more accessible to existing and potential employees.

Objective 7-4: Bus and Trolley Transit

Improve bus and trolley transit.

Policies

A. The Borough should consider joining the Delaware County TMA bus shelter program which would provide income to the Borough and new free shelters.

B. SEPTA should enhance and promote bus and trolley connections to the Darby Terminal; SEPTA and Yeadon Borough should promote these connections.

C. SEPTA should complete repairs on the Darby trolley loop tracks, with enhanced trolley scheduling to provide 13 trolley connections with the 11 trolley, the 305 bus service to the airport, and the 113, 114, and 115 buses.

D. SEPTA should time bus schedules to make good connections with the trolleys.

Objective 7-5: Rail Transit

Improve rail transit service to Yeadon and the amenities at the Fernwood train stop.

Policies

A. The Borough should provide signs to direct passengers to the town center business district, Borough Hall, and police offices.

B. The Borough should advocate for the creation of a parking lot as described in Section 4, Land Use Plan.

C. SEPTA and the Borough should define and enhance pedestrian access to the Fernwood train stop from Holly Road and across the overhead bridge and improve pedestrian amenities at the stop.

D. The Borough, Upper Darby Township, property owners, and SEPTA should landscape and beautify areas between businesses and the tracks, keeping them visible from streets.

E. SEPTA should install bicycle lockers and inverted "U" style bike racks at the stop under the Church Lane overpass, where they will be sheltered from the weather.

F. SEPTA or the Borough in conjunction with the TMA should provide an attractive Plexiglas shelter which is larger than the existing shelter for inbound passengers.

G. Upper Darby Township, Yeadon, and SEPTA police should monitor the stairs on the outbound side of the tracks.

Objective 7-6: Paratransit

Improve paratransit service to Yeadon residents.

Policies

A. The Borough should educate residents to ensure that they are properly enrolled and informed of appropriate paratransit programs.

B. SEPTA, the Borough, and the County should regularly monitor Americans with Disabilities Act (ADA) and other paratransit operations to assure proper contract fulfillment.

Objective 7-7: Bicycle Transportation

Improve facilities for bicycle travel.

Policies

A. The Borough, in cooperation with DCPD, PennDOT, SEPTA, and bicyclists, should encourage bicycling for short trips as a way to improve health, reduce congestion, and reduce air pollution.

B. The Borough, in cooperation with PennDOT, adjacent municipalities, and DCPD, should stripe bicycle lanes on major streets where space is available, including MacDade Boulevard, Longacre Boulevard, Baily Road, West Cobbs Creek Parkway, and Baltimore Pike.

C. The Borough should provide inverted "U" racks on the sidewalks of its business districts to encourage bicycle use and increase parking capacity.

D. The Borough should require that all new commercial developments provide bicycle parking.

E. The Borough should work with the William Penn School District to install inverted "U" bicycle parking for students and employees at school buildings.

F. The Borough should work with DVRPC, DCPD, PennDOT, and bicyclists to implement the Bicyclists' Baltimore Pike bicycle route.

G. SEPTA should provide bicycle lockers and inverted "U" racks at the Fernwood train stop under the Church Lane overpass, where they will be sheltered from the weather.

H. Yeadon Business Center and CVS should provide inverted "U" bicycle parking for its employees.

Objective 7-8: Pedestrian Facilities

Improve facilities for walking.

Policies

A. The Borough should explore how to provide sidewalks on at least one side of the street on those streets without sidewalks.

B. The Borough should ensure that sidewalks are maintained and replaced when necessary.

C. The Borough should request that the Fairmount Park Commission maintain and repair the sidewalk along Longacre Boulevard in Cobbs Creek Park and keep vegetation trimmed along the sidewalk.

D. The Borough should explore the possibility of creating curb extensions and speed humps (raised crosswalks) at various pedestrian crossing locations to improve pedestrian safety.

E. The Borough should install curb cuts and ramps at those corners which do not have them.

F. The Borough should create more visible crosswalks.

G. The Borough should construct splitter islands for the Longacre Boulevard/Cypress Street traffic circle.

Objective 7-9: Pedestrian Connection/Streetscaping in the Church Lane Town Center

Improve the pedestrian environment and the attractiveness of the streetscape in the Church Lane town center.

Policy

A. The Borough should consider curb extensions with raised crosswalks at Myra Avenue and at mid-block between the Rite Aid and the gas station, restoration of parking spaces on the west side of Church Lane between Myra Avenue and the mid-block crossing, narrowing of curb cuts at the auto dealer, planting of new trees, widening on the east side of Church Lane from Myra Avenue to Baily Road with a new sidewalk and consolidation of curb cuts, and parking management proposals.

Objective 7-10: Church Lane/Baily Road Intersection

Reconfigure the Church Lane/Baily Road intersection to improve pedestrian conditions and provide a town center focal point.

Policy

A. The Borough should improve pedestrian conditions at the intersection of Church Lane and Baily Road.

Objective 7-11: Guenther Avenue Business District

Improve the attractiveness of the Guenther Avenue business district.

Policies

A. The Borough should consider raising the street parking rates in the Guenther Avenue business district to assure some level of availability for these prime spots, while reducing or eliminating fees for the municipal lot and opening the municipal lot to all-day parking by employees.

B. The Borough should discuss with the postmaster the possibility of sharing the post office lot with store employees, if the aesthetics of the lot could be improved, or if a portion of the lot can be sold for commercial uses.

C. The Borough should ensure that new development in the Guenther Avenue business district is built in a fashion compatible with the other storefronts, with front building walls at the sidewalk and parking, if needed, relegated to the rear or side.

D. The Borough should plant trees in the grassy strip on the east side of Church Lane south of Guenther Avenue and construct a higher curb to prevent curb-jumping.

Objective 7-12: Attractive Entranceways

Improve the attractiveness of entranceways into Yeadon.

Policies

A. The Borough should consider improving the attractiveness of the roadway and railway entrances to Yeadon, including landscaping and welcome signs.

B. The Borough should work with the Fairmount Park Commission to improve clean-up and maintenance issues.

C. The Borough should work with its surrounding municipalities through such groups as the Eastern Delaware County Council of Governments to improve the appearance of their streets that lead into the Borough.

Objective 7-13: Government Agencies' Coordination

Improve coordination with other governmental units and agencies.

Policies

A. The Borough should open and maintain lines of communication with Upper Darby Township, the City of Philadelphia, Lansdowne Borough, East Lansdowne Borough, Darby Borough, the County of Delaware, PennDOT, SEPTA, the TMA, Community Transit of Delaware County (CTDC), and DVRPC.

B. The Borough should officially establish an advisory board/group to offer guidance on transportation issues to Borough Council and residents.

COMMUNITY FACILITIES AND SERVICES PLAN SUMMARY

Introduction

Communities are organizations and groups of people. By their nature, people are diverse creatures who are differentiated by their individual characteristics and their distinctly different ethnic and cultural characteristics. To build a community such as the one envisioned for Yeadon requires an understanding of the people and services they need. Investment in its citizens is the single most important investment for any community.

Understanding social diversity and responding to social change are keys to effective planning. A social perspective focuses primarily on the diversity of needs within a community and is concerned with the equity or distributional implications of planning. Social planning helps identify and determine likely distributional impacts of certain decisions on a community and helps achieve greater equality among social groups. The community needs for facilities and services are addressed in Section 8 of this plan. It analyzes the Borough's administration, educational opportunities, health care, library services, park and recreational facilities, cultural facilities, law enforcement, fire protection, and utilities.

Community Facilities and Services Goal

To ensure that the Borough and other community service providers actively respond to the needs and demands of Yeadon residents and that the delivery of those services happens in the most cost-effective manner.

Objective 8-1: Administrative Services

Stabilize and enhance administrative services to meet the demands of current and future residents and businesses.

Policies

A. The Borough should appoint a citizen advisory Planning Commission in accordance with state Act 247, the Pennsylvania MPC. This code governs municipal land use planning and development.

B. The Borough should continue to nurture a responsive and competent administrative staff by programming annual customer service and professional development seminars for staff to attend.

C. The Borough should strive for a staff that mirrors the community's demographic makeup.

D. The Borough should commit to involving renters' and owners' representatives from all neighborhoods at each stage of governmental function including planning, implementation, and evaluation.

E. The Borough should foster an environment where business, government, and citizens work together to attain common goals and fully capitalize on the community's resources.

F. The Borough should ensure that all laws, codes, and ordinances are enforced uniformly without prejudice and malice.

G. The Borough should explore ways of cooperating with other municipalities for services which could benefit from a larger geographic or population base.

H. The Borough should consider helping to establish a clearinghouse to connect unemployed or underemployed residents with local employers.

I. The Borough should take full advantage of all computer programs that improve governmental services.

J. Borough Council should seek opportunities for professional development that enhance its ability to govern.

Objective 8-2: Communication and Accessibility of Services

Make Borough services more accessible and increase overall communication.

Policies

A. The Borough should maximize the use of all available media to promote community functions, services, news, and events.

B. The Borough should add telephone lines coming in to the Borough office and institute an automated messaging system.

C. The Borough should consider the creation of an internet homepage to post pertinent information.

D. The Borough should develop and staff an "Office of Community Support" to manage information flowing into and out of the Borough offices.

E. The Borough should consider offering a community education program that heightens the residents' awareness of their responsibilities as contributing members of the democratic process of government and helps them acquire the skills of self governance.

Objective 8-3: Improvements to Borough-owned Buildings

Ensure that Yeadon has a five-year capital improvement plan and budget process including improvements to municipally owned buildings in an effort to increase their utility and life expectancy.

Policies

A. The Borough should schedule the improvements for Borough Hall.

B. The Borough should schedule the improvements for the library.

C. The Borough should schedule the improvements for the highway department and Borough garage.

Objective 8-4: School District-wide Reform

Ensure that the William Penn School District (WPSD) initiates a district-wide reform agenda modeled after successful national and local reform efforts, while reducing the overall costs of operation.

Policies

A. The Borough should cooperate with the WPSD to form a partnership to develop community schools within the Borough operating in public school buildings and open to students, families, and the broader community before, during, and after school, seven days a week, all year long. The community school(s) should be oriented toward the community, encouraging student learning through community service.

B. The Borough and the WPSD should cooperatively address the issue of non-district children attending schools in the district.

C. The Borough and the WPSD should cooperatively educate and involve Yeadon residents' coalitions that seek reform of the WPSD, since improving

student performance is a community-wide effort which directly involves teachers, administrators, parents, and the broader community.

D. The Borough and the WPSD should seek funding in anticipation of new school construction or expansions that are designed on a much smaller, less institutionalized scale to accommodate a lower student/teacher ratio.

E. The WPSD should design policies to attract and maintain a high-quality teaching work force reflective of the community to prepare students who can meet the demands of the 21st century.

F. The WPSD should ensure that its teachers are well prepared in content and effective methods of instruction and are well versed in research about effective teaching and learning.

G. The Borough and its residents should work with local education coalitions to improve WPSD administrative leadership.

H. The WPSD should emulate schools/programs that succeed.

I. The WPSD should take appropriate actions to lower and/or alter the child to teacher ratio.

J. The School Board of Directors should articulate and affirm its commitment to equal opportunity and diversity among teaching, administrative, and support staff within the district.

K. The School Board of Directors should widely disseminate an authoritative statement that clearly articulates its affirmative action policy, setting forth an expectation that all departments will implement it.

L. The WPSD should hold all students to high academic standards.

M. The Borough residents and government should join with and support local and statewide coalitions to ensure that funding for public education is sufficient, reliable, and equitable, while at the same time reducing the overall reliance on property taxes.

N. The School Board of Directors should articulate a long-range plan for school building improvements and new school facilities.

O. The Borough parents and guardians of students attending schools in the WPSD should become more involved in their children's education.

Objective 8-5: Enhance Educational Opportunities

Enhance educational opportunities for Yeadon's residents with specific educational needs.

Policies

A. The Borough should consider supporting, by way of funding, participation, or facilities, higher and continuing education courses offered through the Delaware County Community College and local technical schools.

B. The Borough should promote programs that improve the skills and educational levels of low-income, unemployed individuals to enable them to obtain full-time permanent employment.

C. The Borough should promote programs that improve the skills and educational levels of its immigrant population to enable them to obtain full-time permanent employment.

Objective 8-6: Mercy Fitzgerald Hospital/Communications with the Community

Improve communication between the Yeadon community and Mercy Fitzgerald Hospital.

Policies

A. The Borough should encourage the hospital to continue to invest in the community by increasing community educational opportunities, offering learning opportunities for youth, and providing outpatient service resources.

B. The Borough should annually invite the hospital to a Council meeting to provide an update on its expansion plans, health care programs, and anticipated needs.

Objective 8-7: Mercy Fitzgerald Hospital/Planning and Growth

Accommodate Mercy Fitzgerald Hospital's functions, facilities, and growth while protecting adjacent residential property from incompatible land uses.

Policies

A. The Borough should consider employing a vigorous code enforcement program with complementary zoning amendments that accommodate the hospital's needs while protecting the adjacent residential neighborhoods.

B. The Borough should advocate for the construction of a multi-level parking garage adjacent to the main hospital building within Darby Borough in order to abandon the parking lots located within Yeadon.

Objective 8-8: Improved Health Care

Ensure that health care provided by Mercy Fitzgerald Hospital is improved and maintained at the highest industry standards.

Policy

A. The Borough should work with the hospital to achieve an improved quality of health care service that is mindful of and responsive to the needs of its residents.

Objective 8-9: Yeadon Public Library/Resources and Facilities

Provide adequate space and resources for the Yeadon Public Library to enhance its collections, equipment, and level of service offered to the community.

Policies

A. The Borough should examine the net floor space of the Yeadon Public Library in relation to the amount of materials, equipment, and seating projected to be acquired and installed over the next decade.

B. The library should strive to keep abreast of best library practices and implement them when feasible.

C. The library should continuously update periodicals, references, and best-seller listings.

D. The library should consider the feasibility of after-school programs and encourage residents to volunteer with their implementation.

Objective 8-10: Expanded Range of Services for the Library

Expand the range of services offered by the library as the level of technology and methods of information management improve.

Policies

A. The Borough should encourage the library to continue its operating hours beyond the minimum state requirements.

B. The library should maintain its participation with the "Access Pennsylvania" program.

C. The library should examine the potential benefits of other digital library resources, such as CD-ROM databases.

D. The library should obtain additional public-use computers with internet access and upgrade regularly.

E. The library should consider installing a graphic user interface (GUI) based computer catalogue system with barcode-scanning technology.

F. The library should consider installing screen-scanning adapters for non-printing microtext (specifically microcard or "opaque card") readers.

G. The library should consider installing automatic compact shelving units to relieve storage pressures.

Objective 8-11: Recreational Programs

Increase and maintain an age-appropriate supply of recreational programs which are conducive to, and supportive of, the community's well-being and stability.

Policies

A. The Borough should help promote existing recreational programs offered to residents using newsletters, the internet, and other available media.

B. The Borough should, with support and assistance from residents, expand and enhance recreational programs for school-aged youth between the ages of 10 and 18, with emphasis on youth between the ages of 10 and 14.

C. The Borough should determine the feasibility of providing additional enclosed recreational facilities for select programs, possibly through a centrally located community/cultural center.

D. The Borough should use state, federal, and foundation grants to finance recreational and cultural programs.

E. The Borough should solicit the involvement of youth serving organizations within the Borough to establish programs such as the Police Athletic League, Junior Reserve Officers Training Corps (ROTC), and Boys and Girls Clubs.

F. The Borough should facilitate the use of all public and private recreational facilities located within Yeadon so that their service to the community is fully maximized.

G. The Borough should consider improving Yeadon Community Park to attract inter-league sporting events and visitors.

Objective 8-12: Recreation Committee

Establish a Recreation Committee.

Policies

A. The Borough should appoint a committee comprised of Yeadon residents to assist the Borough in conducting and maintaining recreational programs and facilities.

B. The Borough should determine the feasibility of providing a staff person to help the committee develop and promote recreational programs and permits.

Objective 8-13: Cultural Heritage and Facilities

Promote the Borough's cultural heritage and ethnic diversity.

Policies

A. The Borough should cultivate and support a cultural relations council to promote racial/ethnic awareness and appreciation of cultural diversity throughout the community.

B. The Borough should increase the number of Borough-wide festivals and activities that reflect the community's heritage and cultural and ethnic diversity.

C. The Borough should pursue a variety of funding options to develop a cultural/community center.

Objective 8-14: Volunteer Fire Company

Enhance the Yeadon Volunteer Fire Company's level of service and ensure that it has the necessary complement of trained personnel to effectively meet or exceed the fire service needs of the Borough.

Policies

A. The Borough should continue to financially support the fire company in offering new educational courses and training to raise the level of fire protection services within the Borough.

B. The Borough should encourage interdepartmental purchasing of fire equipment, supplies, and training to reduce operating costs.

C. The Borough should consider the feasibility of a consolidated, multi-municipal fire company.

D. The Borough should assist the fire company in securing a state-of-the-art firehouse facility to improve its service to the community.

E. The Borough and fire company should encourage its residents to support fire services through donations or volunteering.

F. The Borough and fire company should cultivate support from commercial and nonprofit businesses to support fire service through donations.

G. The fire company should actively conduct periodic recruitment and educational seminars within the community and schools in order to attract residents reflecting Yeadon's demographic makeup.

H. The fire company should maximize the use of an instant response paging system to communicate with its emergency personnel while phasing out the existing fire alarm siren.

I. The fire company should continue to use and expand the level of fire protection service through cooperative agreements.

J. The fire company should develop a continuous five-year capital equipment plan to regularly upgrade its vehicles and specialized equipment.

Objective 8-15: Police Department

Provide comprehensive police protection services at a reasonable cost to improve the protection of life and property and deter crime within the Borough.

Policies

A. The Borough should provide efficient law enforcement and crime prevention programs throughout the community, including reduced response times and increased police visibility as a crime deterrent.

B. The Borough should consider extending the operating hours of police headquarters into the evening.

C. The Borough should increase the number of and improve the viability of directional signage for police headquarters.

D. The Borough should maximize the use of County law enforcement personnel for special purposes.

E. The Borough should institute innovative policing programs focusing on community policing initiatives, such as a citizen police academy and the D.A.R.E. program.

F. The Borough should consider the feasibility of a consolidated, multi-municipal police force with the surrounding boroughs to reduce the cost of providing police services.

G. The police department should collaborate with the Borough town watch group to improve its funding and recruitment and to increase its presence within the community.

Objective 8-16: Waste Collection and Recycling

Maintain or enhance the present level of service for the collection and disposal of residential solid waste, including recyclable materials.

Policies

A. The Borough should annually review its trash-hauling contract to determine its ability to meet the changing needs of the residents, specifically ensuring that all waste is collected by the end of each scheduled pick-up cycle.

B. The Borough should consider entering into intermunicipal agreements regarding joint solid waste contracts to reduce operating costs and improve the quality of service.

Objective 8-17: Sanitary Sewer Service

Ensure a well-maintained sanitary sewer system that is capable of servicing the existing and future sanitary waste disposal needs of Yeadon.

Policies

A. The Borough should continue upgrading the public sanitary sewer system in accordance with the County's Act 537 Plan.

B. The Borough highway department should continue system maintenance through periodic inspections and routine cleanings.

C. The Borough should purchase new sewer maintenance equipment as identified by the Borough Engineer, such as a new sewer inspection camera.

Objective 8-18: Stormwater Management

Ensure a well-maintained stormwater management system that is capable of servicing the existing and future stormwater conveyance needs of Yeadon.

Objective 9-3: Wetlands

Protect wetlands from inappropriate land use and development.

Policies

A. Negative environmental impacts caused by development within a wetland area should be minimized.

B. New Borough policies that direct development away from wetlands should be considered.

C. Local ordinances should be amended to require that all plans for development in areas suspected of being wetlands include a wetland delineation by a registered professional. The Borough should also require any development in the wetland to obtain necessary permits prior to construction.

D. Development that does occur within or around a wetland area should also be carefully evaluated for the potential of creating negative environmental impacts on wetlands.

Objective 9-4: Steep Slopes

Protect areas of steep slopes from inappropriate land use and redevelopment.

Policies

A. If development is to be permitted in steep slope areas, it should be subject to strict regulation through stringent performance standards.

SECTION 3

ECONOMIC DEVELOPMENT PLAN

INTRODUCTION

The Borough of Yeadon currently possesses a diversified group of businesses with a particularly high concentration of service-oriented and industrial businesses. The 145 businesses operating within Yeadon include forty-one businesses providing retail goods and services, eighteen personal service businesses such as hair salons and dry cleaners, twenty-seven industrial and wholesaling firms, ten health care-related businesses, thirteen contracting and construction-related businesses, ten automotive sales and repair businesses, five financial institutions, and twenty-one other professional and business service firms. A roster of these businesses is presented in Appendix 1.

Nearly 80% of these businesses are located within the Borough's seven primary business districts. These districts include:

- Church Lane business district – the historic retail core of the community which defines the natural and perceived center of Yeadon. This district includes the 400 and 500 blocks of Church Lane between the SEPTA tracks and Baily Road.

- Church Lane and Guenther Avenue district – a commercial district in the 700 block of Church Lane dominated by service and professional businesses.

- Yeadon Shopping Center – a single-owner shopping center featuring an Acme grocery store which serves as the MacDade Boulevard gateway to Yeadon and is surrounded by a few nearby retail and service businesses.

- Church Lane and Chester Pike district – a small concentration of retail, personal service, and commercial uses that serves as a gateway to Yeadon from Philadelphia.

- Yeadon Industrial Park – a large industrial area immediately adjacent to several residential neighborhoods.

- Yeadon Business Center – a single-owner warehouse-style complex in the 6200 block of Baltimore Pike that houses a variety of industrial and distribution firms, with a few adjacent businesses.

- Mercy Fitzgerald Hospital area – containing primarily health care-oriented businesses and nonprofit organizations.

ECONOMIC DEVELOPMENT GOAL

To preserve and expand Yeadon's commercial and industrial tax base by meeting, to the maximum extent possible, the retail and service needs of the Borough's residential and business communities and to retain and improve the physical attractiveness of the Borough's commercial and industrial districts.

CHURCH LANE BUSINESS DISTRICT

The Church Lane business district is the historic retail core of Yeadon. Running from the Borough boundary at the railroad bridge on the north, the district terminates at the intersection of Church Lane and Baily Road, which defines the natural and perceived center of the Borough. The highly visible location of the Borough Hall at this intersection further reinforces this sense of a community center.

This district includes a total of thirty-one businesses. Twenty-two of these businesses are typically found in a pedestrian-oriented retail corridor: sixteen retailers, two hair salons, a dry cleaner, the Yeadon Theatre, and two professional offices. On the other hand, the district also includes three automotive repair facilities, three contracting firms, two industrial businesses, and a business services firm that are not compatible with a community shopping district, particularly one that represents the town center of a borough.

This key retail location operates in conjunction with the nearby Church Lane and Guenther Avenue district. The 400 and 500 blocks of Church Lane constitute this prime "town center" of Yeadon adjacent to Borough Hall, while two blocks away the Church Lane and Guenther Avenue district in the 700 block of Church Lane provides an additional neighborhood serving district. The two districts include a total of twenty-eight retailers and personal services businesses, comprising nearly half of Yeadon's total retail businesses. We estimate that these twenty-eight businesses occupy nearly 46,000 square feet of space and generate over $10 million per year in retail sales.

These two districts are heavily oriented towards convenience goods and services with twenty businesses meeting these needs. These twenty stores include several strong destination businesses such as a Rite Aid drug store, a 7 Eleven, and the Brewer's Outlet beverage store. In total, these business districts provide three convenience stores, six hair salons, and seven prepared food establishments, in addition to the drug store, the beverage store, a dry cleaner, and a specialty food store. The prepared food establishments are heavily oriented towards fast food and take-out. The eight non-convenience retailers provide an eclectic mix of products including a florist, an optician, a book store, an upholsterer, a used clothing store, a gift shop, and two women's accessory stores. Although some of these non-convenience businesses appear strong, many have limited hours, very small spaces, and other characteristics of marginal operations.

The Church Lane business district displays several characteristics that weaken its ability to serve as a strong retail town center for Yeadon. First, the 100% corner, Church Lane and Baily Road, could act as a strong front door to the business district, flowing from the prominent Borough Hall. Instead, it lacks retail strength because its other three corner uses are open space and two gas stations. Secondly, the continuous retail district flow is interrupted by less attractive automotive uses such as auto repair and used car lots. Finally, the mix of businesses in the district does not meet the full array of convenience needs, forcing nearby customers to leave the area for these services.

In the attached Appendix 2, we have completed a retail market analysis to determine economically reasonable opportunities for new retail development in Yeadon Borough and especially in the Church Lane business district. As noted in that analysis, the Borough's 59 stores currently capture less than 40% of the $98 million in retail purchases being made by Yeadon residents, with $60 million in sales leaving the Borough each year. Although much of this potential requires sites that are difficult to find in the Borough, especially in the Church Lane business district, several key opportunities for retail development can support the expansion of retail activity in the Church Lane business district by as much as 68,000 square feet. The most important of these include:

- Expanded restaurants. Full-service restaurants are tremendously under-represented throughout the Yeadon trade area, as well as within Yeadon Borough itself. We estimate that Yeadon Borough residents alone are supporting 25,000 square feet of such restaurants outside of the area. At least 12,000 square feet of these restaurant opportunities could be captured on Church Lane.

- An additional chain discount pharmacy. The Rite Aid drug store on Church Lane is much smaller than the current 15,000 square foot modern prototype with a drive-through. It may take some effort to find an appropriate space for such a store, but a modern 15,000 square foot facility could be an important anchor for the district and would find a strong market.

- A hardware store. Yeadon Borough residents could easily support a 5,000 square foot hardware store which would help round out the convenience role for the district.

- Small electronics store. A small 3,000 square foot electronics store such as Radio Shack would find Church Lane an acceptable location both because of the underserved local market and because of the visibility from drive-through traffic.

- A bakery. Yeadon Borough can support a small bakery, perhaps 1,000 square feet, which would reinforce the town center character of the area.

- Hobby and leisure activities shops. Several categories of hobby and leisure activities retailing are very under-represented in the area. Again, the drive-through traffic on Church Lane would help supplement the local market for these businesses that also benefit from the lower rents in traditional commercial districts. Potential retail opportunities of this type include a 1,000 square foot camera shop, a 1,000 square foot music store, another book store (perhaps 3,000 square feet), and a 2,000 square foot specialty hobby shop.

- Specialty apparel stores. Smaller independent specialty apparel retailers would benefit from the appeal of a town center and the lower cost space available on Church Lane. Underserved categories where small independent fashion retailers have achieved success in similar settings include women's apparel, fashion accessories, shoes, and jewelry.

- Household accessories and gift/craft stores. Finally, smaller household accessory and gift shops could round out the mix of stores in the district. These could include a gift, craft, and card shop, an art gallery/framing store, and a draperies/fabric/sewing store.

Objective 3-1: Church Lane Business District

Enhance the Church Lane business district as the symbolic Yeadon town center, an attractive and vibrant business and government services district which provides a more comprehensive array of goods and services in an appealing small town setting.

Policies

The Church Lane business district policies are illustrated on Figure 4-1, Town Center.

A. The Borough should establish the intersection of Church Lane and Baily Road as the true "center" of Yeadon through streetscape and signage improvements and the creation of "Yeadon Heritage Plaza," which would incorporate portions of all four corners of this intersection. The most functional portion of the plaza would be located on the northeast corner.

B. The community should organize a Town Center CDC to undertake difficult development projects in the Church Lane business district.

C. The Borough and district property owners should establish a restaurant district within the town center to capture the unmet demand of Yeadon's residential and business communities. To begin this restaurant development activity, the Town Center CDC should develop a new restaurant on the corner of the currently underutilized Borough parking lot on the northeast corner of Church Lane and Myra Avenue.

D. The Borough should encourage auto-oriented uses to relocate to suitable sites outside of Yeadon town center and encourage property owners to make these properties available to uses more appropriate for a pedestrian-oriented retail district. In particular, the automotive repair and used car sales facilities in the 500 block of Church Lane could be attractively converted to restaurant use.

E. The Borough and/or the Town Center CDC should assure that the ultimate reuse of the current Yeadon Theatre is compatible with a pedestrian-oriented retail district and, ideally, a use that serves to anchor the district. As illustrated on Figure 4-1, the theater might be redeveloped half in theater or community cultural center use and half as retail stores, possibly as a small grocery or other food anchor for the district. Alternatively, the theatre might be effective in a large theme restaurant reuse.

F. The Borough and/or the Town Center CDC should support the redevelopment of the remaining property abutting the northeast corner portion of the Yeadon Heritage Plaza as community-oriented retail space, possibly large enough to accommodate a 15,000 square foot modern prototype chain discount pharmacy with drive-through.

G. The Borough and district property owners should attract a broader mix of retailers to meet the currently uncaptured demand of Yeadon residents, including a hardware store, a small electronics store, a bakery, a hobby shop, specialty apparel stores, household accessory stores, and gift/craft stores.

H. The Borough should provide more distinctive signage, landscaping, and sidewalks to define the district.

I. The Borough should also encourage district businesses and property owners to upgrade window displays to coordinate with public amenities in the area.

J. The Borough should encourage and allow the creation of shared parking facilities among retail businesses and property owners on both sides of the 500 block of Church Lane. Such shared parking facilities will increase the efficiency of available parking resources and reduce curb cuts along the street.

K. The Borough should create a more attractive gateway entrance along Church Lane from Baltimore Pike to define the Yeadon town center and clearly demarcate the transition from Upper Darby Township's semi-industrial district to Yeadon's emerging commercial zone.

L. The Borough should develop better visual and pedestrian connections between Borough Hall, the library, and nearby schools.

M. The Borough and business and property owners should form a subcommittee of the Borough-Business Communication Committee to focus exclusively on issues in the Yeadon town center, especially creating a new, positive image for this district. This subcommittee should assure access for small businesses in the Church Lane business district (as well as for other Yeadon businesses) to quality small business technical assistance and to sources of small business financing.

N. The Borough should encourage the redevelopment of the east side of the 400 block of Church Lane to create a continuous retail pattern from the Fernwood train stop to the core of the town center. This redevelopment could include reconstruction of a portion of the 500 block of Church Lane to encourage store spaces to front on the sidewalk rather than being set beyond surface parking lots.

O. The Borough should work with local businesses/associations and the Borough/Business Communication Committee to develop a Borough-wide business-marketing program.

P. The Borough should explore the possibilities of opening and operating a moneymaking business that provides service directly to the community as well as providing a dedicated funding stream.

CHURCH LANE AND GUENTHER AVENUE DISTRICT

The Church Lane and Guenther Avenue district includes twenty businesses adjacent to and on the 700 block of Church Lane bounded by Whitby Road and Guenther Avenue. This district complements the Church Lane business district two blocks away. The district is dominated by service uses including the post office, five health care offices, four hair and nail salons, three financial institutions, and three other professional service businesses. The five retailers include three prepared food establishments.

The district is fully developed and generally projects a positive village-like appeal to support surrounding residential areas.

Objective 3-2: Church Lane and Guenther Avenue District

Expand the district's role as a convenience retail and personal/financial services center for the Yeadon community and increase the visual appearance of the district.

Policies

A. The Borough should undertake a program to support modest façade improvements and institute signage guidelines to update and make more attractive the appearance of the district's commercial properties. The post office facility in this district should be encouraged to adapt its façade to complement the remainder of the district.

B. The post office parking lot should be converted to a community shopping parking lot and be attractively landscaped.

YEADON SHOPPING CENTER

Yeadon Shopping Center is situated at a key gateway to Yeadon but does not contribute to a positive perception of the community because of the run-down appearance of the center. In addition, many stores have not been updated for many years, further suggesting a deteriorated condition. Including adjacent parcels on the same block, the area includes nine retailers, a bank, a national-chain auto maintenance facility, and dry cleaners. Key anchors include an Acme market and a recently constructed CVS drug store. The center has been purchased in the past two years by a professional shopping center firm with a good reputation; Acme Markets reports its intent to update the supermarket. The property appears to have an excess of parking. Well planned renovations might include some expansion of store space, providing greater service to the community and adding to Yeadon's tax base.

Objective 3-3: Yeadon Shopping Center

Modernize, improve the appearance of, and expand occupancy of Yeadon Shopping Center to allow this facility to better provide for the retail needs of the Yeadon community.

Policies

A. Yeadon Shopping Center should expand tenancy and improve synergy among the tenant mix.

B. The Borough should encourage the center's owners to add additional retail space to the complex since the center's parking area greatly exceeds the needs of current retail space.

C. The Borough should improve pedestrian circulation between the shopping center and surrounding commercial properties to increase access to these businesses.

D. The Borough should develop an attractive gateway entrance to Yeadon at MacDade Boulevard.

E. Acme Markets should upgrade and modernize its store in this center.

F. The Borough/Business Communication Committee recommended in Objective 3-8 should form a sub-committee that focuses specifically on issues regarding the Yeadon Shopping Center.

CHURCH LANE AND CHESTER PIKE DISTRICT

The Church Lane and Chester Pike district includes fifteen businesses at and near the intersection of Church Lane and Chester Pike. This district is situated at a key gateway to Yeadon from Cobbs Creek. This district is physically small and impacted by significant through traffic along Church Lane, Chester Pike, and MacDade Boulevard. As a result, it is probably unrealistic to expect any strong theme to emerge here.

Despite these difficulties, the business mix in this district appears generally vibrant and quite eclectic. Four retailers are interspersed with four business services companies, a contractor, a bank, three hair salons, a health care office, and an automotive service business.

Objective 3-4: Church Lane and Chester Pike District

Improve the attractiveness of the district and ensure the continued occupancy of commercial properties with community-serving retail and service uses.

Policy

A. The Borough should develop an attractive gateway treatment at Church Lane as it crosses Cobbs Creek into Yeadon.

YEADON INDUSTRIAL PARK

Yeadon Industrial Park features twenty-five industrial and business service firms, including such larger firms as Berm Studios, Globe Canvas Products, Dynamic Concepts, and Lamacraft Fabricators. In total, Yeadon Industrial Park is home to eighteen industrial businesses and two wholesale firms, as well as four construction-related companies and an automotive parts and services business. The district is located off Baily Road along Industrial Park and Commerce Drives and Penn Street. The district is bounded by the Borough line on the north and immediately abuts residential areas to the west and east, causing conflicts with truck traffic through residential neighborhoods. This problem is compounded by the fact that certain adjacent industrial areas of Upper Darby are only accessible through this Yeadon industrial district.

Yeadon industrial businesses are an important part of the community. As noted above, 27 of 144 businesses in Yeadon are industrial or wholesaling firms. The typical Yeadon industrial firm employs 22 full-time and two part-time employees. For 80% of firms, Yeadon is their only location. More than half of Yeadon's industrial firms have operated a business in the area for ten or more years.

Spaces occupied by light industrial companies in Yeadon range from the smallest of 450 square feet to the largest of 155,000 square feet spread through four buildings. Sixty percent of the businesses occupy a space that is 5,000 square feet or larger. Fifty percent of surveyed businesses own the buildings that house their companies; the remainder rent. The largest space that is being rented is 25,000 square feet. Forty-one percent of firms feel that more space would improve their businesses.

Overall business trends among Yeadon industrial firms are positive. With regard to recent business trends, 50% of companies have experienced growth over the past year, while 39% report that their businesses are keeping up with inflation. Over half of the industrial businesses plan to expand within the next two years.

Thirty-five percent of businesses have concerns about the business climate in Yeadon. The largest concerns were the lack of an organized Yeadon business community and concerns with poor maintenance of public spaces in Yeadon. Twenty-three percent of businesses report the need for more police patrols and a reduction in vandalism and other crimes, and 18% of businesses voice concerns about the stability of the Borough government and the quality of life for its residents. Twenty-five percent support physical improvements to their business districts.

Objective 3-5: Yeadon Industrial Park

Maintain and increase the viability of Yeadon Industrial Park as a successful employment center and significant tax base of the community, and minimize conflict between the industrial activities and its residential neighbors.

Policies

A. The Borough should create an industrial landscaping ordinance that requires improved sight and sound screening between Yeadon Industrial Park and the surrounding residential neighborhoods.

B. The Borough should encourage Upper Darby Township to extend Industrial Drive to Union Avenue in Upper Darby Township, thereby diverting the truck traffic that now uses Church Lane and Penn Boulevard in Yeadon to a route that does not pass through residential and shopping districts.

C. The Borough should improve truck access to Yeadon Industrial Park by constructing the Union Avenue/Industrial Drive Connector, a new truck street

between Union Avenue and Industrial Drive along the Fairview Avenue right-of-way. Similarly, trucks should be restricted from use of residential streets in the vicinity of Yeadon Industrial Park, especially Elder Avenue and Providence Road.

D. The Borough should improve public signage and encourage businesses and property owners to improve private signage within and at the periphery of the industrial park to indicate the names of industrial park tenants and to improve traffic flow.

E. Industrial park businesses and property owners should actively participate in the Borough/Business Communication Committee recommended below so that they can communicate in one voice to the Borough.

F. The Borough should use the Communication Committee as a mechanism to expand and increase the tax ratables within Yeadon.

YEADON BUSINESS CENTER

Yeadon Business Center at 6250 Baltimore Pike houses a variety of industrial concerns, including several distribution firms and a recently located packaging firm which has received very positive press. Both this property and the vacant land adjacent to it on Baltimore Pike are greatly underutilized and could contribute much more to the Yeadon tax base.

Objective 3-6: Yeadon Business Center

Increase occupancy, expand employment opportunities, and fully realize the tax base potential of the center to more fully utilize adjacent vacant parcels and to make this district more attractive as a true gateway to Yeadon.

Policies

A. The Borough should encourage Yeadon Business Center to undertake measures to increase the perception of security within the center property in order to encourage existing tenants to remain and to attract new tenants to the facility.

B. The Borough should also revise the zoning regulations for the business center to permit additional development; increased building height, increased density, and increased lot coverage should be evaluated for this purpose.

C. The business center should improve the appearance of its entrance and highlight the location of each business through landscaping and better signage.

D. The Borough should develop an attractive gateway at Baltimore Pike and upgrade the aesthetics of the corridor.

E. The Borough should rezone properties with Baltimore Pike frontage to allow retail use.

MERCY FITZGERALD HOSPITAL AREA

Several health care and other professional businesses have located near the Mercy Fitzgerald Hospital on Lansdowne Avenue.

Objective 3-7: Mercy Fitzgerald Hospital Area

More effectively use the assets this facility provides to the community by better recognizing and expanding the service programs available, develop better communication mechanisms between the hospital and the Borough, and improve the area's appearance as a gateway to Yeadon via Lansdowne Avenue.

Policies

A. The Borough and the hospital should cooperate in developing signage and landscaping along Lansdowne Avenue and Baily Road that will enhance the area by indicating the boundaries of the hospital district and highlighting its location within Yeadon. This includes landscape design (ornamental fence, shrubs, trees, etc.) that enhance the hospital boundaries with its residential neighbors.

B. The Borough should work with the hospital to better promote and expand the availability of service programs of the hospital to Yeadon residents.

C. The Borough and the hospital should develop a regular communication mechanism to maximize the benefits of the hospital's location in the Borough and to resolve conflicts between the institution and the community in a positive way.

BOROUGH/BUSINESS COMMUNICATION

Industrial and retail employers in the Borough have expressed the need for a more effective means of regular communication with Borough officials on issues of concern to business.

Objective 3-8: Borough/Business Communication

Develop a sense of community and a communications structure to improve information flow and dialogue between the business community and the Borough.

Policy

A. The Borough should create a formal Borough/Business Communication Committee consisting of several business representatives and elected and appointed Borough officials to review issues of concern to the Yeadon business community and to develop ways for the business community to become more completely engaged in the civic life of Yeadon. As noted above, this committee should include a subcommittee focused exclusively on issues in the Yeadon town center.

BOROUGH/NONPROFIT SECTOR RELATIONSHIPS

Nonprofit employers, especially health care institutions and cemeteries, represent a significant segment of the Yeadon Borough economy. There are outstanding issues between the Borough and these nonprofit employers concerning the delivery and cost of local governmental services to tax-exempt nonprofit institutions because of the increasing expenses incurred by the Borough.

Objective 3-9: Borough/Nonprofit Sector Relationships

Develop a sense of community and a communications structure to improve information flow and dialogue between the Borough and the nonprofit community located in Yeadon.

Policies

A. The Borough should create a formal Borough/Nonprofit Sector Communication Committee to meet regularly (perhaps bi-monthly) to review issues of concern to the Borough and to the Yeadon nonprofit community and to develop ways for the nonprofit community to become more completely engaged in the civic life of Yeadon. Members of this committee should include elected and appointed Borough officials and representatives of key nonprofit employers and landowners in the Borough, including Mercy Fitzgerald Hospital and the Archdiocese of Philadelphia (owner of Holy Cross Cemetery).

B. The Borough should negotiate with nonprofit institutions to secure payment in lieu of taxes for Borough-provided services.

SECTION 4

LAND USE PLAN

INTRODUCTION

As stated in Section 2, Policy Plan, the land uses in Yeadon relate to all other considerations of this comprehensive plan. Therefore, the policy recommendations made regarding land use must be understood within the framework of all of the other portions of the plan. It is essential to understand that there are many parts in this comprehensive plan, but that they all add up to one vision for the future of Yeadon.

This land use plan covers the following seven topics:

- An overall goal for the use of all lands in Yeadon.
- Retail uses of all types, including a new town center, the shopping center, corner stores, and other smaller concentrations of shopping.
- Office uses, especially those on Church Lane.
- Industrial uses, including the two large concentrations of industry that now exist.
- Residential uses, in all of the community's neighborhoods.
- Institutional uses, including Borough Hall, the hospital, the cemeteries, and the schools.
- Open spaces, including public parks and school grounds, private yards and lawns, and the tree-lined streets throughout the community.

Overall observations reveal that Yeadon is a well-knit and thriving community which has many positive attributes on which to build its future. There are a great variety of aesthetically pleasing neighborhoods, with many historic buildings. There is convenient access to the region. The community has a comfortable "green" quality because of its parks, street trees, cemeteries, and its many lovely private yards and gardens. Many businesses exist, and there are opportunities for more. Viable institutions are located throughout the community that could, with encouragement and planning, add to the vitality of life in Yeadon.

On the other hand, certain challenges must be addressed. There is no shopping or gathering place that could act as the focus of town life; Yeadon has no true "center." The industries could expand, but there are conflicts with some neighborhoods. The existing shopping center is not thriving and is unattractive. The institutions, particularly Mercy

Fitzgerald Hospital and Holy Cross Cemetery, remain separate in many ways from the rest of the community. The trees of the community, attractive as they are, need on-going care and replacement. Some houses are also now vacant.

It is within this context of virtues, opportunities, and challenges that the recommendations of the Land Use Plan are made. Each of the six land use types, therefore, includes an analysis of existing conditions, an overall objective for that use, and a series of policies that are the basic recommendations for the future. Map 4-1 depicts future land use for the Borough.

LAND USE GOAL

To assure that each use serves its own purpose efficiently, but does so in a way that supports the quality of life and prosperity of the entire Borough. Within this context, the best of the physical qualities of the community should be preserved, the economy should grow, a center for the entire community should be established, and life here should become more comfortable, safe, and neighborly.

RETAIL USES

Retail uses exist in a variety of forms: Church Lane at Baily Road, which actually has little shopping; Church Lane at Guenther Avenue, which is a thriving neighborhood center; the large Yeadon Shopping Center; a convenience store and other businesses at Church Lane and Chester Avenue; and various neighborhood corner stores. Some of these serve community needs better than others. Those that do not require special attention and planning.

Church Lane at Baily Road has the unique opportunity of becoming the "town center" for Yeadon. It includes Borough Hall, the old movie theater, some historic buildings, and excellent regional access. It is also walkable from many neighborhoods and is as close to the geographic center of Yeadon as is possible. On the other hand, the Yeadon Shopping Center is not at the center of the community but is large enough to be redeveloped into a new commercial center that serves the region.

Town Center Retail District at Church Lane

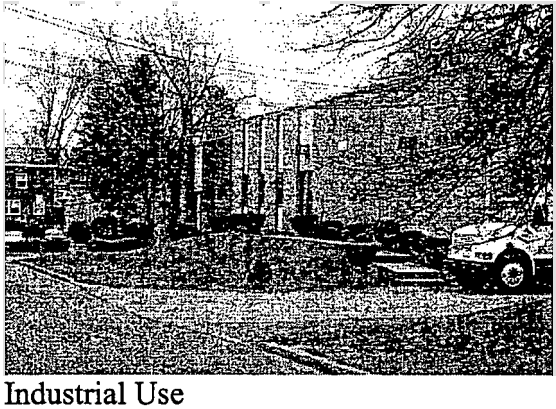
The general pattern that has evolved over recent years is one of an automobile-related business area. All of the details that have created this condition are not compatible with pedestrian activity, and, therefore, are harmful to retail that could serve the neighborhoods of Yeadon. Business is actually diminished by these situations:

- Many buildings do not include retail uses.
- Some buildings have small windows and large blank walls facing the sidewalk.

KEY LAND USES IN YEADON

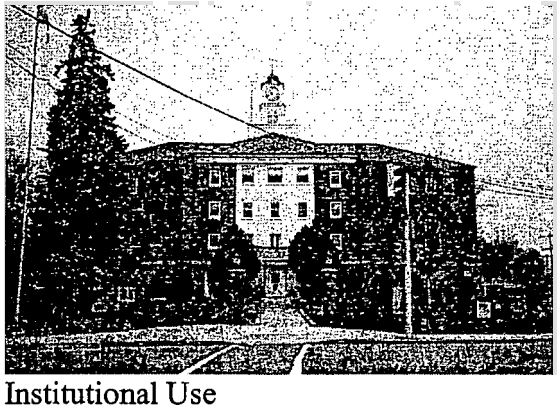
Retail Use
Church Lane – Myra Avenue to Penn Street

Institutional Use
Mercy Fitzgerald Hospital



Industrial Use
Yeadon Industrial Park

Residential Use
Serrell Avenue



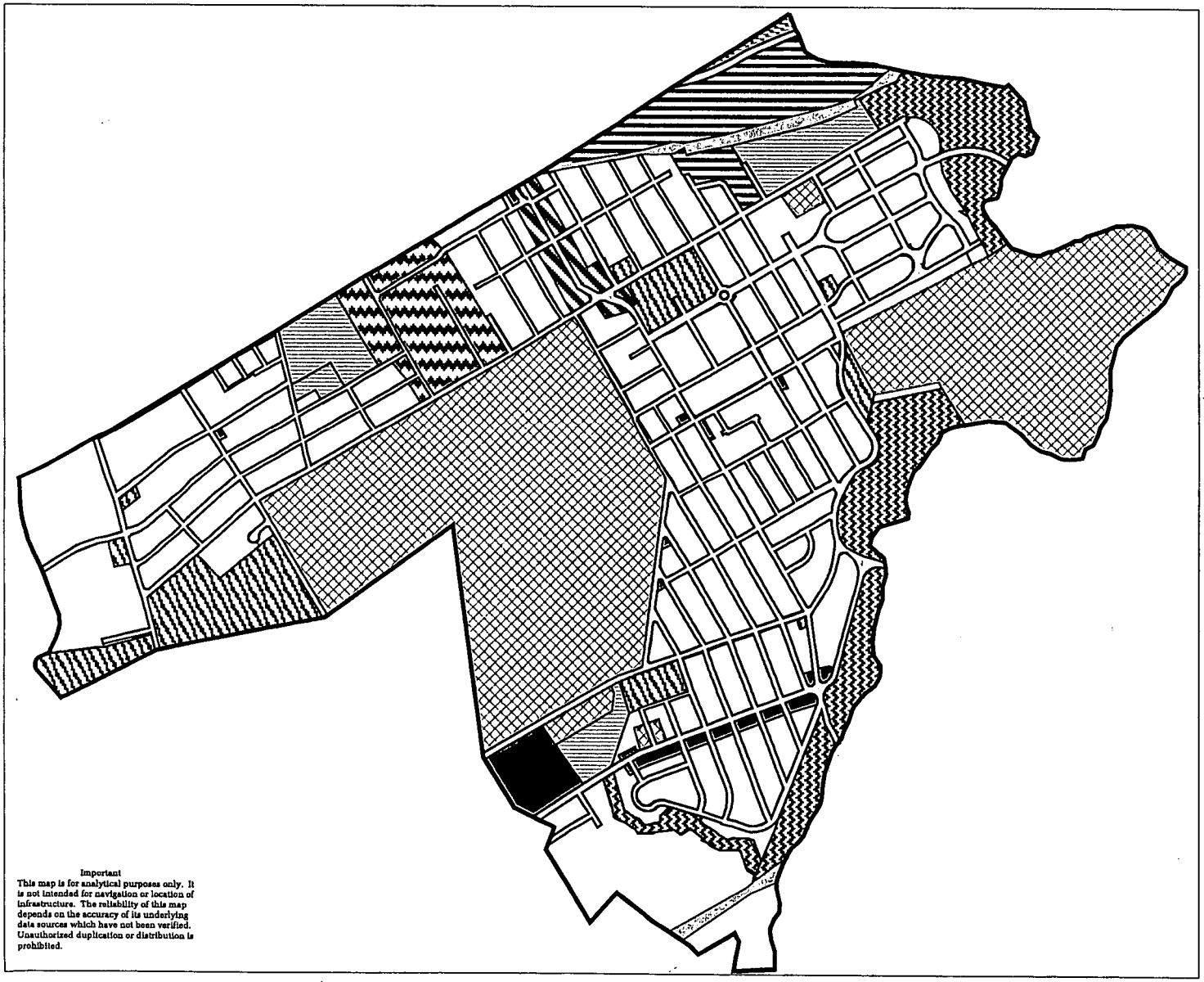
Institutional Use
Borough Hall

Open Space
Yeadon Community Park

- Many are set back from the sidewalk and have parking lots in front.

- The public parking lot at Myra Avenue sits along two sidewalks and separates the mixed use (apartments/retail) buildings to the north from the rest of the business area.

MAP 4-1
FUTURE LAND USE



Important
This map is for analytical purposes only. It is not intended for navigation or location of infrastructure. The reliability of this map depends on the accuracy of its underlying data sources which have not been verified. Unauthorized duplication or distribution is prohibited.

LEGEND

- Business Park
- Cemetery
- Highway Retail
- Institutional
- Light Industrial
- Open Space
- Residential
- Recreation
- Retail
- Town Center

Projection: UTM
Datum: NAD83
Map Units: Meters

0 800 1600 Feet

Source:
1. Board of Assessments
   -Municipal Boundary
   -Roads
2. Synterra Ltd., 2000
   - Future Land Use

N

Prepared by
Delaware County Planning Department

- There is no distinctive or dominant architectural character that gives this place an identity as "Yeadon," a special place to shop and visit. Other successful downtowns have this character; Yeadon could have it also. Some places have evolved with a uniform look, while others have great variety. All are based on simple design principles that relate building details, storefronts, and signs to the pedestrian and not to the automobile.

- The traffic is too fast, and the roadway is too wide to enable shoppers to cross to other shops. There is very limited on-street parking.

- The wide intersection at Baily Road, the two gas stations, and the truck turning movements create a large blacktop area that makes pedestrian crossing unpleasant and hazardous.

In contrast to these operational conditions, there is a feeling that this could be a special place in the community, significant because of the architectural character of a few of the older buildings. The movie theatre, Borough Hall, the former (historic) gas station that is now a used car dealer, and the homes between Myra Avenue and Penn Street all have historic and architectural qualities that could be built upon when creating a new town center.

Borough Hall is an attractive brick building that, because of the bend in Church Lane, sits on the axis of the view from the railroad bridge entrance to Yeadon. As such, it creates a sense of enclosure, of an end and a beginning of this district. If its lawn were designed to face the district and if the Baily Road intersection were smaller and easier to cross, the center of government could also be part of the center of shopping. As it is now, it stands separated from all other nonresidential activities.

The elementary school includes a treed and grassy open area that faces the Church Lane/Baily Road intersection. As such, this open space could also become part of the central shopping area and be part of a green entrance with the lawn of Borough Hall. The location and design of the corner bus stop and the general plan of this otherwise visually pleasing landscape prevent this from happening now.

The Fernwood train stop is significantly separated from the Church Lane district by road access patterns and by existing homes and retail facilities. Commuter parking is completely separated from shopper parking. Commuters are, in effect, discouraged from shopping here.

The existing pattern of parking is not clear, although there are a sufficient number of spaces. Some blocks have on-street parking, others do not. Some parking lots are for the private use of the adjacent business, but two lots appear to be for general public use. There are virtually no signs indicating to the passing driver the location and availability of parking. When the growth of business succeeds here, a new well-marked system will become necessary.

The amount of traffic that passes through the district is both good and bad. The speed of traffic makes crossing the street very difficult. On the other hand, all those drivers are potential customers, if only the appearance and offerings of the retail businesses were more attractive. Truck movements to Baily Road and Yeadon Industrial Park also hamper walking and driving. If a new access could be found for truck movement to the industrial park, the Church Lane area could improve. Bus routes that pass through here bring potential employees and shoppers. Note that the details of traffic movement and the possibilities for change and improvement are covered in Section 7, Transportation and Circulation Plan.

The general areas and numbers of existing buildings, businesses, and parking in this district are as follows (note that these facts and details are covered completely in Section 2, Economic Development Plan, and should be referred to in reading the Land Use Plan):

- There are approximately nine retail stores (including a pharmacy, convenience food store, beer distributor, the movie theater, etc.).
- There are approximately three personal service businesses (beauty parlors, upholstering).
- There are five auto-related businesses (used car sales, body repair, gas stations).
- There are four office-type uses (court, insurance, doctor, etc.).
- There are approximately seven vacant storefronts.
- A total of about 185 on- and off-street parking spaces exist (95 public spaces in two lots and on the street and 90 spaces in private lots).

The overall appearance is that of needing change. The existing private and public parking lots are not efficiently laid out or maintained. Many of the buildings need improvements in appearance. Many ground floor uses (almost 70%) are not used for shopping, and several parking lots at the sidewalk all serve to deter pedestrian movement that is necessary for successful shopping.

Objective 4-1: Town Center Business District at Church Lane

Create an active center of town that is attractive and lively, that is walkable from the neighborhoods, and that has a variety of shops that serve both neighbors and visitors.

Policies

A. The Borough should, in collaboration with existing owners and future developers, take steps to transform the appearance of Church Lane between Baily Road and the railroad bridge into an attractive, small-scale shopping destination. Included in this step will be improving the street trees, adding pedestrian scale lighting, establishing design guidelines for signs and for existing and new buildings, and establishing guidelines for parking lots.

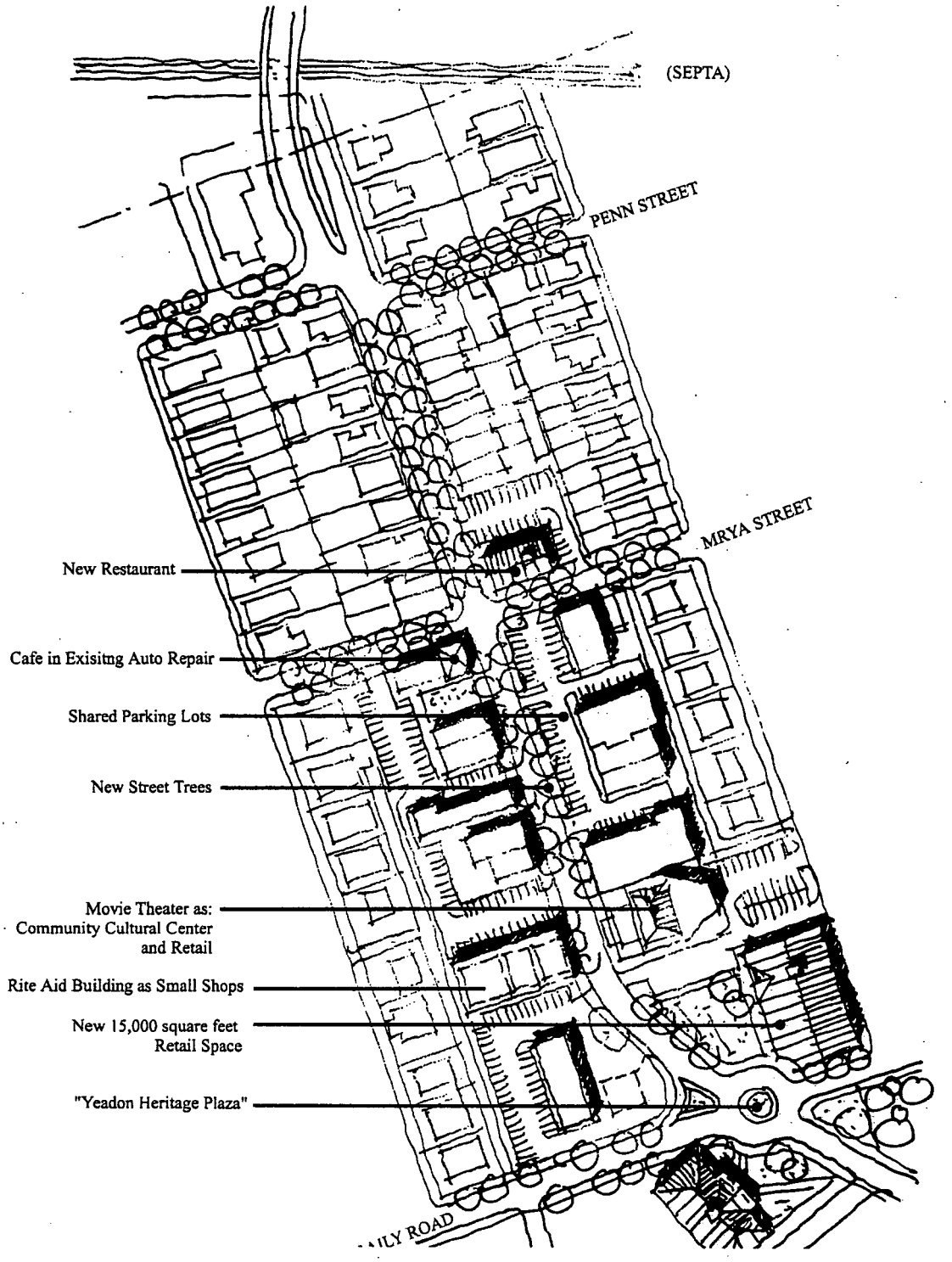
B. The Borough should take steps to create a "place" that is the symbolic center of Yeadon that serves as a site for public ceremonies and that is a gathering place for everyone. This place could be known as "Yeadon Heritage Plaza." This place should be located at a re-designed Church Lane/Baily Road intersection, with a design that smoothes traffic flow, that makes all four corners symbolic of the community, and that includes a plaza or green in front of Borough Hall.

C. The Borough, in collaboration with the County, should re-examine the traffic patterns in the vicinity to improve pedestrian flow within the shopping area, to smooth and slow traffic, and to add more on-street parking. More on-street parking would add a few clearly visible parking spaces, would buffer the pedestrians on the sidewalks from the traffic, would make the walk across the street shorter by narrowing the travel lanes, and would calm and slow traffic – all of which are needed to improve the possibilities for shopping in a real "downtown." Bulb-outs at intersections and crosswalks could be included, which would further enhance walking across the street. In addition, as stated above, the Church Lane/Baily Road intersection should be studied to make walking easier, to make a "place" that is symbolic of the town center, to improve the appearance of the whole area, and to simplify turning movements (also see Section 7, Transportation and Circulation Plan, for more details of these possibilities).

D. The Borough should encourage mixed use development along Church Lane between the Baily Road and Myra Avenue intersections; these developments should include a re-use of the movie theater, new commercial and restaurant developments, a re-use of existing non-retail buildings for retail purposes, and a re-configuration of the existing parking lots. A new restaurant building could be built along Myra Avenue on a portion of the existing Borough parking lot, and cafes, restaurants, and shops should be located in the existing automobile business buildings on the west side of Church Lane. The historic gas station structure at the corner is especially adaptable for this purpose. The re-configuration of the curbs and on-street parking recommended in Policy C, above, should be part of this effort. This set of developments should be considered as the first steps in transforming the Church Lane business district. See Figures 4-1 and 4-2 for illustration of these recommendations.

FIGURE 4-1

SITE PLAN OF PLAN 1: CHURCH LANE TOWN CENTER IN THE NEAR FUTURE



Prepared by: Robert Brown

FIGURE 4-2

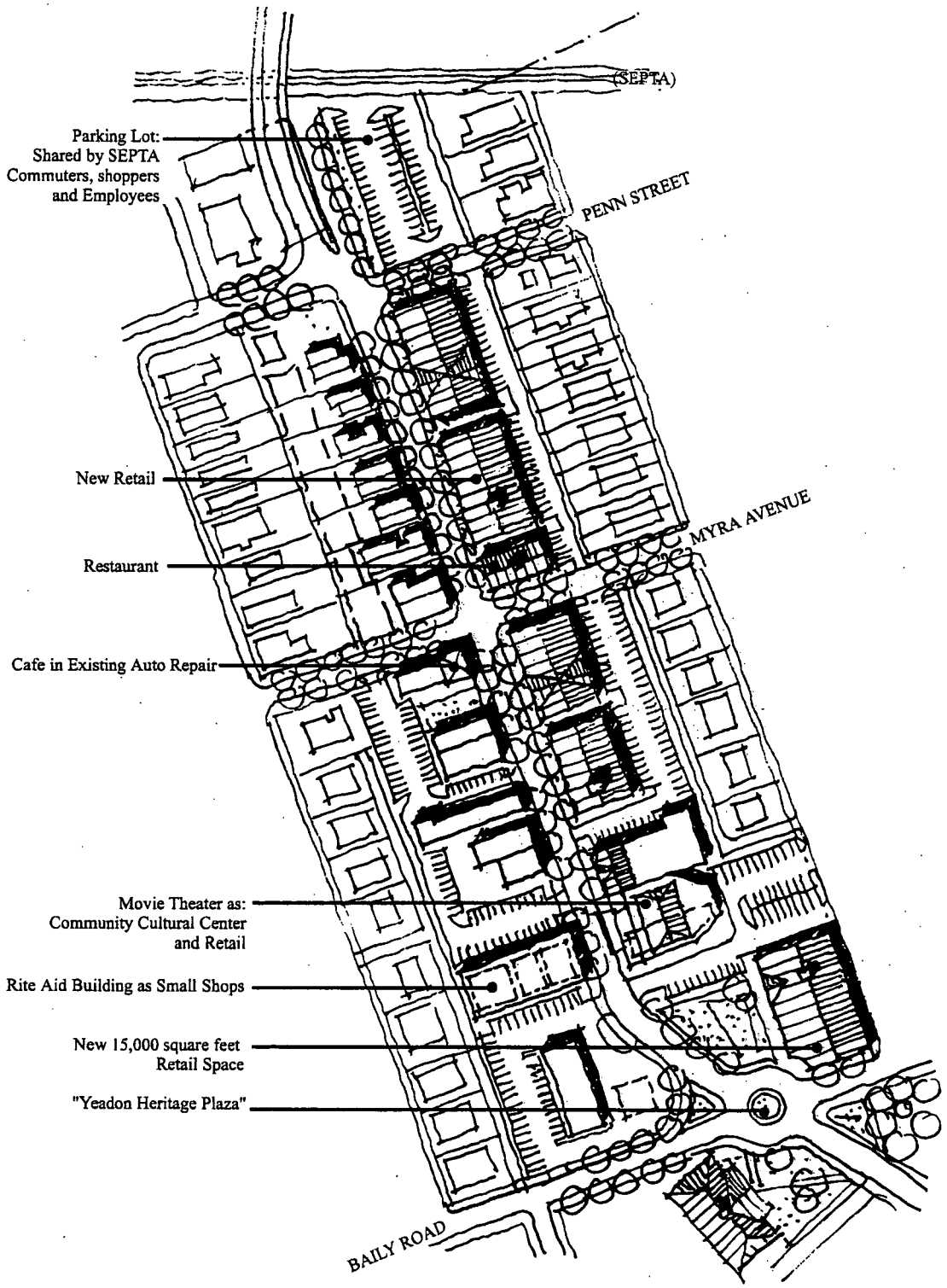
NEW SHOPS IN EXISTING BUILDINGS: LOOKING TOWARD BOROUGH HALL

Prepared by: Robert Brown

E. The Borough should also encourage new development and the re-use of existing buildings along Church Lane between the Myra Avenue intersection and the railroad tracks. This development could include the re-use of many of the existing commercial and residential properties, the addition of new retail buildings, and the creation of a major parking lot at the north end that can be shared with train commuters. It could also include the redevelopment of some of the parcels south of Myra Avenue to include new retail buildings that front directly on the sidewalk and that have parking in the rear. This set of developments is the ultimate vision for the final future of Church Lane – the complete integration, transformation, and expansion of a real "town center." See Figures 4-3 and 4-4, which illustrate these recommendations.

FIGURE 4-3

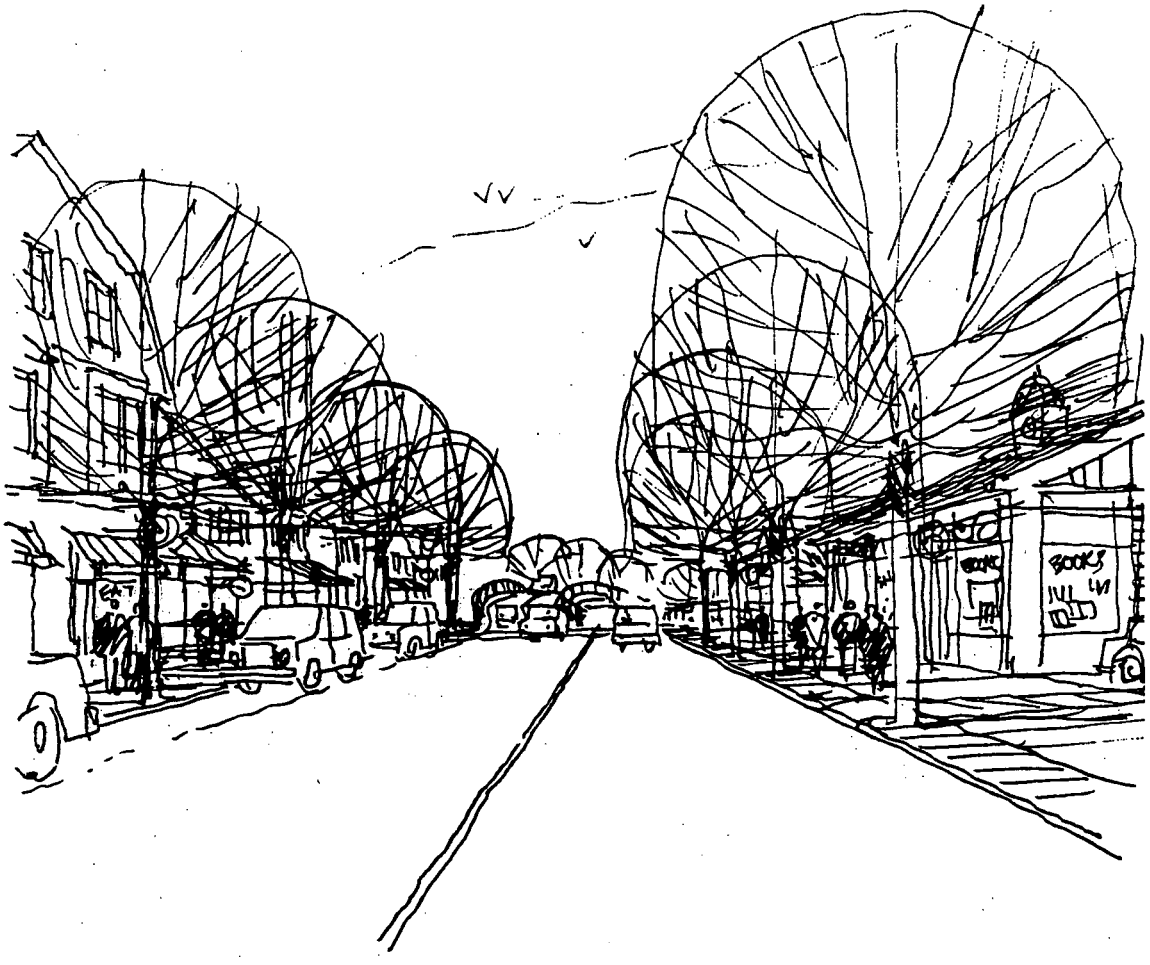
SITE PLAN OF PLAN 2: THE COMPLETE TRANSFORMATION OF THE CHURCH LANE TOWN CENTER



Prepared by: Robert Brown

FIGURE 4-4

NEW SHOPS IN NEW BUILDINGS: LOOKING TOWARD THE BRIDGE



Prepared by: Robert Brown

F. The Borough should create a special zoning district that would regulate and guide the town center area in ways that support the appearance and development recommendations. The regulations would cover, for example, acceptable building setbacks, appropriate parking lot locations, expectations for storefront sizes and locations, and a list of acceptable uses.

G. The Borough should establish recommended principles and details covering signs, building materials, cornices and roof edges, colors, and the preservation of historic character.

Other Retail Districts

The Church Lane business area at Guenther Avenue (from Whitby Avenue to the Mellon Bank building and the public parking lot) serves community needs and is an excellent model for a pedestrian-oriented shopping district. The characteristics of this area include the following:

- The range of uses in the ground floor businesses includes restaurants (pizza, etc.), offices (travel, insurance), personal services (beauty salons, shoe repair), and the post office. Only two storefronts are now vacant.

- The uses on the upper floors are primarily residential apartments.

- The heavy, fast-moving traffic that is so evident in the Church Lane town center area is diminished by the time it arrives here. On-street parking exists on one side of the street, the street width is about four feet less than in the town center area, and it is not difficult to walk from one side to the other.

- Parking, which includes the on-street spaces and the public lot at the end of the district, can be easily seen from the car and is located to serve the businesses without impeding pedestrian flow.

- The buildings are, on the whole, architecturally distinctive (see Section 6, Community Preservation Plan), are all located along the sidewalk, and all have storefronts at the ground floor. The street trees are large and shading. The walkways are pleasant. The parking is convenient but out of the way. As a result of all of these amenities, the area has a very special feeling as a good place to shop and do business. It serves Yeadon and the adjacent neighborhoods well and, in some ways, could be a model for how to transform the town center district.

The area at the intersection of Church Lane and Chester Avenue includes a small number of commercial businesses (several of which are retail). The characteristics of that area include the following:

- A single convenience store (Tri Star food market) and its parking lot appears to serve the neighborhoods around it, as well as passing traffic on Church Lane and Chester Avenue. The approximate area of the building is 6,000 square feet. The small parking lot in front is heavily and attractively landscaped at the corner.

- Across Chester Avenue is a small single-story building which includes a "business center" for offices, a pizza shop, an outlet store, a beauty salon, and a plumbing company.

- Across Church Lane is a parking lot and a branch and offices of Roxborough National Bank.

- Relatively heavy traffic volumes on the two adjoining streets plus the nearby trolley and bus routes make this appear to be an appropriate location for the convenience store use.

- Both Church Lane and Chester Avenue are significant entrances to Yeadon. The intersection of those two roads could, therefore, act as a memorable gateway to the community from Philadelphia. The general character, however, is one of open black top and wide spaces that are not as attractive as the rest of Yeadon.

There are many "corner stores" in Yeadon whose uses have apparently changed over time. They are a part of the fabric of the community and should be considered when planning for the retail and other services needed by the residents:

- There are corner stores located in many neighborhoods, generally along the busy through streets with public transit (many are on Chester Avenue). These stores now are primarily beauty salons, are quite small, and are located within or in additions to corner houses.

- In general, no off-street parking is provided. Adjacent on-street spaces appear to serve the businesses adequately.

- Most of these businesses are reasonably well cared for and appear to be comfortably knit into the fabric of their neighborhoods. A few of the spaces are now vacant. Unlike some other commercial uses, these stores do not have many conflicts (noise, traffic, parking, appearance, smells, etc.) with their neighbors.

The Yeadon Shopping Center is the largest retail facility in Yeadon. It is not located at the center of the community, however, and does not appear to be integrated into the physical fabric of the neighborhoods around it. In general, its characteristics are as follows:

- This center, located between Church Lane and MacDade Boulevard, includes an Acme supermarket, two low-cost variety stores, a religious book store, a dry cleaners, etc. Two freestanding businesses are located on the edge of the parking lot: a CVS pharmacy and a Sovereign bank.

- There are approximately 50,000 square feet in the shopping center building and about 360 parking spaces. These numbers produce a ratio of seven cars per 1,000 square feet of building. In an area like Yeadon, the ratio should be less than half that, or about three cars per 1,000 square feet. There clearly is too much parking provided.

- The overall appearance is that the center is not thriving; community comment suggests that the supermarket does not serve Yeadon well in its selections and in its appearance. The supermarket is significantly smaller than is now the norm for Acme (see Section 2, Economic Development Plan, for a more detailed analysis).

- The appearance of the buildings and the large open parking lot are completely incompatible with the green and well cared for neighborhoods (and cemetery) which adjoin it. It appears to be a wasted resource that, with thought, could add much more to community life – and to the success of the center itself.

- The basic automobile-oriented design also makes walking from the neighborhoods difficult and unpleasant. Its location among residential areas suggests that it could be made walkable and, therefore, more accessible, from those neighborhoods. The parking lot, with no trees or other landscaping, appears hostile to everything around it, including the passing traffic that it was designed to serve.

Objective 4-2: Other Retail Districts

Promote active retail that serves Yeadon in key locations in the neighborhoods and in other areas of the community, while at the same time assuring that these uses do not conflict with the patterns of life in the areas around them.

Policies

A. The Borough should take steps to assure that the neighborhood shopping on Church Lane at Guenther Avenue continues to thrive, including improvements to the street trees and design guidelines regarding appearance and location of storefronts at the sidewalk.

B. The Borough should take steps to assure that the corner store businesses that now exist remain to serve and comfortably coexist with their adjoining neighborhoods. Steps could also be taken to expand the choice of shop types in these locations beyond the predominance of beauty salons if they would better serve the neighbors. These steps could include analyses to assure that adequate nearby on-street parking is available, establishment of simple guidelines concerning signs and lighting, and a review of the conditions of the zoning regulations that can permit these uses.

C. The Borough, in collaboration with the Yeadon Shopping Center owners, should take steps to improve its appearance. These improvements should reflect the small-scale, green, and walkable qualities of the community. For example, trees and other plantings can be included, small shop buildings could be added, the building appearances could be improved, clear and comfortable walking routes can be created, and smaller scale signage could be installed. The edges of the shopping center as they touch adjoining streets, residential

neighborhoods, and the cemetery should be clearly distinguished by rows of large trees and beds of ground covers and flowers.

D. The Borough, in collaboration with Yeadon Shopping Center owners, should take steps to encourage the development of additional uses in the large open parking lot since the lot appears large enough to contain these additional buildings and still have sufficient parking.

OFFICE USES

The Roxborough National Bank office complex on Church Lane is the primary location of office uses in Yeadon. Other offices (in addition to those within the industrial park) are generally small and located within buildings in the town's commercial/retail areas. Access to the region (three types of public transit for employees, easy auto access, and proximity to both Center City Philadelphia and the airport) could make Yeadon an attractive location for additional office uses. The quality of the neighborhoods, the relative safety, and the possibility of an attractive tax structure and a nearby thriving downtown center also could make this area a good location for certain offices. Section 2, Economic Development Plan, discusses office uses in more detail.

The office portion of the complex contains about 5,000 square feet on two floors; a branch bank adjoins the building facing Church Lane. The building, designed in the Modern style, appears well cared for.

An open parking lot containing about 38 parking spaces is located at the corner of Church Lane and Chester Avenue. This number of spaces appears to be more than is needed for the offices (at three cars per 1,000 square feet, the parking need might be between fifteen and twenty spaces). The lot is not landscaped and presents an unattractive appearance to that intersection, which is one of the "gateways" to Yeadon. The lot also faces homes on the street behind the office building.

Although this is a good economic use for Yeadon and appears to be functionally compatible with its adjoining uses, the appearance of the parking lot could be improved, and there may be enough space in the lot for additional development.

Objective 4-3: Office Uses

Promote and encourage office development in Yeadon and establish standards which assure that its development and activities are compatible with the neighborhoods.

Policies

A. The Borough and the owner of the Roxborough Bank complex on Church Lane should explore the possibilities of developing expanded office development on the site, if the market conditions warrant it.

B. The Borough and the owner of the bank complex should also explore the various means for improving the appearance of the parking lot, especially from the points of view of the "gateway" to Yeadon and the nearby residential neighborhoods.

INDUSTRIAL USES

Two industrial use areas exist in Yeadon: the Yeadon Industrial Park (near Baily Road) and the Yeadon Business Center (on Baltimore Pike). They are valuable economic assets for the community and should be encouraged. They also have relationships to the neighborhoods and the entrance to town, both of which should be addressed and improved.

Yeadon Industrial Park

The industrial park is the largest and most successful commercial area in Yeadon. It is an important part of the overall economy of the community. The land use and design characteristics of the park include the following:

- Each use and company occupies its own building.

- Truck access is basically via streets that connect to Baily Road. The primary access from that area is Industrial Road. Although "No Through Trucks" signs are posted on Providence Road and Penn Street, some trucks still use those as short cut accesses to the industrial park.

- In general, the buildings, landscapes, and signs are well maintained and appear to be attractive complements to the adjoining neighborhoods. Almost all buildings are one story and are set back with large landscaped lawns facing the streets.

- There appears to be little opportunity for additional significant growth in the park, but the truck access continues to be a problem. Alternative routes should be found to protect the adjoining neighborhoods.

- These uses are the most significant employers and revenue generators in Yeadon; their value to the community cannot, therefore, be understated.

Objective 4-4: Yeadon Industrial Park

Increase the industrial uses in this area, as appropriate, to help increase tax revenues, but take steps to assure that all industrial activities and buildings are compatible with the residential neighborhoods and the appearance of the entire community.

Policies

A. The Borough should create a plan with Upper Darby Township to improve truck access to the Yeadon Industrial Park, by creating a roadway from Union Avenue in Upper Darby Township directly to Industrial Drive which does not pass through Yeadon's residential neighborhoods.

B. The Borough should consider eliminating truck access to the industrial park through other neighborhoods by closing Penn Street near Brookside Avenue. Note that this access road could also, with a further extension, serve the businesses on Fairview Avenue, behind Penn Street. Note further that closing or imposing other limitations on through traffic should also be considered for Providence Road and Elder Avenue so that the truck movement will be required to use the recommended new road access.

C. The Borough should cooperate with Upper Darby Township in extending Industrial Drive to Fairview Avenue to further avoid truck movement through Yeadon residential neighborhoods to the industrial area in Upper Darby Township.

D. The Borough, in collaboration with property owners, should take steps to assure that industrial properties are landscaped and lit in a way that is compatible with the nearby residential neighborhoods. Design guidelines should be created for landscapes, truck loading locations, screening, setbacks, and signs.

E. The Borough should evaluate new ways of taxing the various industrial properties to increase public revenues.

Yeadon Business Center and Baltimore Pike

The business center, which is located between the railroad tracks and Baltimore Pike, is a large area that has excellent truck access that does not affect the residential neighborhoods. Its separation, however, makes it feel as if it is not part of the overall Yeadon community. The small properties across Baltimore Pike from the business center are now used for auto repair and other industrial-type uses.

- The Economic Development Plan lists in detail the uses in this center. The typical uses require extensive truck access and some modest parking for employees and visitors.

- There is, essentially, one large and one small building in the center. The buildings are one story high.

- A certain amount of space in the center appears to be unoccupied at this time.

- All vehicular access to the business center comes from Baltimore Pike, so no traffic generated by these businesses affects the pattern of life in Yeadon. Indeed, the center is completely isolated from the rest of the community by the railroad tracks.

- The buildings and trucking areas of the center can hardly be seen from Baltimore Pike. From the point of view of creating an attractive entrance to town, this condition is positive. From the point of view of advertising the existence of the center, this condition presents challenges. Unfortunately, the foreground view from the road is not attractive, since it is behind an abandoned parking lot that is separated from the business center by a significant change in grade. Other than the edges of the abandoned parking lot, the green areas at the entrance to the center are, in general, reasonably well maintained.

- The large and empty parking lot on Baltimore Pike, which is separated from the center by a landscaped earth berm, appears to offer excellent opportunities for the center's expansion.

- The appearance of the center's entrance drive could easily be improved with landscaping and well-designed signs.

- The small businesses on the north side of Baltimore Pike, which are at least partly located in Yeadon, are unattractive auto and industrial uses that do not take advantage of the business that could be generated from the passing traffic. In combination with the abandoned parking lot on the south side of the Pike, they make an especially unattractive entrance to Yeadon.

Objective 4-5: Yeadon Business Center and Baltimore Pike

Increase the amount of industrial use in the Yeadon Business Center, since its access, operations, and appearance do not interfere with any residential neighborhoods, and improve the appearance of both sides of Baltimore Pike in this area.

Policies

A. The Borough should use public policies (including zoning, parking, and traffic access) to encourage the increased use of the existing buildings in the business center. Three possibilities that should be evaluated are permission to build taller buildings, permission to increase both density and land coverage, and a reduction in the minimum requirements for automobile parking spaces.

B. The Borough should, in collaboration with the owners of the business center, consider a plan for expanding the existing site and buildings that will determine whether additional industrial facilities can be built, also. The triangular open parcel along the railroad tracks, west of the center, appears to have this possibility.

C. The Borough, in collaboration with the business center owners, should take steps to improve the appearance of the view from Baltimore Pike, with attractive landscape screening, attractive fencing, and improved signage. In effect, this could be a gateway to Yeadon if it were improved. Note that, unlike other commercial developments in Yeadon, the appearance of the buildings is not a significant issue since they are virtually invisible from the public way. That condition, caused primarily by the screen of trees on the edge of the hill, should remain.

D. The Borough should consider changing the zoning characteristics of the narrow property in Yeadon on the north side of Baltimore Pike. Highway-type commercial uses (such as restaurants and fast-food establishments) should be added to the existing industrial uses as permitted uses. This step should be coordinated with the adjoining lands that are in Upper Darby Township.

E. The Borough should evaluate new ways of taxing the various industrial properties to increase public revenues.

RESIDENTIAL USES

Section 5, Housing Plan, addresses in detail the issues of life in the residential neighborhoods. Section 6, Preservation Plan also considers the neighborhoods, but from the perspective of architectural character and history. Their analyses and recommendations, therefore, are the guides to all discussion of residential land uses. The purpose of the Land Use Plan is to establish a coordination – a "fit" – among all land use types, so that they all serve their purpose and work together to make a fine community. In the case of residential uses, the details are covered in those other chapters.

There are many distinct neighborhoods throughout Yeadon, many of which adjoin other land uses. The characteristics of those neighborhoods, from the point of view of land use, are as follows:

- The predominant home types in Yeadon are the single-family detached house and the twin. There are a few examples of rowhouses and some apartments. Community perception is that the rental apartments create more problems for life in Yeadon (traffic, noise, maintenance, lack of commitment to community life, safety), so there is a definite preference for the preservation and creation of single homes that are owned. The detached houses and twins, in particular, also have the special virtue of larger lawns and gardens; this green and open quality is one of the cherished characteristics of the community.

- Vacant homes have been identified; they are generally scattered throughout the community and are not concentrated in any single neighborhood. Many show their vacancies merely by the lack of care of the yards; others show it by the deteriorated condition of the buildings.

- Many of Yeadon's homes were built more than fifty years ago and so have a fine, varied, historic quality. There are many distinctive architectural styles, all of which have been identified in Section 5. These design characteristics, when combined with the green landscapes of the community, give Yeadon a distinctive quality that makes this a very special place to live.

- As can be understood in the descriptions of the other land uses in Yeadon, the various neighborhoods relate in different ways to the nonresidential uses of the community. Some are close and walkable to the town center; some are near other retail locations (corner store, the shopping center, etc.); some adjoin the industrial park; some adjoin the hospital; and many adjoin the open edges of the community, like Fairmount Park and Holy Cross Cemetery. In most cases, the relationships to the adjoining uses are comfortable and compatible; in other cases, some conflicts exist which should be corrected.

- Traffic, including regional traffic passing through the community, trolley service, bus service, traffic to the hospital, and trucks coming to the industrial uses, specifically affects the various neighborhoods differently. The details of these movements are covered in Section 7, Transportation and Circulation, but in every case the expectation is that steps can be taken to assure that this movement serves, rather than harms, the quality of residential life.

Objective 4-6: Residential Uses

Assure that the residential neighborhoods continue to be stable and attractive, the houses are well cared for, the landscapes and street trees flourish, and there is a focus of all residential life at the center of town.

Policies

A. The Borough should take appropriate steps to assure greater homeownership, using such techniques as economic policies, zoning, collaboration with realtors and owners, and marketing of the community as a good place to live.

B. The Borough should take steps to have abandoned houses occupied, restored, and maintained. Techniques such as direct purchase, code enforcement, and/or marketing should be considered.

C. The Borough should encourage the development of new for-sale houses that complement the existing neighborhoods.

D. The Borough should take steps to preserve Yeadon's heritage, both architectural and cultural. This important policy is described in detail in Section 6, Preservation.

E. The Borough should continue to improve and maintain the public landscapes, especially the street trees in the neighborhoods.

F. The Borough should take steps to create a town center that is walkable from the nearby neighborhoods and that has places and activities for people of all ages. This policy is described in detail in Objective 4-1, Town Center.

G. The Borough should undertake all possible public actions to make the neighbors feel that they belong to the whole community of Yeadon and that they make a difference to each other. Such actions could include, for example, community events, block captains, youth activities, volunteers to take care of the elderly, town clean-up brigades, Borough leadership as role models, and the encouragement of community "cheerleaders."

INSTITUTIONAL USES

There are a wide variety of institutions in Yeadon, from Borough Hall, to the schools, to the hospital, and the various cemeteries. Each has an extremely important role to play in maintaining and improving the quality of life in the community. It is essential that each institution understands its obligations as an integral part of Yeadon and that it collaborates with the residents to make the community a great place for everyone, including the institutions themselves. It is in their own self-interest to work together; it is the expectation of this plan that they will.

There are seven separate institutional uses in Yeadon: Borough Hall, Mercy Fitzgerald Hospital, three cemeteries, the public schools, and the library. Their general characteristics are as follows:

Borough Hall

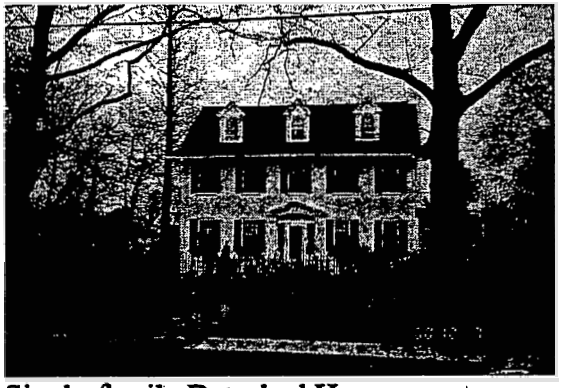
- Although Borough Hall is a government building, its location and appearance make it appear as the most significant institution in Yeadon. Its location on the axis of a curving Church Lane gives it a presence that could, with important transformations, mark the real center of town.

- The building, which houses the government offices, the police, and the fire department, generates considerable traffic and has its own large parking lot behind, on Baily Road.

- The grounds do not express the dignity and importance of Borough Hall as much as does the architecture. The location of the entrance and the existing front lawn represent an opportunity to create a special open space that could be a focal point in Yeadon.

- The building, as is stated in Section 8, Community Facilities and Services Plan, needs certain improvements that have been recommended by the Borough Engineer.

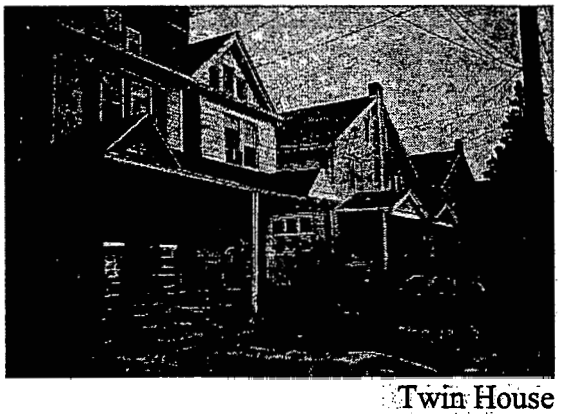
EXISTING HOUSES AND RESIDENTIAL STREET TYPES



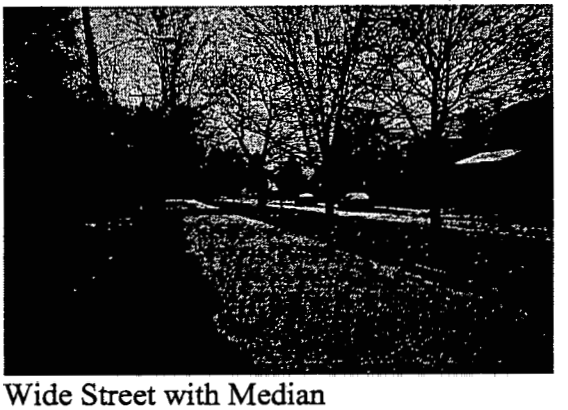
Single-family Detached House
Lincoln Avenue

Single-family Detached House
Baily Road

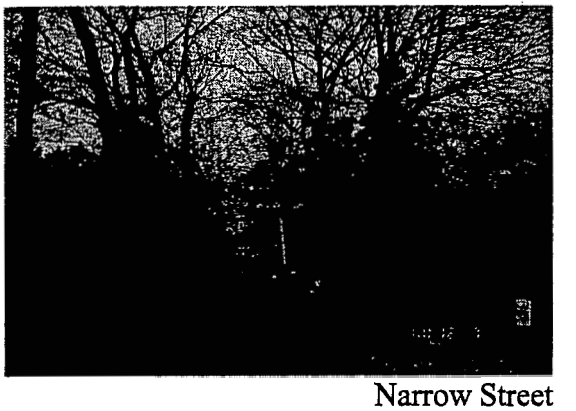
Twin House
West Cobbs Creek Boulevard



Twin House
Elder Avenue



Wide Street with Median
West Cobbs Creek Boulevard



Narrow Street
Herford Place

Mercy Fitzgerald Hospital

- The hospital has many buildings and adjoining institutions on its campus and is located for some distance along both sides of Lansdowne Avenue. The large complex exists in both Yeadon and Darby Borough. It includes a

pedestrian bridge across Lansdowne Avenue and has several entrance drives and large parking lots along that same street.

- In general, the landscape of the medical campus is pleasing and well maintained, so the view from most areas is attractive. Most of the buildings are quite new; some are five stories high.

- Some of the adjacent residential neighborhoods are quite close to the buildings and parking lots of the hospital. Historic Herford Place is a significant example of this proximity; for example, the fence at the border of the hospital property in this location is chain link, which is not in keeping with either the nearby homes or the hospital itself. In addition, the hospital now owns some of the houses, which could change the residential character to an institutional character.

- The primary access is at a traffic signal for two hospital driveways that serve large parking lots. Emergency access and deliveries both have access from Lansdowne Avenue.

Holy Cross Cemetery

- This cemetery occupies the geographic center of Yeadon. It is a large green area that provides viewscapes to all of the adjoining neighborhoods. Two major entrances are located on Baily Road in Yeadon, and the fence at the edges in Yeadon is about six feet high and made of painted wrought iron. The entire area appears to always be well maintained.

- Although the gates are open during the day, the community has no use of the cemetery other than walking through it and looking at the grounds. (School students have been occasionally observed using it as a short cut home.)

Graceland Cemetery

- This cemetery is located along Baily Road, near Longacre Boulevard, and is older and much smaller than Holy Cross Cemetery.

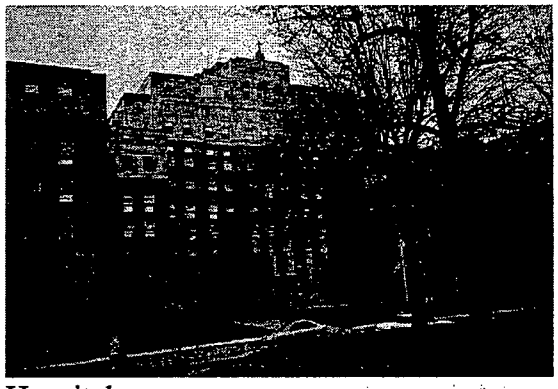
- As a truly historic cemetery (it includes Civil War graves) it is now owned and maintained by the Borough. In the past it had fallen into disrepair but now is an asset to the neighborhood and the entire community.

Mount Moriah Cemetery

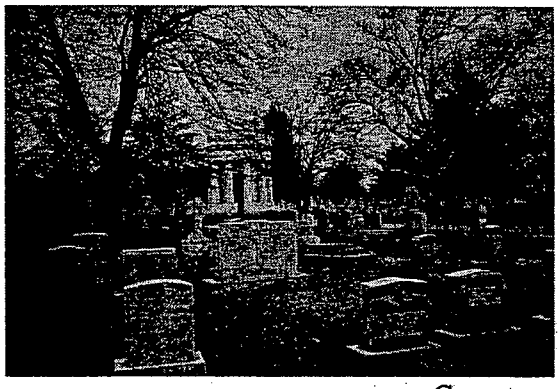
- This cemetery is located between Cobbs Creek and West Cobbs Creek Parkway. Although it is at least half the area of Holy Cross Cemetery, its location at the edge of Yeadon and along no major streets makes it have a very

small part in the quality and character of the community. Portions of the cemetery are on the other side of the creek, in Philadelphia.

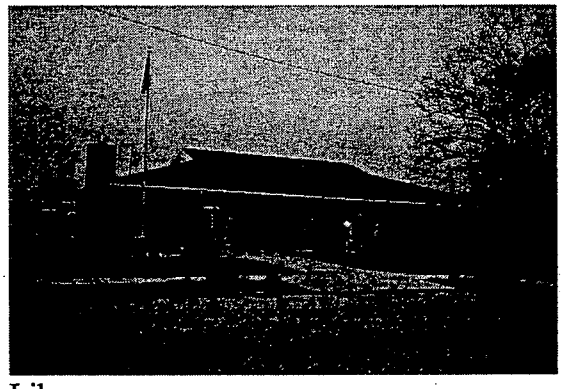
PHOTOS OF SCHOOLS, HOSPITAL, LIBRARY, AND CEMETERIES



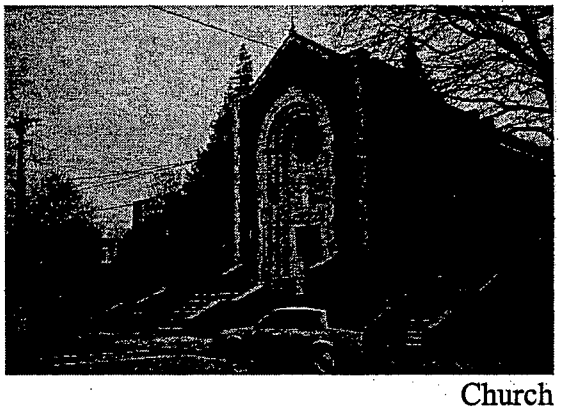
Hospital
Mercy Fitzgerald Hospital



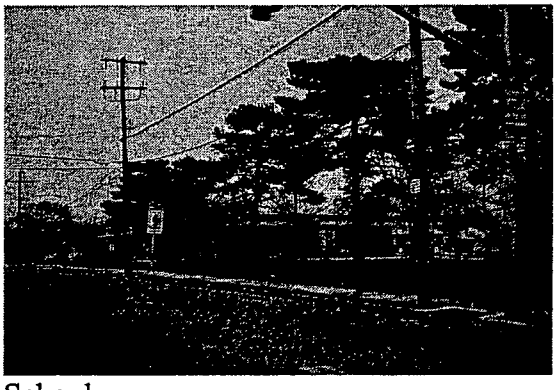
Cemetery
Holy Cross Cemetery



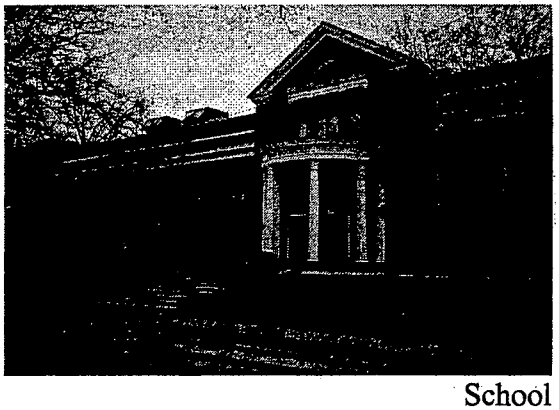
Library
Yeadon Library



Church
St. Louis Church



School
Evans Magnet Elementary School



School
Penn Wood East Middle School

- Mount Moriah is poorly cared for and has long been a detriment to the adjoining neighborhoods.

William Penn Public Schools

- The Evans Magnet Elementary School, at the corner of Church Lane and Baily Road, has the potential to be an important public place. The lawn and trees at that intersection could be a pleasing addition to a town center if the landscape were re-designed and the bus shelter at the corner were of a different design and relocated. The primary playground also faces the lawn at the corner and is surrounded by a three foot high chain link fence. The school entrance is located on Baily Road.

- The Penn Wood East Middle School is also located on Baily Road, adjacent to the elementary school.

- Located between the two schools is a large athletic field that is well used by the community. For example, the Yeadon Athletic Association has regularly scheduled activities on this field.

- Although the grounds of both schools are reasonably well landscaped, they are not completely maintained. It appears that the major maintenance of the grounds at this time is merely the cutting of the grass.

Yeadon Public Library

- The library is an attractive, low, one-story pitched roof building on Longacre Boulevard that fits in very comfortably with the homes around it. Although it is not located in the center of town, it is near Church Lane and Longacre Circle, which is now used for public ceremonies.

- The library functions well in its residential setting; on-street parking appears sufficient, and traffic and deliveries cause no conflicts with the neighborhood.

Objective 4-7: Institutional Uses

Assure that the institutions of Yeadon are active participants in all aspects of community life and that they appear attractive in ways that are compatible with their adjoining neighborhoods.

Policies

A. The Borough should make systematic improvements to Borough Hall, as recommended in Section 8, Community Facilities and Services Plan.

B. The Borough should work with Mercy Fitzgerald Hospital in establishing on-going positive relationships with the community, including local employment by the hospital, health education initiatives, and establishing a formal on-going working group among the hospital, the Borough, and the neighbors. It is essential that the hospital's needs for expansion do not encroach on the

adjacent residents' prerogatives and way of life. In addition, the creation of landscaping that clearly marks the boundaries of the hospital properties would improve the appearance of the area and could establish a clear definition of the limits of the hospital's expansion opportunities.

C. The Borough should work with the Archdiocese of Philadelphia to enable Holy Cross Cemetery to be useful to, as well as visible by, the residents of Yeadon.

D. The Borough should also consider, with the Archdiocese of Philadelphia, the transfer of lands on either side of the creek at the eastern side of the cemetery grounds to the Borough for use as a green public path along Yeadon and Rundale Avenues. That would create a pedestrian connection between the northern and southern areas of the Borough.

E. The Borough should enter into negotiations with the Archdiocese of Philadelphia and Mercy Fitzgerald Hospital to find ways to receive payments in lieu of taxes, since Yeadon does provide some municipal services to them.

F. The Borough, as the owner of Graceland Cemetery, should consider the possibility of using the open lawn areas for civic events and gatherings.

G. The Borough should work with the owners of Mount Moriah Cemetery to assure that the grounds will be well maintained in the future.

H. The Borough should collaborate with the WPSD to assure that Yeadon has the best possible public school system.

I. The Borough should also work with the WPSD to make the various school facilities that are located in Yeadon supportive of community activities, such as increased community use of school playgrounds, gymnasiums, and auditoriums. As part of the use of the school grounds, a joint effort should be made to assure that the grounds are well tended and attractive.

J. The Borough should collaborate with the Yeadon Library leadership to assure that the library continues to provide excellent service to the community, that the building and its landscaped grounds remain well maintained, and that its operations (e.g., parking and deliveries) are always compatible with life in the neighborhood. In addition, the Borough should collaborate in the examination of the library's need to expand, as described in detail in Section 8, Community Facilities and Services Plan.

OPEN SPACES

Open spaces in Yeadon include not only the public parks and playgrounds, but also – and perhaps most importantly – the non-public green spaces of the neighborhood streets and residential yards and the two large cemeteries. The overall green quality of the

community is one of its most valued assets, so these private landscapes, which can be seen by everyone, must be included in any plan for open space here. Indeed, the basic diagram of the plan of Yeadon has the large green and open Holy Cross Cemetery at its very center and has the tree-lined streets of the neighborhoods surrounding it.

The consideration of open spaces in the Borough should also address the nature of the community's entrances and gateways. The nature of the roads that make these entrances can convey the character of Yeadon to passers-by. If the entrances are attractive, they will signal that Yeadon is a pleasing vital community; if the entrances are not, the signal they send will not encourage visitors to come, shop, and stay. The success of the objective and policies described here for a new town center relies in many ways on the character and quality of Yeadon's gateways.

Note that this is a summary of the physical conditions of Yeadon's open spaces and an acknowledgment of their place in the wider community. Recommendations regarding recreational activities in Yeadon's open spaces are explained in Section 8, Community Facilities and Services Plan.

There are five types of "open space" in Yeadon: the tree-lined streets, the private yards of the individual homes, the yards and playgrounds of the institutions (schools, hospital), the three cemeteries (Holy Cross, Mount Moriah, and Graceland), and the public parks and recreational areas (Yeadon Community Park and Fairmount Park). The general conditions of each of these open space types vary and are as follows:

- The neighborhood street trees are, in general, healthy. In some cases, however, they need removal, replacing, and general maintenance.

- The front yards of the homes in almost every neighborhood are the subject of pride and care by the neighbors. The exceptions to this are the elderly who may be unable to care for their grounds and owners who are absent and do little or no maintenance.

- As stated above, the school playgrounds are only partially maintained.

- The hospital grounds appear well cared for; like Holy Cross Cemetery, they are generally not accessible for community use but are well manicured assets that serve as "borrowed landscapes" that are visible to everyone.

- Holy Cross Cemetery is very well cared for, including the on-going painting of the wrought iron fence that guards it, and is a great visible, but inaccessible, presence in the community.

- Graceland Cemetery is well maintained and has few monuments, so the area appears as a large open and tree-shaded lawn.

- Mount Moriah Cemetery is in need of repair and on-going maintenance.

- Yeadon Community Park needs more maintenance and additional plantings to create a sense of enclosure and protection.

- Fairmount Park, which in Yeadon is owned and maintained by the Borough, is a significant border of Yeadon. One open lawn area is accessible to Yeadon for outdoor recreational uses, but the rest is not well enough maintained to feel safe and useful or to be an appropriately attractive boundary of the community.

- Note that, in spite of the overall quality of a green landscaped community, there are few public parks and sitting areas near most neighborhoods. In addition, there is no central outdoor gathering or meeting place. Church Lane, which is recommended to be re-cast as a town center, does not have such a place, and the inaccessible Holy Cross Cemetery occupies the geographic center of Yeadon.

- Many of the entrances to Yeadon are visually unattractive. This is especially true of the Church Lane entrance from Baltimore Pike, through Upper Darby Township, and over the railroad bridge. The uses, the open lots, the buildings, and the few landscaped areas in Upper Darby Township on both Baltimore Pike and Church Lane appear deteriorated and are far less attractive than the neighborhoods and business areas of Yeadon. A significant change is needed here if the town center proposals are to be realized; the importance of this task cannot be over emphasized.

Objective 4-8: Open Spaces

Provide recreational facilities that are appropriate to the needs of the residents and assure that the green places – the street trees, the neighborhood and institutional lawns, the cemeteries, the parks – all are preserved and maintained.

Policies

A. The Borough should collaborate with Upper Darby Township in establishing new landscape treatments for both Baltimore Pike and Church Lane. It should also establish guidelines for future developments that are compatible with the proposed town center in Yeadon: walkable, tree-lined streets, shops and businesses lining the sidewalks, and signs that are designed for pedestrians as well as automobiles.

B. The Borough should establish a clear policy regarding the use and security of the portions of Fairmount Park that are within Yeadon. Increased landscape maintenance is recommended.

C. The Borough should make key improvements to Community Park and Kerr Field to meet the recreational needs identified in Section 8, Community Facilities.

D. The Borough should consider the addition of mini-parks in various neighborhoods, such as sitting areas and playgrounds.

E. The Borough should create a public open gathering place at the Church Lane/Baily Road intersection as the focus for the whole community.

F. The Borough should preserve the street trees throughout the community, add new trees where they are needed, and establish an on-going maintenance program. The Shade Tree and Landscape Advisory Committee, in collaboration with the Borough, has made an excellent start in this regard.

G. The Borough should consider actions that will encourage homeowners and other property owners (including the Borough itself) to care for their lawns and gardens. These public and private landscapes are visible to all, and their care and appearance are symbols of a citizenry that cares for its neighborhoods and its town.

H. The Borough should consider steps that would make some of the property of Holy Cross Cemetery more useful to the community. This especially includes the possibility of providing a public trail along the creek that parallels Yeadon and Rundale Avenues.

SECTION 5

HOUSING PLAN

INTRODUCTION

Yeadon, a strong residential community, has had the foresight to place a strong focus on maintaining and improving housing conditions. This is fundamental to keeping the overall community healthy and stable. This section examines the existing housing conditions in the Borough and offers objectives and policies or strategies for improving the housing stock, increasing and maintaining homeownership, and strengthening the residential community.

Yeadon is a livable community, meaning that it is compact and walkable with residential development near other amenities, such as schools, parks, shopping, and transportation. This well used planning concept has been known by different names, such as the Garden City Movement, neotraditional town planning, and transit-oriented development.

Yeadon's design elements that make it a livable community include the following:

- Houses grouped together to foster a sense of community,
- Narrow streets lined with mature trees that encourage greater pedestrian use,
- Public buildings situated as focal points, and
- A central business district ripe for redevelopment to make Yeadon even more livable and attractive to new homebuyers.

These attributes need to be emphasized and built upon so that Yeadon can remain the vibrant community that it is.

While more global concerns such as school quality and property taxes have made the Borough a less desirable place to reside in comparison to newer communities in the County, the Borough's neighborhoods offer a safe environment and convenient access to major transportation routes. Despite these strengths, concerns exist regarding the declining percentage of homeowners in the community, the age of the existing housing stock, and the requisite need for continued maintenance. In addition, there is great interest in freeing up land for new residential construction in hopes of attracting new homebuyers to the Borough.

HOUSING GOAL

To continue to maintain Yeadon Borough as a compact, walkable, and charming community, free of vacant and deteriorated housing, that is attractive to prospective homeowners, specifically those with middle to upper incomes.

FIELD SURVEYS

OHCD assisted the Borough by completing a Vacant and Deteriorated Housing Survey. Between November 1999 and January 2000, OHCD conducted a windshield and foot survey of vacant and deteriorated properties. Several properties that were missed in the initial survey were added in July 2000. The Borough provided the initial list of vacant and deteriorated properties, which OHCD added to by soliciting information from the Housing Task Force, which consisted of residents who volunteered to be part of the planning process. In addition, OHCD included additional properties not noted on previous lists as it performed the survey. The survey evaluated the quality of the housing stock based on the five perspectives identified in Table 5-1.

TABLE 5-1

HOUSING STOCK CONSIDERATIONS

Consideration	Description
Foundation/Structural	No cracks or signs of stress. Some cracks, holes, etc. Severe cracks, holes, etc.
Exterior	No peeling or cracking paint/stucco, siding/capping in good condition, facia boards in good condition. Some cracking/peeling in paint/stucco, missing siding/capping, worn facia boards. Severe peeling/cracking in paint/stucco, missing siding/capping and/or paint/stucco, missing/rotting facia boards.
Roof	Appears in good condition, no sagging, and no missing or deteriorated shingles. Some sagging and/or deteriorating shingles. Severely deteriorating, holes, missing shingles, etc.
Windows	No broken or boarded windows. Some broken or boarded windowpanes. Extensive broken windows, boarded up windows, etc.
Yards/Sidewalks	No or minimal cracks in sidewalks, well maintained yards and common areas, no trash. Some cracks in sidewalks, some trash, some yards in need of maintenance. Extensive cracks in sidewalks, steps, trash, overgrown yards, etc.

Source: Yeadon Vacant and Deteriorated Housing Survey, 2000

As of July 2000, OHCD compiled the following results using the above criteria. Fifty-two visually vacant properties were identified, which amounts to 1% of the Borough's housing stock. Out of the 52 vacant units, eleven were U.S. Department of

Housing and Urban Development (HUD) foreclosed properties. The distribution of the visually vacant housing is identified in Table 5-2.

TABLE 5-2

VACANT HOUSING DISTRIBUTION

Street	Count
Bullock Avenue	7
Yeadon Avenue	4
Church Lane	4
Serrill Avenue	4
Arbor Road	3
Bonsall Avenue	3
Redwood Avenue	2
Baily Road	2
Holly Road	2
Lincoln Avenue	2
West Cobbs Creek Parkway	2
Providence Road	2
Laurel Road	2
Bell Avenue	1
Rundale Avenue	1
Rose Street	1
Lansdowne Avenue	1
Cypress Avenue	1
Longacre Boulevard	1
Duncan Avenue	1
Fern Street	1
Whitby Avenue	1
Penn Street	1
Orchard Avenue	1
Connell Avenue	1
Union Avenue	1

Source: Yeadon Vacant and Deteriorated Housing Survey, 2000

As one can interpret from Table 5-2, vacant housing is evenly distributed throughout the Borough, with Bullock Avenue being the exception. This means that the majority of Yeadon's neighborhoods are stable, and limited resources may be necessary to reclaim these vacant homes. However, a more intensive effort by the Borough is required to address the seven vacant properties found on Bullock Avenue.

Overall, the housing stock in Yeadon is well maintained. Of the 52 visually vacant properties, seven were in poor condition, twenty were in fair condition, and

twenty-five were in good or excellent condition. It is important to note that these visually vacant properties are not limited to a single type of home but are extremely diverse in size and character.

Regarding the deteriorated housing documented by the survey, only five were identified as being in poor condition, thirty-one were in fair condition, and twenty-seven were in good or excellent condition.

OWNER/RENTER RATIO

A strong indicator of neighborhood stability is the percentage of homeowners versus that of renters in a community. While the supply of affordable rental housing is an important resource for every community, homeowners do tend to take greater care of their neighborhoods and place a higher priority on maintaining and improving their homes. It is noteworthy that the percentage of homeowners in the Borough has been declining, from 75% in 1970 to 64% in 1990. The current stock of vacant housing units in the community provides a ready resource, if rehabilitated, for first-time homebuyers. Furthermore, Yeadon's housing stock continues to be quite affordable to the first-time buyer, with a median sales price of $75,000 in 1999. Tables 5-3 and 5-4 note that although the median value of Yeadon's housing stock has increased from 1980 to 1990, the median sales price has dropped since then. However, a strong real estate market in 1999 erased a portion of that decline.

TABLE 5-3

MEDIAN SALES PRICES, 1998 AND 1999

Year	Yeadon Borough	County	Yeadon Borough as Percent of County
1999	$75,000	$115,000	65
1998	$72,500	$120,000	60

Source: Inquirer/Realist Home Price Guide, 1999 and 2000

TABLE 5-4

MEDIAN VALUE OF OWNER-OCCUPIED PROPERTIES, 1980 AND 1990

Year	Yeadon Borough	County	Yeadon Borough as Percent of County
1990	$79,300	$113,200	70
1980	$35,100	$46,500	75

Source: 1990 Census of Population and Housing, U.S. Department of Commerce, Bureau of the Census

Objective 5-1: Homeownership/Vacancies

Increase the percentage of homeowner-occupied units while reducing the number of vacant properties in Yeadon Borough.

Policies

A. The Borough should publicize the County's Homeownership First Program, with emphasis on targeting existing renters to purchase the properties that they are presently renting. Marketing efforts could include a mailout of the Homeownership First Program brochures to all renters in the Borough, accompanied by an invitation to a public meeting where they could have their questions answered.

B. The Borough should continue and intensify efforts to market itself as an attractive community for first-time homebuyers.

C. The Borough should use HUD's $1 Home Program and any other prospective funding sources for purchasing vacant/deteriorated properties.

D. The Borough should document that predatory lending is being practiced within Yeadon and enlist assistance from agencies such as HUD, the Federal Reserve Bank of Philadelphia, Fannie Mae, the Reinvestment Fund, the Fair Housing Council of Suburban Philadelphia, and the Legal Assistance Association of Delaware County to correct this injustice.

E. The Borough should determine the feasibility of converting apartment complexes into owner-occupied condominiums.

F. The Borough should provide a "Welcoming Packet" to each new homeowner. This packet should include an introduction to Borough codes and ordinances, a calendar of events, and important contact information and highlight the Borough's customs and neighborly obligations.

G. The residents should form neighborhood associations that address neighborhood scale issues, such as homeownership, crime, maintenance, and neighborhood beautification.

HOUSING MAINTENANCE CONCERNS

The Vacant and Deteriorated Housing Survey made clear a very positive feature in Yeadon Borough – that the housing stock of the Borough is generally in good condition. However, because of the age of the existing housing stock, maintenance of these structures is an important and ongoing concern. Also, the increased number of elderly and first-time homeowner households expected in the coming decades presents a significant limitation on their ability to afford the high costs of maintaining and/or upgrading their property.

Objective 5-2: Maintenance

Maintain or enhance existing housing units in their present state.

Policies

A. The Borough should appoint a citizen housing committee made up of homeowners and renters to develop a program with the Borough to address the housing needs of residents.

B. The Borough Code Enforcement Committee should strive for a diverse membership of knowledgeable residents capable of addressing all facets of the community's housing needs.

C. The Borough should continue the vigilant regulation and inspection of rental and non-rental units in the Borough by strict enforcement of the BOCA National Property Maintenance Code. Consideration should be given to amending the Borough codes to include landscaping requirements for new residential construction.

D. The Borough should partner with a local lending institution to make available information on a low-interest revolving loan program that can finance improvements to rental properties.

E. The Borough should pursue marketing efforts to increase the use of the County's Owner-occupied Rehabilitation Program for households that make less than $46,250 (4 person household). This amount is equal to 80% of the MFI as of March 2000 as determined by HUD. The income limit amount varies by family size.

F. The Borough should partner with a local lending institution to make available information on a low-interest home equity loan program to rehabilitate owner-occupied properties whose owners have incomes greater than 80% of MFI, which is $46,250 for a household of four persons.

G. The Borough should consider allowing property tax relief on the value of the improvements for the property owners who rehabilitate their properties.

H. The Borough should develop a home improvement educational program for its residents.

I. The Borough should conduct periodic clean-up, spruce-up, or fix-up drives in targeted blocks or areas to perform minor repairs and maintenance as well as intensive cleaning in order to improve the appearance of residential areas and perform needed minor improvements.

DEVELOPMENT OF NEW HOUSING

The Borough's neighborhoods offer a safe environment, convenient access to major transportation routes, and valuable recreational resources to its residential population. The County contracted with 10,000 Friends of Pennsylvania to provide information on the potential for new residential construction in the Borough. While the number of undeveloped sites is limited, the conclusions are applicable to any development or redevelopment within the Borough. The report draws on research from a larger study conducted by ZVA for 10,000 Friends of Pennsylvania and the Pennsylvania Environmental Council. The study identifies the market potential for new residential construction within compact and sustainable developments in the five Pennsylvania counties of the Philadelphia metropolitan region. Compact and sustainable developments are those that build, rebuild, or support a community, in whole or in part, regardless of its size.

As part of its new comprehensive plan, the Borough desires residential and commercial development that will enhance the vitality of the community. Currently, there is no new residential construction in the Borough and no plans for such construction in the works. Thus, any potential homebuyer looking for a new home rather than a rehabilitation opportunity will immediately cross Yeadon off the list, as they would for many other inner suburban communities and older boroughs within the Philadelphia region. This study addresses the potential market for new residential construction in the Borough, as well as the barriers.

Regarding the potential market for new infill housing, the ZVA report suggests that households currently living in the Boroughs of Yeadon, Aldan, Collingdale, Colwyn, Darby, and Sharon Hill in Delaware County (the local draw area), West and South Philadelphia (zip codes 19104, 19139, 19142, 19143, 19145, 19148, and 19153), and the balance of Delaware County constitute the main sources of demand for new market-rate residential construction in the Borough of Yeadon. In 2000, more than 1,300 draw area households have the potential to purchase or rent a range of new housing units within a compact and sustainable development in Yeadon.

The report identified several barriers to compact and sustainable development in an urban setting such as Yeadon. They include residential builders, density, and financing.

The majority of American housing is still built by small and mid-sized independent builders. Most small builders perceive housing as a high-risk business, which is understandable when builders are often required to provide personal guarantees to cover both acquisition and development costs. The typical small- to mid-sized builder will be likely to consider building within a compact and sustainable development context only when there are sufficient local built examples. The lack of local examples of this type will increase the difficulty of attracting a builder for this type of housing in Yeadon.

In addition, the cost of developing appropriate unit plans and the lack of community-oriented sales and marketing programs outside of existing urban locations

add to the builder's burden. However, a number of national house plan services now sell construction documents for units specifically designed for the narrow lots and alley-loaded garages often found in compact and sustainable communities. The second obstacle remains a significant one – in a strong real estate market, sales organizations have no incentive to expand their skills beyond the current emphasis on the individual house as a "product." In the case of promoting new housing construction in Yeadon, the compact and sustainable development pattern of the Borough is just as important as the individual product.

Local opposition can be most vocal around issues of density. The site program recommended by the study, 40 residential units on a 2.3-acre parcel, for Yeadon is denser than the immediate environment, which could raise concern. Excluding the cemetery acreage, the average number of housing units per acre in Yeadon is 7.4, while the density figure in the proposed development is 17.4. However, density often represents a catchall for mixed-income developments, which often have a negative connotation. In fact, the new "traditional neighborhood developments" currently built and under construction in other areas are very dense (many housing units to the acre). The reason they are overselling and maintaining their value has to do with how they are designed and to the fact that these are often upscale developments. In fact, in survey after survey, people choose a dense village-type environment as their preference when comparing alternatives.

Financing is perhaps the more critical impediment to building infill housing. Acquisition, development, and infrastructure construction finance is the highest risk category of finance. The risk premium associated with uncommon development types, which for many lenders includes most forms of compact and sustainable development, can be considerable. Given their unique character, compact and sustainable developments may take longer to complete and market. As a result, there is currently a mismatch between the objectives of many financing sources, both debt and equity, where the focus is on the near-term returns, and the benefits of compact and sustainable development, where the emphasis is on building long-term value. However, many real estate professionals predict that the institutional emphasis will soon expand to embrace new compact and sustainable development.

The report recognizes that the potential purchasers of new homes in Yeadon include compact and non-traditional families as well as younger and older singles and couples. The emphasis should be on retaining existing households, by providing new construction alternatives for buyers seeking smaller properties and for first-time buyers to maintain or increase homeownership. The small parcel sizes limit the number of housing types to one or two, although a larger site would provide opportunities for a broader range of housing types.

Objective 5-3: New Opportunities

Provide new opportunities to maximize the use of Yeadon's existing housing stock while constructing new for-sale housing that complements and connects to the surrounding neighborhoods.

Policies

A. The Borough should encourage the creative use of its existing housing stock, namely the conversion of larger homes into shared living quarters for seniors or possibly a bed and breakfast. Consideration should be given to amending the zoning ordinance to allow for this.

B. The Borough should initiate and continue actions that make Yeadon a more livable, walkable, and desirable community and market all such efforts to the consumer market looking for compact and sustainable infill residential development.

C. The Borough should use a charette process to bring together the developer of new housing and Borough stakeholders to develop an agreed upon development plan.

D. The Borough should review, and revise if necessary, the zoning ordinance to ensure that the regulations provide for the changes and allowances necessary for the construction of compact and sustainable infill residential development.

E. The Borough should market this new type of infill housing as identified in the ZVA report to local builders and lenders.

SECTION 6

COMMUNITY PRESERVATION PLAN

INTRODUCTION

Yeadon is justifiably proud of its heritage – a heritage that includes its streets, its buildings, and its landscapes as well as the people who have lived here and the events that have taken place here. The community feels strongly that if it is to move forward and thrive in the future, it must build on its character and its past. Therefore, this community preservation plan is a fundamental part of the larger comprehensive plan and goes far beyond the mere protection of historic artifacts. It is a living and growing document that looks back to chart what must happen next.

The preservation of a community's cultural resources can happen on a number of different levels. At the national and state levels, for instance, agencies and legislation provide general guidance that, although bureaucratic, helps to protect the most valuable resources in our communities. However, historic preservation at the local or municipal level is the most powerful level of action available in this country.

The initial idea of local preservation often comes from a shared set of values in a community concerning the state of its cultural resources. The driving force may be affection for certain buildings, landscapes, or historic settings; it can also be a pride in the accomplishments of its citizens. These two values are especially important in Yeadon. In other communities, it can be a concern over the reuse or the demolition of a particular cherished local landmark.

Whatever the driving issue, local preservation is a useful tool that builds from the existing features of a town and uses them to make the entire community better. Preservation is not just about grand architecture or famous people. It is also about the means of achieving economic growth as well as enhancing quality of life for residents and increasing employment and public revenues.

It has been shown that successful communities express a sense of pride and a common vision of what the future of their community can be. They value quality development based on appreciation for the natural and historic resources that make their community unique. Yeadon, in its unwavering intention to always be successful, has been very clear about those values. Continually, from the beginning of this planning process, one of the main issues concerning the future of Yeadon has been the preservation of its small town characteristics. Residents participating in the three town meetings as well as the monthly task force meetings have frequently identified issues relating to the preservation of the Borough's appearance, its history, and its cultural heritage. The ideas expressed were full of references to preservation, from the "maintenance of the quaint small town atmosphere," to "creating a town that is blight free," to "preserving the diversity of our community." Each idea lends support to the

thought that preservation is an important element in the comprehensive plan and is vital to the future of Yeadon.

The community preservation plan of the Yeadon comprehensive plan includes the following sections: community preservation goal; definition of historic character, context, patterns, and themes; cultural resources; preservation objectives and policies; and preservation tools.

COMMUNITY PRESERVATION GOAL

To identify, maintain, and enhance its cultural, social, archaeological, and architectural resources. In so doing, Yeadon will preserve its unique character, foster community pride, and conserve the character and architecture of its neighborhoods and commercial areas and will provide a framework for making appropriate revitalization and design decisions.

HISTORIC CHARACTER, CONTEXT, PATTERNS, AND THEMES

The historic development patterns of Yeadon can be traced back to broad social trends that have transformed not only the way people build houses but also include the evolution of public infrastructure and available transportation services. Yeadon has a long built history that goes beyond its incorporation as a borough in 1894. Its location has played a key role in its historical growth pattern, from its early colonial farmsteads that served local town centers to its later days as a suburb of the City of Philadelphia.

Early Yeadon

Colonial Yeadon was a small farming community with simple farmhouses on large parcels of land. The farmhouses were small, and most homes were built of materials that could be harvested nearby. Stone, timber, and sometimes a clay pit would provide for brick. Early street patterns in Yeadon were limited to dirt roads between settlements and trading trails that served the local farms and were links to major town centers. In this case, Darby Borough was the largest and closest town center. Likewise, because trails and roadways were unregulated, most followed the existing geographical terrain and were not engineered for speed or safety.

The present day remnants of early Yeadon are broken down into the following two categories.

Houses:

- Bonsall House (located at Commerce Drive and Brookside Avenue).
- Palmer House (located at Rockland Avenue).

Streets:

- Palmer Road (now Church Lane).

- Darby and Radnor Pike (now Lansdowne Avenue).

- Bunting Road (now MacDade Boulevard).

Early Suburbanization

The arrival of the West Chester Branch of the Pennsylvania Railroad in 1854 - 1855 brought new transportation opportunities to people who lived both inside and outside of Yeadon. At the same time, the expansion of the railroad system throughout the United States and in the City of Philadelphia coincided with new attitudes toward urban living. With rising industrialization, environmental conditions of the City were worsening. Cities, especially Philadelphia, were thought to be chaotic, unhealthful, and overcrowded.

With the rise of anti-city attitudes, new perspectives on country living became popular. The idyllic, rural setting of the countryside was thought to be a superior, healthful way of living. Fashionable architects and landscape architects like Frederick Law Olmstead and Andrew Downing promoted this lifestyle through their designs of picturesque landscapes, romantic cottages, and rambling roadways. These ideas, along with newly accessible rail transport, provided an easy way for the wealthy and middle classes to escape the undesirable living conditions of the City.

Because of Yeadon's proximity to the City of Philadelphia and its location along the West Chester and Pennsylvania Railroad, pockets of these new, picturesque neighborhoods developed in walking distance of train stops. By 1900, the northwestern end of Yeadon was a neighborhood of large, Queen Anne style homes, each within walking distance of the Lansdowne train station. Similar residential development occurred in walking distance of the Yeadon/Fernwood train stop. By 1890, large and medium sized Queen Anne style homes appeared near Borough Hall, north along Church Lane, and a few located along Holly Road. These Yeadon neighborhoods were part of the first wave of commuter suburbs – a phenomenon that would change the residential pattern and character of communities across the country in the next few decades.

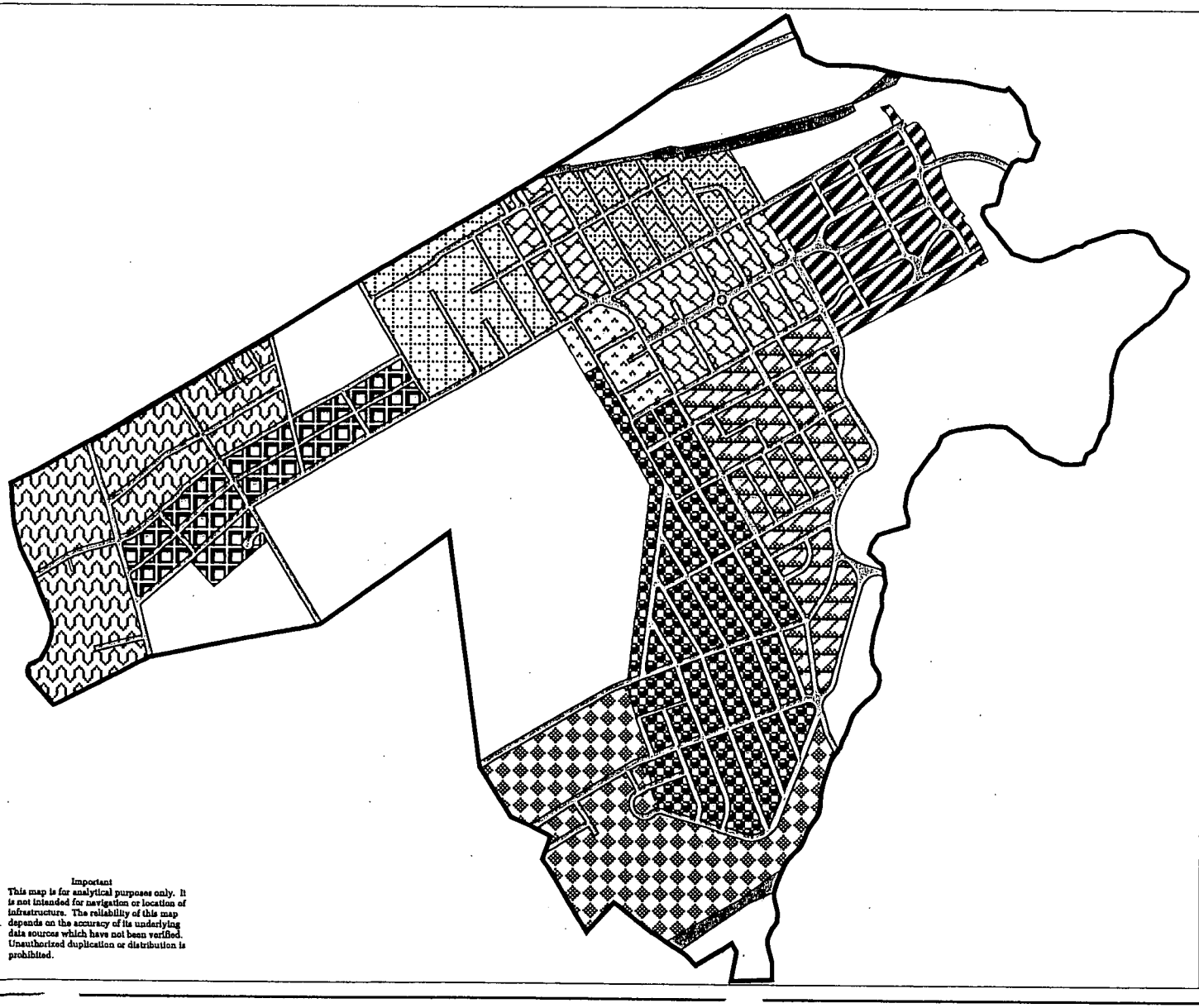
The present day reminders of the early suburban period are reflected in the following neighborhoods: (see Map 6-1)

- West Yeadon Area – Lansdowne Avenue, Fairview Avenue, Lincoln Avenue, and Union Avenue.

- Borough Hall Area – Whitby Avenue, Baily Road, Church Lane, Cedar Avenue, Yeadon Avenue, and Redwood Avenue.

- Yeadon/Fernwood Train Stop Area – Myra Avenue, Holly Road, Bonsall Avenue, and Penn Street.

MAP 6-1
RESIDENTIAL DEVELOPMENT PATTERNS



Important
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LEGEND

- Bonsall Area
- Borough Hall Area
- Fernwood Train Stop Area
- Greenway Real Estate Area
- Hoffman Area
- Lansdowne Real Estate Area
- Laongacre Park Area
- Manor Hills Area
- South East Yeadon Area
- South West Yeadon Area
- West Yeadon Area

Projection: UTM
Datum: NAD83
Map Units: Meters

0 800 1600 Feet

Sources:
1. **Board of Assessments- Municipal Boundary**
2. **DCPD- Windshield Survey 2000**

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Later Suburban Context

By the turn of the century, many of the large landholdings in Yeadon were beginning to be subdivided into lots for residential development. This, along with the popularity of the bicycle and the rise in automobile use, brought a demand for the improved condition of roadways. As a result, better roadways inspired the design of fast, agile cars, which in turn required roads to conform to higher and more regulated street design standards.

Along with roadways, efficiency of construction carried over into the building of houses and subdivisions. For America, and especially for Delaware County, mobilization for World Wars I and II brought on a new level of standardization in housing production. Individual owners or builders were no longer building houses on an incremental basis. Rather, large real estate construction companies were developing large tracts of land all at once.

In Yeadon, the construction of numerous housing developments between 1920 and 1950 contributed not only to a dramatic rise in population but to a near build-out of all of the remaining open space in the Borough. Two types of developments were being built during this period. The first and earlier of the two types was the detached, single-family housing developments found near Elder Avenue on the western end and Longacre Boulevard on the eastern end. Most of these houses were built in the mid 1920s and exhibit many different styles: Tudor Revivals, Colonial Revivals, Mediterranean Revivals, and even some Arts and Crafts style houses and International style houses. In addition, the Longacre Boulevard area exhibits styles reminiscent of that time period, such as the traffic circle, the boulevard, and street trees.

The other housing type being built at this time was twin houses, a unique housing type found predominantly in large mid-Atlantic metropolitan and suburban regions. Yeadon has a remarkable variety of "twins," many of which are ornate, vary in size, and are well maintained. Moreover, many of these houses retain much of the detail and styling that was fashionable during that time period. Colonial Revivals, Tudor Revivals, and Mediterranean Revivals are well represented in the Yeadon twin housing stock.

The present day reminders of the later suburban period are described in the following two categories: (see Map 6-1)

Detached Single-family Neighborhoods:

- Longacre Park Area – West Longacre Boulevard, Arbor Road, Fern Street, Cypress Street, and Rose Street.

- Manor Hills Area – East Longacre Boulevard, Rockland Avenue, Moore Avenue, Parkview Boulevard, Angora Drive, and Ruskin Lane.

- Lansdowne Real Estate Area – Elder Avenue, West Baily Road, Elberon Avenue, Paul Street, Wycombe Avenue, Providence Road, and Union Avenue.

Twin House Neighborhoods: (see Map 6-1)

- Greenway Real Estate Area – Bullock Avenue, Yeadon Avenue, Serrill Avenue, Duncan Avenue, Bell Avenue, and Rundale Avenue.

- Southeast Yeadon Area – Rader Avenue, Connell Avenue, West Cobbs Creek Parkway, Whitby Avenue, Guenther Avenue, Parmley Avenue, Laurel Road, Arbor Road, Pleasant Road, and Darnell Avenue.

- Bonsall Area – Orchard Avenue, Brookside Avenue, Bonsall Avenue, Penn Street, and Myra Avenue.

- Hoffman Area – North of Baily Road on Holly Road, Laurel Road, Arbor Road, Cypress Street, Fern Street, Rose Street, and Myra Avenue.

Modern Suburban Context

After World War II, American suburban housing tastes were beginning to change. No longer was the gridiron plan thought of as an acceptable way to design roadways. Local residential streets were designed with curving loops and cul-de-sacs, and housing subdivisions were carefully planned and heavily regulated. Houses were designed and built in large quantities and with remarkable efficiency. In addition, all housing developments were designed with the automobile in mind. Houses were designed with garages on the front facade, streets became wider, and walkable commercial districts disappeared from neighborhoods.

Because most of Yeadon's housing was built before this time period, there are few examples of this type of housing pattern in the Borough. One example, however, is the post - World War II neighborhood located at the southeastern end of the Borough on the southern end of Chester Avenue. These developments are defined by the street pattern, which is curving with cul-de-sacs, and the housing pattern, which has many medium sized, Cape Cod style houses and large low-rise apartment complexes.

The present day reminders of the modern suburban period include the following neighborhood: (see Map 6-1)

- Southwest Yeadon Area – South of Chester Avenue, Allen Drive, Bullock Avenue, Serrill Avenue, Duncan Avenue, Bell Avenue, Stetser Avenue, Baird Avenue, Alfred Avenue, Karen Drive, Norma Road, Lori Drive, and Patricia Drive.

CULTURAL RESOURCES

The cultural resources survey is the first step toward Borough-wide recognition of its historically significant assets. Besides providing information on the architectural environment, the survey is intended to inform and educate the public to the value of the Borough's historic character. The survey also sets the groundwork for the promotion and protection of these resources. For example, listing on the National Register of Historic Places or the creation of a local historic district commonly follows the completion of an historic resources survey. What follows is a brief introduction to Yeadon's most valuable cultural assets.

Archaeology

In 1990, the DCPD contracted with Cultural Heritage Research Services, Inc. (CHRS) to complete what is called the Delaware County Archaeological Resource Inventory and Management Plan. Within the Management Plan is an archaeological analysis of each municipality in Delaware County based on known resources and predictive archaeological models. Existing documentation is the key to identifying known resources, whereas the predictive model relies heavily on the identification and location of particular soils, water sources, and slopes.

The predictive model used by CHRS indicated that some areas of Yeadon had a moderate and high potential for Native American archaeological resources. Ground disturbance in these areas should be sensitive to the potential for existing archaeological resources. CHRS also found evidence of historic archaeological resources that are associated with settlers and development patterns in Yeadon.

Table 6-1 indicates areas in Yeadon that have a potential for below ground resources. These areas are:

TABLE 6-1

POTENTIAL ARCHAEOLOGICAL RESOURCES

Archaeological Resource	Sensitivity Level
Mount Moriah Cemetery	High Sensitivity
Holy Cross Cemetery	High Sensitivity
Cobbs Creek Park and Cobbs Creek	High Sensitivity
Darby Creek	High Sensitivity
Blunston Run	High Sensitivity
West End Neighborhood	Moderate Sensitivity
Borough Hall Neighborhood	Moderate Sensitivity

Source: Delaware County Archaeological Resource Inventory and Management Plan, 1990

CHRS also identifies individual sites in Yeadon with the potential for archaeological resources. For a full list of individual resources, please consult with DCPD.

Objective 6-1: Archaeological Sites

Protect Yeadon's most important archaeological sites.

Policy

A. The Borough should ensure that new development will best enhance existing natural features and do the least harm to potential archaeological resources.

Historic Resources

Table 6-2 highlights the results of a windshield survey provided by DCPD of some of Yeadon's most important built resources. Map 6-2 graphically shows their locations. This windshield survey was conducted through a series of driving and walking visits. In addition, atlas research, informal interviews, and secondary historic research also contributed to this survey. The survey is meant to be an introduction to what will hopefully become a complete historic resources survey for Yeadon.

Objective 6-2: General Protection

Protect Yeadon's most important historic built and natural sites.

Policies

A. The Borough should officially establish an advisory board/group to offer guidance on preservation issues to Borough Council and residents.

B. The Borough should produce an historic resources survey. It is suggested that this survey be regularly updated.

C. The Borough should, after the historic resources survey is completed, choose an appropriate conservation tool to protect architecturally and historically unified districts. See Appendix 3, Preservation Incentives and Tools.

D. The Borough should locate and target architecturally and historically significant buildings and areas for listing on the National Register of Historic Places for recognition on a national level.

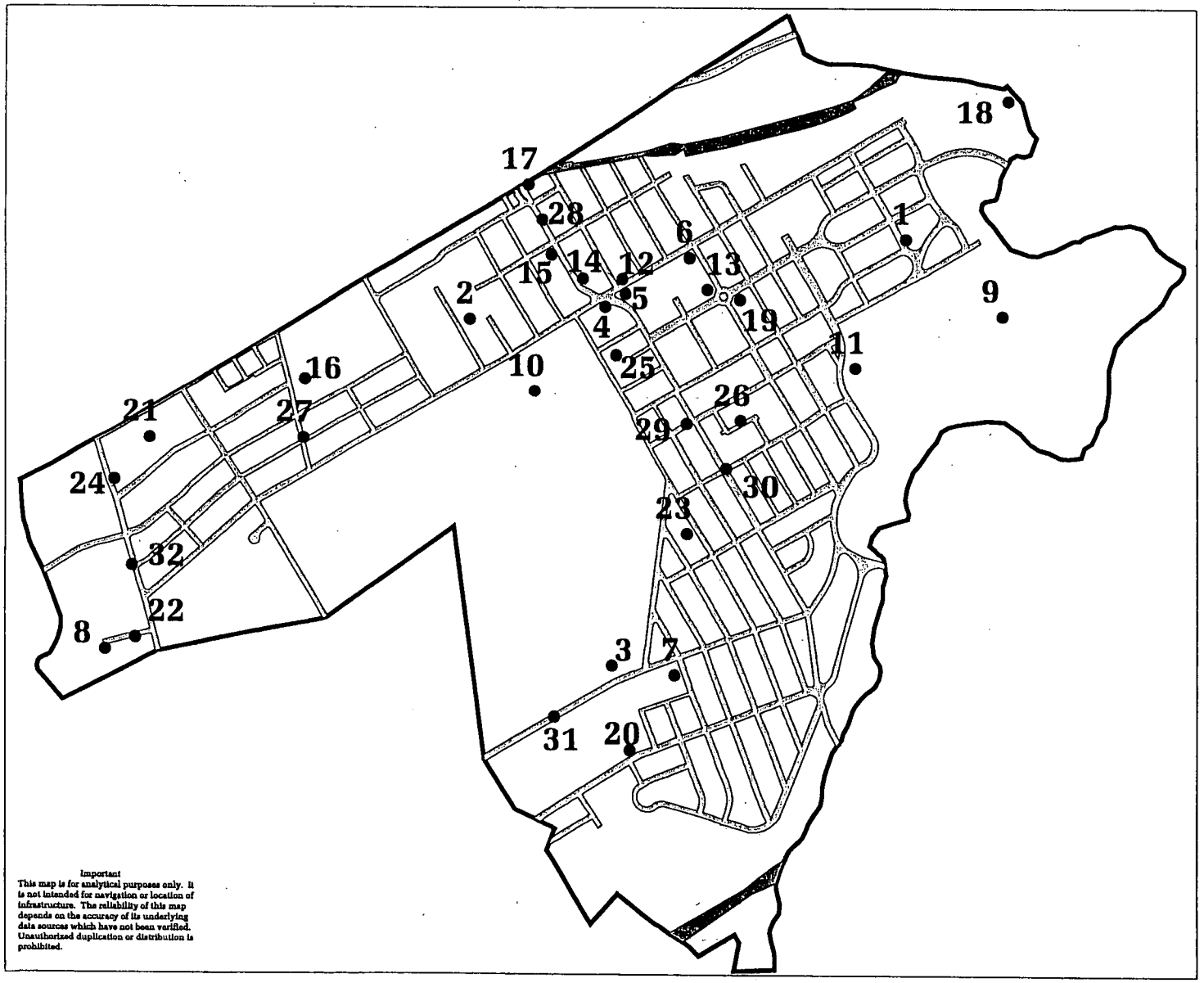
TABLE 6-2

YEADON'S HISTORIC RESOURCE WINDSHIELD SURVEY

Map #	Resource	Location	Comments
1	Palmer/Carpenter Residence	Rockland Avenue	Stone farmhouse. Datestone indicates that it was built in 1774
2	Bonsall House	Commerce Drive and Brookside Avenue	Built in 1763.
3	Holy Cross Cemetery / Bishop	MacDade Boulevard	Pre-1848.
4	Yeadon Borough Hall	Church Lane and Baily Road	Current structure was built in 1937 with Works Progress Administration funding. Site of earlier Borough Hall.
5	Yeadon Elementary School Site	Church Lane and Baily Road	Built in 1964, the current school has been the site of the Yeadon School for more than 180 years.
6	Yeadon High School	Cypress Street	Built in the late 1920s.
7	Bell Avenue School	MacDade Boulevard and Bell Avenue	Built in 1938. Designed by Barney and Banwell Architects, Philadelphia.
	Herford Place Residence	Herford Place	Colonial Revival style residence. Also, once known as Lincoln/Fleer residence. Servants quarters and associated outbuildings.
9	Mount Moriah Cemetery	62nd and Kingsessing Avenue, Philadelphia	Established in 1855.
		Baily Road and Yeadon Avenue	Holy Cross Cemetery entry gates and cemetery headquarters. Established in 1890.
	St. Louis Roman Catholic Church	West Cobbs Creek Parkway	Date unknown.
12	Yeadon Presbyterian Church	Holly Road and Baily Road	Date unknown.
13	St. Michael's Episcopal Chapel	Longacre Boulevard and Cypress Street	Date unknown.
14	Yeadon Theatre	Church Lane	Fine example of an early Art Deco style movie house.
15	Gas Station / Used Car Lot	Church Lane and Myra Avenue	Example of an early 20th century gas station.
16	Nile Swim Club	Union Avenue	The first, private, all African-American swim club in the nation.
17	Yeadon/Fernwood Train Stop	Church Lane	A serpentine stone (soft stone with a green tint) station was completed in 1874 and torn down in 1927. Still carries riders.
18	Cobbs Creek Park	Eastern border of Yeadon	Associated with early mill industry. Possible association with the Underground Railroad.
19	Longacre Neighborhood	Around Longacre Boulevard	Neighborhood plan designed in 1929. Varied styles of large, single-family houses with many Tudor Revival homes.
20	Trolley Turnaround	Callahan and Chester Avenues	Built circa 1909-1942.
21	West End Neighborhood	Fairview Avenue	Mostly built between 1875-1920. Many large Queen Anne style homes.
22	Herford Place Neighborhood	Herford Place	Developed in the early 20th century. Large Revival style homes.
23	Greenway Neighborhood	Serrill and Yeadon Avenues	Built circa 1909-1942. Many ornate twin homes.
24	Lansdowne Avenue Neighborhood	Lansdowne Avenue	1850 - present. Large Queen Anne style homes associated with proximity to Darby and Radnor Pike and the Lansdowne train stop.
25	Borough Hall Neighborhood	Borough Hall	Designed in 1887. Many large and medium sized Queen Anne style homes.
26	Colonial Gardens	Revere Road	Garden-style apartment complex built in the late 1930s to the early 1940s. Colonial Revival. Red brick.
27	Lansdowne Real Estate Neighborhood	Elder Avenue and Providence and Baily Roads	Early 20th century houses. Many built individually, with different styles.
28	Church Lane Central Business District	Downtown Yeadon	Traditional commercial center of Yeadon.
29	Church Lane and Whitby Avenue Commercial District	Church Lane and Whitby Avenues	Intact pocket commercial area likely built in the mid 20th century in Tudor Revival style.
30	Church Lane	Church Lane	Early road in the County once known as Palmer Road.
31	MacDade Boulevard	MacDade Boulevard	Early road in the County once known as Bunting Road.
32	Lansdowne Avenue	Lansdowne Avenue	Early road in the County once known as Darby and Radnor Pike.

Source: DCPD Windshield Survey, 2000

MAP 6-2
HISTORIC RESOURCES



Important
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LEGEND

●# Historic Resources

Projection: UTM
Datum: NAD83
Map Units: Meters

0 800 1600 Feet

Sources:
1. Board of Assessments- Municipal Boundary
2. DCPD- Windshield Survey 2000

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E. The Borough should consider the implementation of a Borough-wide preservation ordinance that addresses issues such as code enforcement, new development review, demolition delay, buffering, setbacks, and other public design issues.

F. The Borough should preserve and enhance its natural features including street trees, parks, open spaces, and scenic views.

G. The Borough should consider becoming a "CLG," which entitles communities to qualify for national historic preservation funding. See Appendix 3, Preservation Incentives and Tools.

H. The Borough should encourage the highest standards of maintenance and restoration on the exteriors of its historic structures through provision of technical assistance.

I. The Borough should provide for visual diversity by encouraging the retention of older structural features including outbuildings (garages, carriage houses, barns, etc.), bridges, roadways, alleyways, and neighborhood stores that are also valuable to the historic fabric of Yeadon.

J. The Borough should capitalize on its rich architectural diversity to help guide new development and encourage compatible design.

K. The Borough should coordinate walking tours through Yeadon with the Philadelphia based Foundation for Architecture to stimulate interest in historic preservation.

Objective 6-3: Commercial

Revitalize and develop Yeadon's commercial centers by promoting their historic, architectural, and cultural character.

Policies

A. The Borough should consider the "Pennsylvania Main Street Program" or the "National Trust Main Street Program" as ways to work with downtown revitalization agencies at the state and national levels. See Appendix 3, Preservation Incentives and Tools.

B. The Borough should identify and target vacant historic commercial buildings and decide if they have the potential for adaptive reuse.

C. The Borough should identify and target vacant land in commercial centers for the development and design of compatible infill architecture. Refer to Section 3, Economic Development Plan.

D. The Borough should develop a marketing program for its central business district to attract smaller, service businesses that have the ability to locate in existing buildings, thus retaining the historic development patterns of scale, façade, and block size. Refer to Section 3, Economic Development Plan.

E. The Borough should promote the adaptive use of vacant historic industrial and institutional buildings. Refer to Section 4, Land Use Plan.

F. The Borough should continue to encourage pedestrian-friendly urban design features that reflect Yeadon's traditional development patterns, such as wide sidewalks, traffic calming design, street trees, benches, and lighting. Refer to Section 4, Land Use Plan.

G. The Borough should promote the rehabilitation of commercial façades to improve their historic architectural integrity.

H. The Borough should document the character defining features of each commercial node in order to retain the qualities most significant to their location.

Objective 6-4: Neighborhoods

Preserve and protect the integrity of Yeadon's neighborhoods.

Policies

A. The Borough should initiate a vacant lot clean-up program and a review process for new development on vacant lots.

B. The Borough should identify houses with high historic integrity in a Housing Vacancy Study and evaluate their rehabilitation and reuse potential.

C. The Borough should prepare neighborhood plans for each organized neighborhood association to customize and address specific issues.

D. The Borough should choose an appropriate conservation tool to protect architecturally and historically unified neighborhoods. See Appendix 3, Preservation Incentives and Tools.

E. The Borough should provide financial incentives for home rehabilitation in historically significant neighborhoods. See Appendix 3, Preservation Incentives and Tools.

F. The Borough should promote use of federal rehabilitation tax incentives for owners of income-producing properties listed on or eligible for the National Register of Historic Places. See Appendix 3, Preservation Incentives and Tools.

G. The Borough should develop new homes that are sympathetic in design to existing neighborhood architecture.

H. The Borough should prepare handbooks to promote neighborhood identity and conservation.

Objective 6-5: Public Places

Protect Yeadon's public places.

Policies

A. The Borough should identify and maintain its public historic places such as the Borough Hall, public schools, streets, and parks.

B. The Borough should ensure that new places in the public domain are constructed with consideration to historic themes as central design elements.

C. The Borough should promote a sense of place by clearly defining Borough and neighborhood boundaries with permanent tasteful public markers such as banners, gateposts, etc.

D. The Borough should educate local administrators, code enforcers, and the public works staff to be sensitive to and consider Yeadon's built and natural resources when making daily decisions and performing routine tasks.

E. The Borough should ensure that existing ordinances and land development plans promote public preservation goals by reviewing its existing codes and amending accordingly.

Objective 6-6: Education/Promotion

Use historic themes for local education, promotion, and tourism.

Policies

A. The Borough should encourage and promote the cultural traditions of Yeadon by using the historic themes of early suburbanization and the Underground Railroad.

B. The Borough should advance its history through the display of historical descriptions on public signage or on Pennsylvania historical markers.

C. The Borough should work with students from area colleges and universities for a community history mentoring program for elementary and middle school students.

D. The Borough should encourage neighborhoods and districts to develop identity through place naming by using historic settlement themes where applicable.

E. The Borough should use its public history for neighborhood and potential homeowner marketing.

F. The Borough should promote the dissemination of technical information that could assist homeowners in their research and restoration efforts.

G. The Borough should promote tourism in Yeadon associated with historic sites, districts, landscapes, and natural features.

H. The Borough should initiate public education forums on its history, development, archaeology, and architecture.

I. The Borough should strengthen the technical skills of its staff and its Council members' awareness of preservation techniques and their use.

J. The Borough should work with local historical societies (i.e., Delaware County Historical Society), preservation organizations (i.e., Preservation Alliance for Greater Philadelphia), and museums (i.e., The African-American Museum in Philadelphia) to promote public education and preservation efforts.

SECTION 7

TRANSPORTATION AND CIRCULATION PLAN

INTRODUCTION

A well functioning transportation and circulation system is critical to Yeadon's health. Residents need sidewalks to walk to stores, schools, and public meetings and events. Commuters need roads and public transit systems to get to work. Businesses need streets, sidewalks, and parking facilities for their customers and suppliers to reach them.

Yeadon is fortunate to have a fairly complete transportation and circulation system which serves motor vehicles, pedestrians, bicyclists, bus and trolley riders, and train commuters. Because of this, the transportation and circulation plan focuses on fine-tuning the transportation infrastructure.

The 1971 Southeast Delaware County Comprehensive Plan serves as a joint plan for Yeadon, Darby, Colwyn, Glenolden, Sharon Hill, and Collingdale Boroughs. The general transportation goals laid out in the 1971 plan are still valid. Safe, convenient, and economical movement of goods (and presumably people as well) and a circulation system compatible with redevelopment are still desirable goals. However, since 1971 there has been an evolution in thinking about urban form and streetscapes. Several of the 1971 provisions for transportation are either not applicable to Yeadon or not desirable at all. The plan calls for separating commercial traffic from through traffic by controlling ingress and egress points and by requiring off-street parking and loading facilities. It also calls for the removal of street parking to improve traffic flow. These solutions have limited relevance in Yeadon, where all streets serve residences or local commercial districts.

The principal contents of the transportation and circulation plan include the following areas: the road system, parking facilities and streetscapes in business districts, traffic calming, travel demand management, public transit, paratransit service, bicycle transportation, pedestrian facilities, mixed use development with a parking facility at the Fernwood train stop, pedestrian connection/streetscaping, Fernwood train stop transit-oriented development, Church Lane/Baily Road intersection, a roundabout at Church Lane and Baily Road, Guenther Avenue business district, Yeadon Shopping Center, and creating attractive entranceways. This section of the comprehensive plan makes recommendations through objectives and policies for transportation and circulation enhancements within the Borough.

TRANSPORTATION AND CIRCULATION GOAL

To provide a safe, convenient, and energy-efficient multimodal transportation system.

ROAD SYSTEM

Before Yeadon's road system is discussed, it is important to understand the State's functional classifications of roads and their role in moving people and goods.

Functional Classifications

Roads are normally divided into functional classifications based upon the degree to which they are meant to handle through traffic. PennDOT places roads into four categories: principal arterial, minor arterial, collector, and local street.

In a newer suburb, the street hierarchy is usually quite clear. Local streets are usually cul-de-sacs that serve only local traffic or have frequent stop signs and low speed limits to discourage through traffic. Collectors collect traffic from the residential areas and deliver it to the arterials. Collectors are small streets, usually featuring residential uses and low speed limits. Minor arterials are meant to carry heavier volumes of traffic at slightly higher speeds, usually serving commercial uses with an emphasis on easy access to land uses. Principal arterials are larger roads that feature higher speeds, some access control, and are meant to serve through traffic. Principal arterials usually serve major employment and shopping centers and feed into the freeway system.

Since Yeadon is an older community with a grid street system, the functional hierarchy of streets is much less clear than in a new suburb. Street classification is bound to be somewhat arbitrary. PennDOT has classified Church Lane, MacDade Boulevard, and Baltimore Pike as principal arterials, Lansdowne Avenue as a minor arterial, and Baily Road, Union Avenue, and Chester Avenue as collectors. However, Church Lane is a two-lane street that serves residential uses as well as neighborhood commercial uses, while Lansdowne Avenue carries approximately the same traffic volume as Church Lane. West Cobbs Creek Parkway and all but a brief segment of Longacre Boulevard are classified as local streets, although both carry considerable through traffic.

Principal Local Roads

Yeadon has three major roads traversing it from north to south and four in an east-west direction. Yeadon has a local street grid, but Holy Cross Cemetery in the middle of the Borough interrupts that grid. SEPTA railroad tracks on the northern side, Cobbs Creek to the east, and Darby Creek on the far western end restrict local access to surrounding communities.

Lansdowne Avenue runs from north to south on the western end of the Borough, connecting Darby Borough with Lansdowne Borough and points north. It has two travel lanes and carries approximately 16,000 vehicles per day. In Yeadon, it serves a mix of single and multi-family residential and institutional uses.

Church Lane is the Borough's busiest commercial main street, running north-south from Upper Darby Township to the City of Philadelphia. It is designated US 13 in

Yeadon (from Upper Darby Township to MacDade Boulevard) and carries approximately 14,000 vehicles per day. It has two travel lanes with some on-street parking. It serves three distinct business districts: a mixed strip at the corner of Chester Avenue next to the Philadelphia City line, a storefront commercial district around Guenther Avenue, and a mixed small strip/storefront commercial district between Baily Road and SEPTA's R3 rail line.

Yeadon also has one collector street that runs north to south, Union Avenue. It connects Baily Road with points north as half of a one-way pair of streets of which Wycombe Avenue forms the other half.

Baily Road runs east-west and connects Lansdowne Avenue to Church Lane, and it serves traffic that continues west off Lansdowne Avenue on Providence Road and east onto Longacre Boulevard. It has two traffic lanes, carries approximately 10,000 vehicles per day, and passes by residential areas and Yeadon Industrial Park.

MacDade Boulevard, designated as US 13 west of Church Lane, goes west from Church Lane on the south side of Holy Cross Cemetery. It has two broad traffic lanes and serves the Yeadon Shopping Center and a residential area. A count of 11,214 vehicles per day was recorded in 1997 near Holy Cross Cemetery east of the shopping center.

A minor paralleling east-west street, Chester Avenue, connects the 65th Street bridge to the City of Philadelphia with Cedar Avenue, on the western edge of the Borough. It carries SEPTA's route 13 trolley and serves residential areas, a small shopping area at Church Lane, as well as the Yeadon Shopping Center.

Baltimore Pike travels east-west for a short distance through Yeadon at the northern end of the Borough. It is a broad two-lane highway that connects the City of Philadelphia with Lansdowne and points west. It serves as the only access to the Yeadon Business Center.

Pavement Conditions

Overall, pavement conditions on Yeadon streets are fair. There are a number of streets that either need to be paved or reconstructed or are close to that condition.

Pavement conditions on Chester Avenue west of Church Lane are mediocre and will require corrective action in the not-too-distant future. Chester Avenue is not a PennDOT road, but it is on the federal-aid highway system. Since poor pavement conditions abut the trolley tracks, SEPTA might be prevailed upon to repair it.

Freeway Access

Yeadon has no direct access to freeways or other high-speed roads. The closest freeway access is via West Cobbs Creek Parkway and Island Avenue to I-95. Baltimore

Pike and Whitby Avenue are the most efficient routes to the employment concentrations in University City and Center City. However, access to Baltimore Pike is somewhat limited, and improving traffic flow to this corridor should be a goal. Church Lane is the most direct route to Upper Darby, while Lansdowne Avenue and West Chester Pike provide access to US 1 and I-476. MacDade Boulevard, Baltimore Pike, and Providence Road are notoriously slow routes westward, but nothing better is available.

Any improvement in Yeadon's automobile access to the region depends on actions by PennDOT and neighboring municipalities. The City of Philadelphia has programmed signal improvements for Island Avenue, which may improve travel times. Funded signal coordination projects on MacDade Boulevard and Baltimore Pike will improve the accessibility of those corridors. A closed loop signal system on Lansdowne Avenue in Lansdowne and Upper Darby would improve travel times in that direction, but neither municipality has shown interest in sponsoring a signal project on Lansdowne Avenue. Signal coordination on Whitby Avenue in the City of Philadelphia and moving some stop signs to the side streets would improve travel times on that street, but there is little likelihood that the City of Philadelphia will do such a project soon, if ever, since the City has so many other corridors that need attention. Given the built-up character of the surrounding communities, no major new roads are likely to be constructed.

Delaware County can support City of Philadelphia projects that would help Yeadon at the regional level but otherwise has little influence. DCPD can support projects in neighboring municipalities that would improve automobile access to Yeadon, but the realization of such projects depends on the support and initiative of those municipalities, as well as PennDOT.

Truck Traffic and the Industrial Park

The accident rate for heavy trucks in Yeadon is much lower than that for the County as a whole, despite the presence of an industrial park. Closing off Penn Street, as Synterra Ltd. suggests, would shield residences from through truck traffic, but the Borough would have to be prepared for increases in truck traffic on Baily Road and Church Lane. A direct connection from the industrial park to Baltimore Pike is not feasible due to the R3 tracks. However, a connection to Upper Darby Township's section of Union Avenue might be feasible, since many of the businesses in the industrial park are actually located within Upper Darby Township. The Borough and Township should work together to determine the location of a new truck access route, while Yeadon explores the possibility of terminating vehicular access to the industrial park through the surrounding residential neighborhoods. The Comprehensive Planning Task Force cites Elder Avenue, Providence Road, and Penn Street as examples of roads to consider. The Task Force even discussed the idea of developing a small pocket park at the end of the closed roads.

Traffic Volume

DVRPC, which is the regional planning agency for the Philadelphia region, performs traffic counts in both New Jersey and Pennsylvania. The average annual daily traffic count (AADT) is determined by counting vehicles at a given location for a period of three or four days and then computing the daily average of those counts.

Table 7-1 presents the traffic volume data available for selected sites in the Borough. Unfortunately, the table does have some limitations. Some of the counts are not recent, and the Borough has indicated that traffic has significantly increased, and counts were not available for the same or nearby locations for two different years in the recent past.

TABLE 7-1

TRAFFIC VOLUMES AT SELECTED SITES IN YEADON

Street	Location	Year	AADT
Church Lane	Between MacDade Boulevard and Chester Avenue	1995	14,380
Church Lane	Between Baily Road and Longacre Boulevard	1988	13,629
Lansdowne Avenue	Between Fairview Avenue and Lincoln Avenue	1995	15,729
Baily Road	Between Industrial Park Avenue and Commerce Drive	1985	10,143
Longacre Boulevard	Between Parkview and West Cobbs Creek Boulevards	1999	6,651
Chester Avenue	Between Cedar Avenue and Church Lane	1999	8,483
MacDade Boulevard	Between Wycombe Avenue and Rundale Avenue	1997	11,215
Baily Road	Between Rose Street and Parkview Boulevard	1997	591
Church Lane	Between Whitby Avenue and Baily Road	1998	14,396

Source: Delaware Valley Regional Planning Commission, 1986 - 1999

Congestion

Yeadon experiences less congestion than other parts of the County. Traffic counts on Church Lane and Lansdowne Avenue are typical of two-lane roads elsewhere in the County. According to DVRPC's Pennsylvania Congestion Management System US 1/Baltimore Pike Corridor Study, Lansdowne Avenue in Yeadon is much less congested than Lansdowne Avenue in Upper Darby, and Baltimore Pike in Yeadon is less congested than at any of its other locations within the County. The intersection of Church Lane and Baltimore Pike, just outside of Yeadon, is the most congested intersection in or near the Borough. The intersection of Lansdowne Avenue and Providence Road is also notably congested, as is the intersection of Church Lane and Baily Road.

Traffic congestion in Yeadon is relatively mild because residents use transit and walk frequently, and there is a lack of major traffic generators such as shopping centers or large employment centers. According to the 1990 Census, 40% of Yeadon residents reported sometimes walking to non-work destinations. Nine percent sometimes walked to work, while 49% took transit to work at least some of the time. Yeadon's grid street

system provides residents with direct routes to their destinations and permits some dispersion of traffic as compared to the cul-de-sac patterns found elsewhere in the County. The close proximity of retail, office, residential, and industrial uses means that many residents have destinations within walking distance of their homes.

The built-up character of Yeadon limits the possible responses to congestion. Coordinating traffic signals and reconstructing congested intersections are two possible responses. Widening roads or eliminating street parking are not necessary since most congestion occurs at intersections. Interconnected and coordinated signal systems do not require land but can be costly, between $50,000 and $100,000 per intersection. Actuation of signals on the side streets so that the main street receives a continuous green if there is no car waiting at the side street is less complicated and expensive than an interconnected signal system. Widening intersections requires land which has to be taken from existing businesses. Given the costs, doing no major road work may be the most attractive alternative.

Funding is available for highway projects on PennDOT roads and Borough roads which are on the federal-aid system on an 80% federal/20% local basis. PennDOT roads include Baltimore Pike, Church Lane from Upper Darby Township to MacDade Boulevard, Lansdowne Avenue, Providence Road from Upper Darby Township to Lansdowne Avenue, MacDade Boulevard from Darby Borough to Church Lane, and West Cobbs Creek Parkway (the long roadway that travels along Cobbs Creek, a tiny portion of which is in Yeadon at Mount Moriah Cemetery). Borough roads on the federal-aid system include Union Avenue from Lansdowne Borough and Upper Darby Township to Baily Road, Baily Road from Lansdowne Avenue to Parkview Boulevard, Parkview Boulevard from Baily Road to Longacre Boulevard, Longacre Boulevard from Parkview Boulevard to the City of Philadelphia, Church Lane from MacDade Boulevard to the City of Philadelphia, and Chester Avenue from Darby Borough to Church Lane.

Borough roads not part of the federal-aid system are a Borough responsibility and are not eligible for federal highway funds (except for Transportation Enhancements funds). Some road and sidewalk work may be eligible for CDBG funds, depending on the outcome of the Census 2000. If the Borough wants improvements, the Borough will have to take the initiative to propose them. PennDOT does not generally propose capital projects for roads of the type found in Yeadon, and it is not likely that they will adopt and fully fund a capital project without a specific proposal and local match commitment from the municipality.

Accidents

Yeadon had 536 reported accidents from 1994 to 1999. Four fatal collisions occurred, resulting in five deaths. Table 7-2 summarizes accidents by severity and type. The auto accident category includes automobile to automobile accidents. The light truck category includes light truck collisions with autos or light trucks, but not with any other vehicle type. All other categories include any accident in which one or more of the relevant vehicle type was involved. For example, a pedestrian collision with any vehicle

type is counted as a pedestrian accident. A bus collision with a pedestrian is listed under both categories. An auto or light truck collision with a pedestrian is listed as a pedestrian accident. As a result, there are instances of double-counting, and the totals for vehicle types do not equal actual total County nor Yeadon accidents.

TABLE 7-2

ACCIDENTS IN YEADON, 1994 TO 1999

Type	Fatal	Severe	Moderate	Minor	No Injury	Total Yeadon	Total County
Auto	2	4	27	116	171	320	21,507
Light truck	1	7	14	52	48	122	13,025
Heavy truck	1	1	4	4	5	15	1,576
Pedestrian	0	3	10	20	6	39	1,561
Bicycle	0	0	0	9	3	12	786
Bus	0	2	0	0	0	2	370
Motorcycle	0	0	6	5	3	14	521
Other	0	0	1	4	9	14	641
Total Yeadon	4	16	62	209	245	536	N/A
Total County	228	992	3,852	16,406	18,212	N/A	39,690

Source: Yeadon Borough Police Department, 2000

Yeadon has a lower accident rate than the County as a whole and a lower rate in each severity category (see Table 7-3). Yeadon also has lower accident rates in most vehicle categories. Yeadon has a slightly higher pedestrian accident rate than the County as a whole, but the relatively large number of people who walk in Yeadon probably accounts for the higher accident rate. Despite the presence of a light industrial park, the accident rate for heavy trucks is more than a third less than the County's average. The accident rate for buses is not significantly different from the County average. The auto accident rate is about one third lower than the County average. Yeadon is safer than Delaware County as a whole (see Figure 7-1).

TABLE 7-3

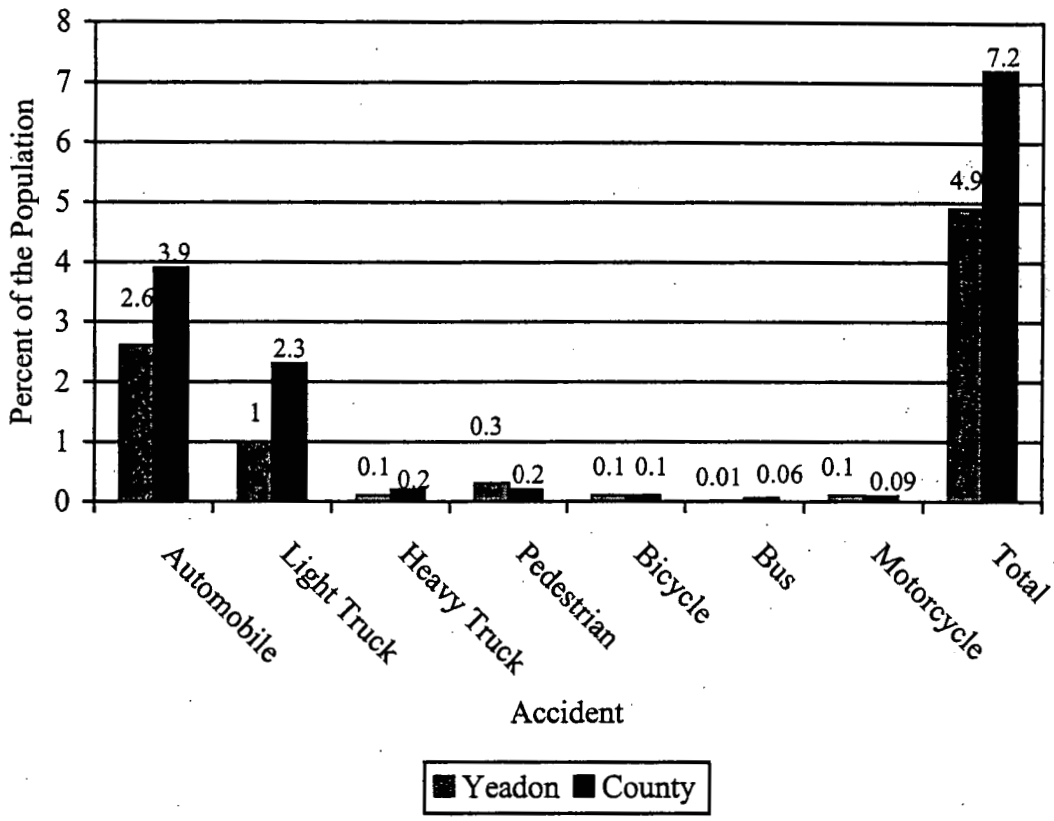
ACCIDENTS AS A PERCENT OF POPULATION, BY SEVERITY

Accident Type	Fatal	Severe	Moderate	Minor	No Injury	Total
Yeadon	0.03%	0.14%	0.52%	1.74%	2.05%	4.47%
County	0.04%	0.18%	0.70%	3.00%	3.33%	7.25%

Source: Yeadon Borough Police Department, 2000

FIGURE 7-1

ACCIDENT RATES IN YEADON AND DELAWARE COUNTY, 1994 TO 1999



Source: Yeadon Borough Police Department, 2000

Hazardous Intersections and Road Segments

Tables 7-4 and 7-5 show the locations of accidents that resulted in bodily injury at each location from 1994 to 1999. Only intersections with two injury accidents or more are listed. Accidents involving pedestrians or bicyclists are listed separately from other injury accidents. Accidents which took place very close to the intersection are counted, but they may be related to a nearby commercial driveway rather than to the intersection itself.

The most heavily traveled roads have the highest accident counts. The Church Lane and Rader Avenue intersection, which has no stop sign on Church Lane and poor sight lines coming out of Rader Avenue, has a disproportionate number of accidents. Lansdowne Avenue and Lincoln Avenue is similar, with poor sight lines for vehicles turning left out of Lincoln Avenue. Fixing these sight line problems would be difficult because of the topography and buildings close to the street. The Church Lane and Myra Avenue intersection has accidents well out of proportion to the traffic on Myra Avenue, largely because of the pedestrian and bicycle accidents there.

TABLE 7-4

HAZARDOUS INTERSECTIONS, 1994 TO 1999

Road	Intersection	Minor or Moderate Injury Accidents	Severe Injury Accidents	Pedestrians	Bike	Total Injury Accidents
Church Lane	Myra Avenue	3	0	3	1	7
Church Lane	Baily Road	4	0	0	1	5
Church Lane	Longacre Boulevard	0	0	2	0	2
Church Lane	Whitby Avenue	0	0	1	2	3
Church Lane	Guenther Avenue	0	2	0	0	2
Church Lane	Darnell Avenue	1	1	2	0	4
Church Lane	Rader Avenue	3	0	1	0	4
Church Lane	MacDade Boulevard	0	1	2	1	4
Church Lane	Chester Avenue	3	1	1	0	5
Lansdowne Avenue	Lincoln Avenue	3	0	1	0	4
Lansdowne Avenue	Providence Road	3	0	2	0	5
MacDade Boulevard	Serrill Avenue	2	0	0	1	3

Source: Yeadon Borough Police Department, 2000

TABLE 7-5

HAZARDOUS ROAD SEGMENTS, 1994 TO 1999

Road	From	To	Minor to Moderate Injury Accidents	Severe Injury Accidents	Pedestrians	Bike	Total Injury Accidents
Baltimore Pike	Upper Darby Township	Cobbs Creek	4	2	1	0	7
Lincoln Avenue	Wycombe Avenue	Union Avenue	2	0	2	0	4
MacDade Boulevard	Cedar Avenue	Rundale Avenue	11	0	0	1	12

Source: Yeadon Borough Police Department, 2000

Although not identified by the police department as hazardous, Lansdowne Avenue in the vicinity of Mercy Fitzgerald Hospital was mentioned by the Comprehensive Planning Task Force as an area for circulation safety improvements. It was explained that this corridor could benefit from improving directional signage or other traffic control devices as many visitors to the hospital are either new to the area and not familiar with the hospital complex or under some form of duress associated with an accident or illness.

Traffic Signals

Yeadon Borough owns and operates twelve traffic signals. Two are located at the intersections of Baily Road/Wycombe Avenue and West Cobbs Creek

Parkway/MacDade Boulevard. Table 7-6 lists the remaining ten signals located within the Church Lane and Lansdowne Avenue corridors and identifies potential recommendations. These two heavily traveled corridors represent the best possibilities for signal improvements and traffic congestion reduction.

TABLE 7-6

TRAFFIC SIGNAL OBSERVATIONS AND RECOMMENDATIONS

Location	Observations	Recommendation
Chester Avenue at Church Lane	No detector loops visible.	Consider a closed loop signal system and signals for the visually impaired. Federal funding is available on favorable terms (90% federal/10% local).
MacDade Boulevard at Church Lane	No detector loops visible. Newer equipment.	Consider signals for the visually impaired.
Parmley Avenue at Church Lane	Detector loops present.	Consider signals for the visually impaired.
Guenther Avenue at Church Lane	No detector loops visible.	Consider signals for the visually impaired.
Whitby Avenue at Church Lane	Detector loops present.	Consider signals for the visually impaired.
Baily Road at Church Lane	Equipment is relatively new.	Consider signals for the visually impaired.
Myra Avenue at Church Lane	Detector loops present. Old equipment, wait time on Myra is excessive, and push buttons do not work.	Replace old equipment, reduce wait time on Myra, and replace broken pedestrian push buttons. Consider signals for the visually impaired.
Mercy Fitzgerald Hospital at Lansdowne Avenue	Newer equipment, no visible detector loops.	Consider a closed loop signal system and signals for the visually impaired. Federal funding is available on favorable (90% federal/10% local) terms.
Baily Road at Lansdowne Avenue	No visible detector loops.	Consider a closed loop signal system and signals for the visually impaired. Federal funding is available on favorable (90% federal/10% local) terms.
Providence Road at Lansdowne Avenue	No visible detector loops. Newer equipment.	Consider a closed loop signal system and signals for the visually impaired. Federal funding is available on favorable (90% federal/10% local) terms.

Source: DCPD Field Views, 2000

Closed loop signal systems on Church Lane and Lansdowne Avenue could ensure smoother traffic flow and help control speeds, since motorists are likely to drive the speed which enables them to make all the lights. PennDOT would have to agree to a timing plan that would provide for 20 mph speeds in the business districts, rather than the 25 mph minimum upon which they often insist. A 20% local match for costs would be needed.

Bridges

Yeadon has six bridges connecting it to surrounding municipalities. Most are in fair condition, and none are a Borough responsibility. They are described below.

- West Cobbs Creek Parkway, Chester Avenue, and 65th Street bridge over Cobbs Creek. This is a PennDOT bridge, according to PennDOT District 6-0 Bridge Unit staff. Although Chester Avenue is not a PennDOT road, the bridge connects with 65th Street on the Philadelphia side, which is a PennDOT road. The bridge also carries SEPTA's route 13 trolley. It is a 1906 stone arch bridge in good condition. It was last inspected in May of 1998 and received satisfactory ratings. The footings were reinforced just before the 1999 Hurricane Floyd flood, and the bridge appears to have come through the flood undamaged. This bridge lacks sidewalks. This attractive bridge, with proper maintenance, should be able to continue serving the community for many years to come.

- Church Lane bridge over Cobbs Creek. This is a County bridge built in 1949. In a 1997 County bridge study, it received a sufficiency rating of 78 out of 100, better than the majority of County bridges. Pavement on the bridge is in good condition. The sidewalk on the west side has some collapsed panels that need repair. No flood damage was observed.

- Longacre Boulevard and Whitby Avenue bridge over Cobbs Creek. The Fairmount Park Commission owns this bridge. This bridge has broken glass and trash, missing end-stones on the balustrade where an automobile appears to have struck it, a low curb reveal on the sidewalks, and poor pavement conditions. Otherwise, the stone and concrete arch bridge appears to be in sound condition.

- Baltimore Pike bridge over Cobbs Creek. This PennDOT bridge is showing some signs of deterioration, particularly where stormwater appears to be draining through the structure.

- Providence Road bridge over Darby Creek. This is a state bridge built in 1923. It has no visible deterioration and no sidewalks.

- Church Lane bridge over SEPTA's R3 rail line. This relatively new bridge is in good condition and has sidewalks on both sides.

Church Lane Parking Facilities and Streetscapes (Penn Boulevard to Borough Hall)

Church Lane here is a mix of storefront commercial businesses and strip-type, auto-oriented commercial. The streetscape of this district is uninviting, and the lack of street parking and trees does not make for a successful main street. Walking across the street is difficult and dangerous. The auto-oriented businesses create numerous curb cuts,

wasting potential on-street parking, and their parking lots are laid out inefficiently. If this area is to be a town center, substantial changes are needed. The following is an inventory of parking, trees, and pedestrian facilities.

- Parking – The municipal lot at Church Lane and Myra Avenue contains 28 metered spaces. Meter rates were 25 cents per hour. At 4:35 p.m. on Wednesday, September 29, 1999, only three were occupied. The convenience store lot on the south side of Myra Avenue occupies a substantial area but contains only seven spaces, of which one is reserved for the handicapped. Only two cars were present in the lot. Six metered street spaces are on the west side of Church Lane, three of which were occupied.

- Trees – Several of the street trees on Church Lane are missing and should be replaced. The relative lack of trees contributes to the stark and unwelcoming pedestrian environment. The municipal lot has grass at the rear of the lot but no shade trees or landscaping to improve its appearance from the street.

- Pedestrian features – The intersection of Church Lane and Baily Road is an especially difficult one for pedestrians because of the odd angle and extreme length of the crosswalks. Since the Borough Hall, an elementary and a middle school, a bus stop, and the Church Lane businesses are all found nearby, the pedestrian crossings should be easier. Pedestrians have to watch traffic from too many different directions at once, for too long, while trying to cross. The push-button for the crosswalk at Myra Avenue is broken.

- At the Evans Elementary School, pedestrians have worn a path through the grass from the school yard gate to the sidewalk. Either the schoolchildren or passengers of passing vehicles appear to be throwing trash.

Church Lane and Guenther Avenue Business District Parking Facilities and Streetscapes

The section of Church Lane at Guenther Avenue is a successful and pleasant storefront commercial district. The following is an inventory of parking and streetscape conditions.

- Parking – The municipal parking lot has 32 metered spaces, of which one is reserved for the handicapped. At 5 p.m. on a Wednesday, only four cars were in the lot. The lot is well screened from the street with landscaping, although the lot itself could use a few more trees for shade. Guenther Avenue has seven metered street spaces and at the time of viewing had five cars. Three to four more spaces could be created if parking were permitted on the southeast side, in front of the municipal lot. Church Lane has ten metered spaces on the west side, one of which is reserved for the

handicapped. All spaces on Church Lane were occupied except the handicapped space. Whitby Avenue has four metered spaces. All were occupied, and one additional vehicle was parked illegally. Street parking had better than a 90% occupancy rate, while the nearby municipal lot had a 12% occupancy rate. Street parking spaces located directly in front of businesses were 100% occupied, and even street parking just around the corner was about 90% occupied.

- Trees and Streetscaping – This section of Church Lane is nicely treed, traffic moves at a reasonable pace, businesses are built up to the sidewalk without parking lots, and in general, the pedestrian environment is far more pleasant than in the main Church Lane business district. However, the post office parking lot has no landscaping whatsoever and has a chain link fence fronting directly onto Church Lane.

- South of Guenther Avenue – Trees or shrubs should be planted in the grassy strip on the east side of Church Lane.

Church Lane at Chester Avenue Streetscapes

This generally mixed auto and pedestrian oriented business cluster is in good condition. The parking lots are attractively landscaped, the businesses are well connected to the surrounding neighborhood by sidewalks, and the pedestrian crossings are good, with refuge islands and handicapped ramps. The southeast corner does not have handicapped ramps. The concrete pavement at the intersection is in good condition. However, south of the intersection on Church Lane there are a number of potholes, some with exposed reinforcing rods. Since Church Lane at this point is not a PennDOT road (but is on the federal-aid system), repairs appear to be a Borough responsibility with potential for federal funding.

Objective 7-1: Road System and Traffic

Improve Yeadon's traffic circulation and level of service.

Policies

A. The Borough should reduce congestion and improve hazardous traffic locations by discussing with surrounding municipalities the installation of closed loop traffic signal systems in the Church Lane and Lansdowne Avenue corridors.

B. The Borough should develop a plan for upgrading the other traffic signals that it owns including using flashing traffic lights in the early morning hours.

C. The Borough should explore ways to improve vehicular access to the Baltimore Pike corridor.

D. The Borough should develop a capital program for regular repair and replacement of Borough streets, sidewalks, curb cuts, traffic signals, and pedestrian signals.

E. The Borough should request improvements to State-owned roads and Borough streets that are on the federal-aid road system through the biennial update of the TIP/Twelve Year Transportation Program.

F. The Borough should discuss with Upper Darby Township and Lansdowne Borough the possibility of creating a street to connect Industrial Park Drive with Union Avenue as a way to discourage truck traffic from driving on residential streets in Yeadon.

G. The Borough should develop a parking plan and pricing strategy for the Church Lane business districts.

H. The Borough should consider updating all of its street name signs by identifying block numbers and using attractive Borough colors and logo that complement the Borough's attractive entranceway theme.

I. The Borough should work with the hospital to enhance its directional signage as an effort to improve the overall safety of the Lansdowne Avenue corridor.

TRAFFIC CALMING

Due to the somewhat irregular street grid, cemeteries, streams, and other features, Yeadon has few long, straight uninterrupted residential streets of the type that invite speeding. In fact, Baily Road and Yeadon Avenue were the only two that were identified. Church Lane already incorporates a number of features that discourage excessive speeds. Accident data show that most pedestrian accidents, as well as most vehicular accidents, are happening on Church Lane, Baltimore Pike, Longacre Boulevard, and MacDade Boulevard where traffic volumes are highest. Speeding problems in Yeadon are moderate compared to other communities.

Nonetheless, in the Yeadon town meeting questionnaire, 54.5% of residents strongly agreed with the statement, "People drive too fast on my street and should be slowed down." Although these results indicate that there is a substantial constituency for slowing traffic in Yeadon, caution is suggested as these results only represent fifty residents' opinions.

Darnell Avenue west of Church Lane and Union and Wycombe Avenues north of Baily Road were named the most frequently, as were Church Lane, Baily Road, MacDade Boulevard, Longacre Boulevard, and Chester Avenue. Major slowing of traffic on Church Lane, Baily Road, and MacDade Boulevard would conflict with the interests of through traffic. Very little can be done to calm traffic on Chester Avenue because of the trolley tracks, which prohibit the installation of mini-circles or speed humps.

Traffic calming is speed enforcement through engineering. Traffic calming measures include street trees, which create the perception of a narrower street, edge striping, mini-circles, speed humps, and narrow two-way streets that require on-coming vehicles to yield to one another. Some perceptual traffic calming, such as a canopy of street trees, or in some cases the introduction of street parking, can be used to slow traffic on collector roads, but the needs of through traffic, trucks, and buses generally preclude the use of mini-circles or frequent speed humps. Based on complaints of speeding and accidents out of proportion to traffic volume, Lincoln Avenue between Wycombe and Union Avenues, Darnell Avenue west of Church Lane, and portions of Baily Road and Yeadon Avenue that parallel Holy Cross Cemetery merit consideration for traffic calming.

The Task Force explained that high-speed through traffic uses the many private rear driveway access lanes, which is a favorite place for neighborhood children to play. Traffic calming measures would also prove beneficial here, but since many of these roads are believed to be privately owned, the residents would have to fund these improvements.

Mini-circles

About 21 residential street intersections in Yeadon saw one or more injury accidents from 1994 to 1999. Mini-circles have been shown to reduce accidents on residential streets by 90% relative to uncontrolled intersections and by 80% relative to four-way stops, without substantially affecting traffic volume. They also slow traffic but do not cost the driver more time on average than a stop sign. The intersection of Guenther Avenue and Cypress Street may be a good candidate for mini-circles.

Mini-circles consist of a small raised island located in the center of a four-way unsignalized intersection, require no additional right-of-way, and cost between $5,000 and $10,000 each. The Borough can examine the cost of the accidents that have taken place over the last five years at each residential intersection, estimate the likelihood of a recurrence, and decide if it is worth building any mini-circles. A conservative estimate of the cost of an injury accident is $5,000 to $10,000, when one figures vehicular damages, time lost at work, and pain and suffering.

Converting One-way Streets to Two-way Streets

Another low-cost method of traffic calming would be to restore two-way traffic to low-traffic residential streets. Yeadon has numerous one-way residential streets with parking on both sides. A typical cartway is 29 feet. People drive faster on one-way streets, and with numerous parked cars, homes, and children darting into the street from behind parked cars, such streets cannot be driven safely at more than 15 mph, despite the 25 mph speed limits currently posted.

Most of Yeadon's low-traffic, one-way residential streets may be converted into two-way streets, with parking on both sides. Subtracting two seven-foot parking lanes leaves only one fifteen-foot lane for traffic. Cars traveling on such streets are required to

yield to oncoming traffic. Yeadon's one-way residential streets are mostly straight, so the chances that oncoming vehicles will fail to see one another and have a head-on collision are very low. Bullock, Serrill, Yeadon, and Duncan Avenues are good candidates for two-way operation.

The overall safety performance of narrow residential streets, adjusted for traffic volume, compares favorably to that of wider streets. The speed limit on such streets should not be greater than 15 mph. Residents will enjoy the convenience of being able to drive in the direction they wish to go. Drivers will be forced to slow down since they will encounter an opposing vehicle more often than not, but the inconvenience is minor, since the distances involved are very short, less than one block in most cases.

Residential Street Width

Some of Yeadon's residential streets are much too wide. For example, the intersection of Angora Drive, Manor Avenue, and Rockland Avenue is an immense expanse of pavement. Such excessively wide streets encourage speeding, add unnecessarily to stormwater runoff, and are dangerous for pedestrians to cross. Large paved spaces without striped lanes can confuse motorists about where they should be driving and contribute to accidents. Other residential streets that would benefit from a reduction of width is Parkview Boulevard south of Longacre Boulevard and at the intersection where Longacre Boulevard splits.

Street Trees

Trees serve a number of important functions. A tree canopy cools the entire community. Buildings shaded by trees require less energy to air condition. Parked cars shaded by trees do not get as hot as those left in the sun. People walking down a street shaded by trees stay cooler and enjoy the experience more, as do bicyclists. Trees reduce stormwater runoff by capturing and evaporating rainwater. Deciduous trees are preferable to evergreens, since the latter darken the street on winter days when more light would be welcome.

Trees are an important traffic calming tool. Research shows that drivers on otherwise comparable streets drive much slower on streets with a tree canopy than on treeless streets. Slower traffic saves lives, especially the lives of pedestrians. Trees do not need a lot of land; they can be planted near the sidewalk, in a median buffer, or in a planting area carved out of the parking lane. There are maintenance costs associated with trees, including trimming, leaves and debris, damage from toppling trees, and buckling of streets and sidewalks. But the amenity and property value benefits of trees are worth the expense.

Academic studies show strong correlation between healthy and well maintained street trees and customer perceptions of street amenities, product quality, and service quality. According to studies by the University of Washington, customers rated commercial streets with street trees as having an 80% higher amenity and comfort level

than streets without trees. Respondents also expressed greater willingness to pay for parking and to pay significantly more for all products sold on a high-amenity street. Benefits were higher for older, larger trees than for smaller, young trees.

In a built-up area such as Yeadon, trees represent the best way to make the Borough a green and pleasant place for visitors and residents. Yeadon already has many trees on its residential streets. However, considerable gaps in tree coverage exist, especially on Church Lane, where some trees have died and not been replaced. More and larger street trees should be planted on the main and residential streets, within the limits of what the Borough can afford to plant and maintain. Since older trees produce more shade and greater benefits of all kinds than small, young trees, planting should emphasize trees that will become large enough to provide a good canopy, and maintenance should be sufficient to ensure that they survive to maturity. A fourteen-foot canopy elevation is considered desirable for truck clearance.

Objective 7-2: Traffic Calming

Slow motor vehicle traffic to improve safety and make the street environment more pleasant for residents, pedestrians, and shoppers.

Policies

A. The Borough should consider traffic calming measures for Lincoln Avenue between Wycombe and Union Avenues, Darnell Avenue west of Church Lane, and portions of Baily Road and Yeadon Avenue that parallel Holy Cross Cemetery.

B. The Borough should consider constructing mini-circles at various residential street intersections with a history of accidents.

C. The Borough should consider converting most of its low-traffic, one-way residential streets into two-way streets, with parking on both sides and without compromising on-street parking spaces. Guenther Avenue may be an appropriate candidate.

D. The Borough should enact an ordinance giving pedestrians the right-of-way on all low-traffic residential streets.

E. The Borough should consider drastically narrowing the roadway at the intersection of Angora Drive, Manor Avenue, and Rockland Avenue and adding the excess land to neighboring lots or building a pocket park in the middle of the intersection.

F. The Borough should consider adding a park strip down the center of Parkview Boulevard south of Longacre Boulevard.

G. The Borough should consider narrowing the intersection where Longacre Boulevard splits.

H. The Borough should plant more and larger street trees on the main and residential streets.

I. The residents in areas where high speed through traffic is occurring on private rear driveway access lanes should consult with the Borough about appropriate traffic calming measures.

TRAVEL DEMAND MANAGEMENT

Population growth and sprawl development in many areas of the region have created higher traffic volumes and vehicle miles traveled. Because many areas are fully developed or approaching a fully developed condition, building new roads is being considered less frequently as a viable course of action to improve access and reduce congestion.

In contrast, planners and officials, both in the region and nationally, are encouraging other methods to improve traffic flow and mobility in developed areas. In addition, providing additional mobility options is desirable so that individuals do not feel obligated to own one or more cars, so that employers have the option of reducing their parking lot costs by providing fewer spaces, and so that employees have better access to jobs.

For the above reasons, the following methods are being encouraged both regionally and nationally: (1) improving mass transit and paratransit service, (2) encouraging employees to car pool or van pool, (3) constructing park and ride lots, (4) building pedestrian and bicycle facilities, (4) telecommuting, flextime, and compressed work weeks, and (5) providing tax and financial incentives to employers and employees to encourage transit use, car pooling, van pooling, bicycling, walking, and telecommuting or flexed schedules.

In this area, there are several organizations engaged in implementing some of the strategies noted above. The Delaware County TMA assists County employers and municipalities in reducing the number of solo vehicle trips to their work sites with a variety of programs.

DVRPC and the Delaware County TMA operate the Share-a-Ride car pool matching program. DVRPC administers the TransitChek® program, an employer provided tax-free fringe benefit that subsidizes employees' transit and van pooling costs. SEPTA, which operates the regional public transit system, seeks to assist communities by meeting with local officials and businesses to discuss creating new or improving existing bus and rail routes to provide better service and access to jobs.

Objective 7-3: Travel Demand Management

Pursue travel demand management strategies.

Policies

A. The Borough should evaluate the routing and service frequency of SEPTA bus and rail routes through Yeadon as well as passenger amenities (the train stop, bus and trolley passenger shelters, and signs) and contact SEPTA and the DCPD Transportation section to discuss possible revisions to routes or amenities.

B. The Borough should work with DCPD, DVRPC, SEPTA, PennDOT, and employers to improve bicycle and pedestrian facilities.

C. The TMA, DVRPC, SEPTA, and Borough employers should discuss transit service, car pool and van pool programs, and the TransitChek® program so as to make these modes of travel more attractive and make work sites more accessible to existing and potential employees.

PUBLIC TRANSIT

Yeadon Borough is served by three different SEPTA modes: the 108, 113, and 115 buses; the 13 trolley; and the R3 regional rail line. The nearby Darby Terminal offers connections with routes 11, 113, 114, 115, and the new route 305 service. The 305 offers direct service to Philadelphia International Airport. In addition, the 34 trolley touches northernmost Yeadon, but its tracks are in the City of Philadelphia, terminating at Baltimore Pike and 61st Street.

Bus and Trolley Transit

Table 7-7 summarizes the service frequency for trolley and bus routes serving Yeadon. The table shows the number of daily trips and the average headways for each route, organized by weekday, Saturday, and Sunday trips. The days are divided into full trips and partial trips.

The route 13 trolley runs from Yeadon (and from Darby on a limited basis) to Center City via Chester Avenue. The 13 trolley has a scheduled loop in Yeadon, but of the 163 total trips, there are only 35 trips going past Yeadon to Darby Terminal. The Darby loop is currently not in operation, so the trolley must turn around at the Elmwood depot in the City of Philadelphia. The 13 trolley operates 128 daily weekday runs from Yeadon with five minute or less peak headways and thirteen minute or less off-peak headways.

TABLE 7-7

FY 2000 SERVICE FREQUENCY FOR TROLLEY AND BUS ROUTES

Route	Number of Trips						Average Headway* (in minutes)			
	Weekdays		Saturday		Sunday		Weekdays		Saturday	Sunday
	Full	Part	Full	Part	Full	Part	Peak Hour	Off-peak		
13	35	128	12	74	10	54	4.9	12.5	16.7	20.7
108	33	20	20	14	19	0	15.0	37.5	33.3	60.0
113	33	12	28	1	15	0	15.0	30.3	36.3	60.0
115	12	2	8	0	0	0	50.0	60.0	60.0	0

*The headway is the time interval between two successive buses, trolleys, or trains on the same route.

Source: SEPTA Timetables, 2000

The 108 bus, which runs between 69th Street Terminal and Philadelphia International Airport, operates within both the Victory District of the Suburban Transit Division and the City Transit Division. The 108 passes through Yeadon along Church Lane near the Fernwood R3 regional rail stop in the north, crossing the 13 trolley at Chester Avenue, and leaving Delaware County at the Cobbs Creek border with the City of Philadelphia.

The 113 bus runs from 69th Street Terminal to Marcus Hook via Darby and Chester. The 115 bus runs from Delmar Village to Ardmore via Darby and Llanerch. Both bus routes run along Lansdowne Avenue through Yeadon's western "panhandle." The 113 and 115 have connections at the Darby Terminal with the 305 bus to Philadelphia International Airport, the 113, 114, and 115 buses, and the 11 trolley. The Lansdowne Avenue section in Yeadon includes Mercy Fitzgerald Hospital and considerable apartment housing.

Partial trips by the 108 bus turn around at 65th Street and Elmwood Avenue in the City of Philadelphia rather than extend to the airport. Partial trips by the 113 bus run between Darby and 69th Street Terminals without going all the way into Marcus Hook. There are only a few 115 bus partial trips, and they turn around at Darby Road and West Chester Pike, rather than go all the way to Ardmore.

Table 7-7 also shows the average time between vehicles (headway) during the weekday peak and off-peak periods. Saturday and Sundays do not have scheduled peak periods, thus they run the same schedule all day. The trolley runs frequently every day of the week with weekday peak headways under five minutes.

The Darby loop for the 13 trolley is currently not operational; consequently, turns are being made at the Elmwood depot in the City of Philadelphia, which adds to the

operating costs. Increasing the frequency to Darby Terminal would require repairing the Darby loop tracks, a capital improvement estimated at approximately $150,000. To run every third trolley to Darby Terminal would incur additional operational expenses, perhaps requiring additional trolley cars to meet the schedule demands.

SEPTA suburban transit service standards call for transit stop spacing to be a "minimum spacing of 1,000 feet in residential areas; safe logical stopping locations at major traffic generators to be established in less dense areas." The bus stops within Yeadon are frequent, clearly signed, and meet this standard. The Borough also has four shelters to accommodate those waiting for the 108 bus along the business strip. These are located on the east corner of Guenther Avenue and Church Lane, on the east and west corners of Chester Avenue and Church Lane, and on the east side of Baily Road and Church Lane. All shelters appear to be in good condition.

Objective 7-4: Bus and Trolley Transit

Improve bus and trolley transit.

Policies

A. The Borough should consider joining the Delaware County TMA bus shelter program which would provide income to the Borough and new free shelters.

B. SEPTA should enhance and promote bus and trolley connections to the Darby Terminal; SEPTA and Yeadon Borough should promote these connections.

C. SEPTA should complete repairs on the Darby trolley loop tracks, with enhanced trolley scheduling to provide route 13 trolley connections with the 11 trolley, the 305 bus service to the airport, and the 113, 114, and 115 buses.

D. SEPTA should time bus schedules to make good connections with the trolleys.

Rail Transit

The R3 Media/Elwyn regional rail line provides service to the Fernwood train stop on the northern edge of Yeadon Borough. Tables 7-8 and 7-9 show the service frequency, hours of service, and headways for the R3 Media/Elwyn line. Hourly Sunday service was restored in November 1999, bringing R3 service up to regional rail standards. The weekend ridership had been robust, but this service enhancement should boost future ridership numbers.

TABLE 7-8

R3 1999 INBOUND SERVICE: MEDIA/ELWYN TO SUBURBAN STATION

Inbound	Number of Runs	Hours of Service	Average Headway
Weekdays	26	5:35am-11:46pm	41.9
Peak Hours	10	5:35am- 9:14pm	22.4
Saturday	17	6:18am-10:55pm	59.1
Sunday	14	8:18am-10:55pm	63.2

Source: SEPTA Timetables, 2000

TABLE 7-9

R3 1999 OUTBOUND SERVICE: SUBURBAN STATION TO MEDIA/ELWYN

Outbound	Number of Runs	Hours of Service	Average Headway
Weekdays	26	6:17am-12:44am	42.3
Peak Hours	7	4:36pm- 7:02pm	21.6
Saturday	16	7:22am-11:58pm	62.2
Sunday	14	9:22am-11:58pm	62.6

Source: SEPTA Timetables, 2000

The SEPTA system has 148 regional rail stations with twelve R3 Media/Elwyn stations in Delaware County. Table 7-10 shows boarding changes at the Fernwood train stop and Lansdowne train station. There are 24 inbound and 33 outbound weekday trips stopping at both. The Fernwood train stop is located near the intersection of Church Lane and Penn Street. Fernwood has the fewest boardings on the R3 line. The Lansdowne train station, on Lansdowne Avenue, is only 0.3 of a mile from western Yeadon. There are more boardings at the Lansdowne train station, which moves it into the top half of the R3 line station rankings.

TABLE 7-10

BOARDINGS AT FERNWOOD TRAIN STOP AND
LANSDOWNE TRAIN STATION

Location	1993 Boards	1995 Boards	1997 Boards	93-97 Percent Change	1997 System Rank	1997 R3 Line Rank
Fernwood	127	130	124	-2	114	12
Lansdowne	378	310	395	4	47	5

Source: SEPTA Regional Rail Ridership Census, 1997

There is no SEPTA owned parking at Fernwood train stop. The 1997 Delaware County Rail Station Study confirms train passenger parking on adjacent local streets (including Holly Road) and metered municipal parking near the stop. Recent field views estimate about ten to fifteen passenger parking spaces near the stop (on Holly Road) and seven metered spaces (unused at the time) next to the inbound platform.

The Fernwood train stop has neither a SEPTA ticket office nor a ticket vending machine. There is no SEPTA map or local orienting map/directions. There is evidence of graffiti covered with new paint. There are metal benches on both inbound and outbound sides of the tracks. The shelter on the inbound side is small and dilapidated, with a capacity for only five or six people. There are trash receptacles on both sides which appear to be tended, with new liners and no surrounding garbage. There are no newspaper boxes, pay telephones, or bicycle racks.

Access to the stop's inbound platform from the Yeadon side of the tracks is either via Church Lane or a dirt path connection from Holly Road. Fencing between Holly Road and the stop is damaged, and the shrubs are overgrown. There is no parking along Holly Road, but the "cut through" from Holly Road should be acknowledged and made a more welcoming and obvious access point. Access between Yeadon and the outbound platform is via the Church Lane bridge and stairs. Access from the Upper Darby Township side to the inbound platform is by stairs connecting to a bridge overpass and to the outbound platform via a local street adjacent to Church Lane.

The boardings at the Fernwood train stop fall near the bottom of the SEPTA stations systemwide and in last place in Delaware County on the R3 regional rail line. The decline in boardings between 1993 and 1997 may be regarded as negligible given the general low rankings. Since the numbers were never high, the variations do not illustrate any trends of significance. Consequently, there is no need for a ticket office or vending machine.

The stop access raised two causes for concern during field views. Twice within a ten minute period people were seen crossing the inter-track fencing designed to prohibit unsafe crossings. The overhead bridge route may be perceived as time consuming, though crossing the tracks is dangerous and discouraged by SEPTA.

The other cause for concern is loitering on the outbound side stairs to the overpass in Upper Darby Township. During a number of field views, groups of people were seen congregating on the stairs. This may be a hangout for youths in the neighborhood, employees at the adjacent businesses, and patrons of a nearby tavern. It is unknown to what extent loitering discourages those wishing to use the bridge to cross over the tracks.

The lack of station amenities such as newspaper boxes or bicycle racks may be appropriate given the low number of boardings. A coin operated newsbox might be supportable, but free weeklies (including SEPTA's Metro paper) might lead to an accumulation of garbage in the vicinity and should be discouraged. The inclusion of bicycle racks would enhance pedestrian access to the train.

Objective 7-5: Rail Transit

Improve rail transit service to Yeadon and amenities at Fernwood train stop.

Policies

A. The Borough should provide signs to direct passengers to the business district, Borough Hall, and police offices.

B. The Borough should advocate for the creation of a parking lot as described in Section 4, Land Use Plan.

C. SEPTA and the Borough should define and enhance pedestrian access to the Fernwood train stop from Holly Road and across the overhead bridge and improve pedestrian amenities at the stop.

D. The Borough, Upper Darby Township, property owners, and SEPTA should landscape and beautify areas between businesses and the tracks, keeping them visible from streets.

E. SEPTA should install bicycle lockers and inverted "U" style bike racks at the stop under the Church Lane overpass, where they will be sheltered from the weather. Consideration should be given to installing lockers and racks with an artistic flare to double as an attractive entranceway into the Borough.

F. SEPTA or the Borough in conjunction with the TMA should provide an attractive Plexiglas shelter which is larger than the existing shelter for inbound passengers.

G. Upper Darby Township, Yeadon, and SEPTA police should monitor the stairs on the outbound side of the tracks.

PARATRANSIT SERVICE

Paratransit is the comparable transportation service required for individuals who are unable to use fixed route transportation systems. This includes seniors, the handicapped, welfare recipients, or those with severe medical conditions. Vans are typically the mode employed to transport these persons.

The ADA of 1990 prohibits discrimination based on disability in both the public and private sectors. A major ADA feature is the requirement that any operator of fixed route transit service (in this case, SEPTA) provide paratransit or other special services to persons with disabilities. The ADA regulations require the following:

- Service be provided to all origins and destinations along the fixed route corridor.

- Service be operated the same days and hours as fixed route service.

- Riders register for a trip at least 24 hours in advance.

- Fares must be comparable with the fixed route base fare.

The cost of a trip depends on how far one is traveling and whether one qualifies for a discount. Full fares range from $9.00 to $20.00, but participants qualifying under specific programs only pay a percentage of the fare. SEPTA's ADA Paratransit Program provides separate fare structures and service hours from the other described programs. Seniors may qualify for an 85% discount under Pennsylvania's Shared Ride Senior Citizen Program, paying from $1.35 to $3.00 one way for travel in Delaware County. Individuals may be eligible for free rides to approved medical facilities and treatments under the Medical Assistance Transportation Program.

In addition to the four ADA regulations listed above, SEPTA has a "four step rule," which means that if there are more than four steps at a house, it is the resident's responsibility to get the wheelchair user down the steps. It is estimated that the average trip duration is 1.5 times fixed-route service (including transfers and wait time.) ADA regulations allow 50% standing orders for rides at a specified time to a specified place and 50% random rides or on-demand rides at any hour anywhere.

SEPTA contracts service out to private vendors in order to contain costs and meet the program guidelines. In June 1999, King Paratransit, a subsidiary of King Limousine and Transportation Service Inc., began a three-year contract with SEPTA to provide ADA paratransit service in Delaware County. Community Transit had previously provided this service under a contract with SEPTA for three years. King had secured the current service by submitting the lowest responsible bid in an open bidding process. King's contract calls for it to provide up to 500 trips a day for about 1,400 active ADA qualified riders in Delaware County. King's performance has been criticized with complaints including late or non-existent rides. Currently King is subject to fines for violating contract terms and as of March 2000, had accumulated $11,565 in fines.

Community Transit operates shared ride travel from 6 a.m. to 6 p.m. weekdays and 7 a.m. to 4 p.m. Saturdays with a fleet of 130 vehicles. There is no service on Sundays or holidays. Reservations require 48 hours notice and are allocated on a first come, first served basis. Community Transit anticipates 1,400 to 1,500 trips a day serving seniors through the Shared Ride Program, Access card holders, and privately chartered trips.

Issues with paratransit compliance are well monitored in the County. Yeadon Borough does not appear to be singled out for service deficiencies. It remains important, however, that social service agencies have clients properly enrolled in paratransit

programs and aware of proper procedures to get rides and to complain should rides not materialize.

Objective 7-6: Paratransit

Improve paratransit service to Yeadon residents.

Policies

A. The Borough should educate residents to ensure that they are properly enrolled and informed of appropriate paratransit programs.

B. SEPTA, the Borough, and the County should regularly monitor ADA and other paratransit operations to assure proper contract fulfillment.

BICYCLE TRANSPORTATION

Bicycle Facilities

Bicycling is a quiet, clean form of transportation that requires little land for parking. Yeadon has no bicycle lanes and only one short gravel path between Baily Road and Parkview Boulevard. However, the residential street grid allows for multiple routes for bicycles. Baily Road, Longacre Boulevard, Baltimore Pike, and MacDade Boulevard are wide enough to accommodate bicyclists. Bike lanes must be at least four feet wide, five feet if next to a curb. No action is needed on secondary streets.

Bike lanes increase bicyclists' sense of security, notify motorists of where to expect bicyclists, and show that bicyclists have a legitimate place on the road. People bicycle more in places that have them than in places that do not. Additionally, there is also a lack of bicycle parking within the Borough, most notably in the Church Lane business district, the Penn Wood East Junior High, and at the Fernwood train stop. The installation of bicycle lockers and/or inverted "U" racks at key locations within the Borough would encourage more bicycling for shorter trips.

Bicyclists' Baltimore Pike

DVRPC, DCPD, and County bicyclists have proposed a signed bicycle route through Yeadon Borough. Known as the "Bicyclists' Baltimore Pike," it will roughly parallel Baltimore Pike from Brookhaven to the City of Philadelphia using secondary roads. This route is often used by cyclists going to the City of Philadelphia. Signing and minor improvements will make it more accessible.

From west to east, this route will follow Providence Road to Wycombe Avenue to Baily Road to Fern Street to Longacre Boulevard to Whitby Avenue in the City of Philadelphia. Opportunities for On-Road Bicycle Facilities in Delaware County, a Technical Memorandum, published by DVRPC in June 2000, makes the following

recommendations. Bicycle lanes should be striped, and the speed limit should be reduced from 35 mph to 30 mph on Providence Road between the Yeadon/Upper Darby line and Wycombe Avenue and on Baily Road from Wycombe Avenue to Fern Street. Parking should be prohibited on one side of Longacre Boulevard between Fern Street and Fairmount Park to provide room for bicycle lanes.

The Bicyclists' Baltimore Pike would lead to the proposed Fairmount Park Cobbs Creek Trail, the existing bike lanes on Whitby Avenue, and the bike lanes that will soon be installed on Baltimore Pike in the City of Philadelphia. It will make Yeadon part of a growing regional network of bicycle lanes, routes, and off-road trails. The Cobbs Creek Trail will eventually connect with the John Heinz Wildlife Refuge and with the proposed Tinicum-Fort Mifflin Loop Trail around the airport, which in turn will connect to Bartram's Garden and the Botanic Trail, which will connect to the Schuylkill Valley Trail. The East Coast Greenway, a planned bicycle route connecting the cities of the eastern seaboard from Key West to Canada, will use the Tinicum-Fort Mifflin Loop as part of its route through the City of Philadelphia.

Access to bicycle trails is something the Borough can use to attract new residents. Yeadon is in the unusual position of being only 20 minutes by bicycle from University City, the largest employer and the largest concentration of students in the City of Philadelphia. A signed route will make people aware of that fact and of Yeadon's advantages as a close-in, attractive residential neighborhood.

The probable costs of the proposed improvements are quite low, and DVRPC is trying to get the State to pick up the local match, so there may be no local cost.

Objective 7-7: Bicycle Transportation

Improve facilities for bicycle travel.

Policies

A. The Borough, in cooperation with DCPD, PennDOT, SEPTA, and bicyclists, should encourage bicycling for short trips as a way to improve health, reduce congestion, and reduce air pollution.

B. The Borough, in cooperation with PennDOT, adjacent municipalities, and DCPD, should stripe bicycle lanes on major streets where space is available, including MacDade Boulevard, Longacre Boulevard, Baily Road, West Cobbs Creek Parkway, and Baltimore Pike.

C. The Borough should provide inverted "U" racks on the sidewalks of its business districts to encourage bicycle use and increase parking capacity.

D. The Borough should require that all new commercial developments provide bicycle parking.

E. The Borough should work with the WPSD to install inverted "U" bicycle parking for students and employees at school buildings.

F. The Borough should work with DVRPC, DCPD, PennDOT, and bicyclists to implement the Bicyclists' Baltimore Pike bicycle route.

G. SEPTA should provide bicycle lockers and inverted "U" racks at the Fernwood train stop under the Church Lane overpass, where they will be sheltered from the weather. Consideration should be given to installing lockers and racks with an artistic flare to double as an attractive entranceway into the Borough.

H. The Yeadon Business Center and CVS should provide inverted "U" bicycle parking for its employees.

PEDESTRIAN FACILITIES

Yeadon is already relatively pedestrian-friendly. The Borough currently has sidewalks on most public streets in residential and business areas. Curb cuts are present at some corners. Yeadon has, for the most part, short blocks with good pedestrian connectivity, low vehicle speeds and volumes on most streets, and narrow streets that are fairly easy to cross. Most stores have shopfronts right on the street rather than at the back of parking lots. Street parking is present, where sufficient room is available, to buffer pedestrians from traffic and contribute to business district vitality.

At a number of locations, sidewalks do not exist on either side of the street. Pedestrians at these locations currently must walk in the street with traffic. Some of these streets, such as Providence Road and Union Avenue, have heavy traffic volumes, and pedestrians are at increased risk of injury or death. The areas in need of sidewalk improvements are:

- Industrial Park Drive, Paul Street, and Commerce Drive (in their entirety).
- Union Avenue at the Nile Swim Club to provide safe access to Yeadon Community Park.
- Providence Road from Darby Creek to Lansdowne Avenue to connect existing sidewalks.
- Elder Avenue from Union Avenue to Industrial Park Drive.
- Providence Road from Industrial Park Drive to Paul Street.
- Penn Street from Industrial Park Drive to Orchard Avenue.
- Rockland Avenue from Longacre Boulevard South to Whitby Avenue.

- Longacre Boulevard South from Rockland Avenue to Parkview Boulevard.

- Ruskin Lane from Longacre Boulevard South to Whitby Avenue.

- West Cobbs Creek Parkway/Chester Avenue/65th Street at the Cobbs Creek bridge.

- Allen Drive from Yeadon Avenue to Church Lane.

To improve safety for pedestrians crossing streets, curb extensions or bulbouts can be used where pedestrian volumes are significant but turning vehicle traffic is not. Curb extensions consist of extensions to the curb into the street, usually to the edge of the parking lane. These extensions can narrow the gap which pedestrians must cross, provide them with a safe perch from which to view the traffic, and protect parked vehicles. They do not disturb traffic, provided that there are not many vehicular turns at the intersection. Extensions also provide additional space for planting or street furniture and can be built at mid-block.

If greater pedestrian protection is desired, curb extensions can be used in conjunction with flat-topped speed humps or raised pedestrian crossings. Speed humps can be driven at speeds of 15 to 20 miles per hour, depending on design. They force vehicles to slow down at the place where pedestrians need to cross, and they make the crosswalk paint more visible because they are raised. Different pavements can also be used to designate the crosswalk. If the Borough is interested in installing speed humps at pedestrian crossings, it should contact jurisdictions that have installed them to determine maintenance and snow plowing implications.

Many of the pedestrian accidents in the Borough take place on Church Lane. Out of thirty-nine total accidents in the Borough from 1994-1999, fifteen took place on Church Lane. The worst segment is the northern Church Lane business district, with five pedestrian accidents. Lansdowne Avenue near Providence Road had four pedestrian accidents, and the entrance to the Parkview Apartments had two. Other pedestrian accidents occurred at scattered locations.

Objective 7-8: Pedestrian Facilities

Improve facilities for walking.

Policies

A. The Borough should explore how to provide sidewalks on at least one side of the street on those streets without sidewalks.

B. The Borough should ensure that sidewalks are maintained and replaced when necessary.

C. The Borough should request that the Fairmount Park Commission maintain and repair the sidewalk along Longacre Boulevard in Cobbs Creek Park and keep vegetation trimmed along the sidewalk.

D. The Borough should explore the possibility of creating curb extensions and speed humps (raised crosswalks) at various pedestrian crossing locations to improve pedestrian safety. For example, this should be done at the Baily Road crossing at Laurel Road to allow school children to cross the street safely.

E. The Borough should install curb cuts and ramps at those corners which do not have them to allow the elderly and disabled to get around town better and provide them with more freedom to go places. For example, at the intersection of Church Lane and Chester Avenue, curb cuts should be constructed on the southwest corner.

F. The Borough should create crosswalks that are more visible. Major streets such as Church Lane, Baily Road, MacDade Boulevard, Lansdowne Avenue, Chester Avenue, and Longacre Boulevard should have more visible painted crosswalks, using thick parallel lines in the current approved fashion.

G. The Borough should construct splitter islands for the Longacre Boulevard/Cypress Street traffic circle. The traffic circle needs splitter islands on the Longacre Boulevard approaches to direct traffic in the correct direction and to provide refuge islands for pedestrians. No splitter islands are needed on Cypress Street.

PEDESTRIAN CONNECTION/STREETSCAPING IN THE CHURCH LANE TOWN CENTER

A more attractive Church Lane streetscape is desired. The primary focus of this effort is from the Fernwood train stop through the Borough's main business district to Baily Road, but also in the Guenther Avenue business district.

One of the primary goals for the streetscape improvements is to achieve slower motor vehicle traffic. Two pedestrian accidents took place between 1994 and 1999 at mid-block between Myra Avenue and Bailey Road, indicating demand for a crosswalk. Pedestrians can frequently be observed crossing at mid-block. Three pedestrian accidents took place at Myra Avenue. Traffic moves too fast on this segment to permit easy pedestrian crossings.

Curb extensions, painted and/or raised crosswalks, curb parking, street trees, and a striped bicycle lane can help achieve a safer and more attractive pedestrian environment within the Church Lane corridor. The current cartway is 36 feet wide, which is enough for two seven-foot parking lanes and two eleven foot travel lanes. While that configuration is sometimes used, it is not adequate here given the volume of trucks,

buses, and cars. People would have a hard time getting out of parked cars. Moreover, the existing uses on the east side have their own parking; creating on-street parking on this side would only make sense in the context of redevelopment, in which case the street should be widened.

The end result will be something that is far more attractive, makes a more efficient use of space, and can function more as a business district, as opposed to a series of destinations that happen to be close to one another. Slower speeds should reduce the number of auto and pedestrian accidents while improving pedestrian movement.

Objective 7-9: Pedestrian Connection/Streetscaping in the Church Lane Town Center

Improve the pedestrian environment and the attractiveness of the streetscape in the Church Lane town center.

Policy

A. The Borough should consider curb extensions with raised crosswalks at Myra Avenue and at mid-block between the Rite Aid and the gas station, restoration of parking spaces on the west side of Church Lane between Myra Avenue and the mid-block crossing, narrowing of curb cuts at the auto dealer, planting of new trees, widening on the east side of Church Lane from Myra Avenue to Baily Road with a new sidewalk and consolidation of curb cuts, and parking management proposals.

CHURCH LANE/BAILY ROAD INTERSECTION

The long crossing distances and heavy turning volumes make this intersection an uncomfortable one for pedestrians to cross. The presence of the northern Church Lane business district, the Borough Hall, and the Evans Elementary School on the corners of this intersection make it desirable to improve pedestrian facilities here.

A low-cost measure to improve pedestrian safety at this intersection would be to add pedestrian refuge islands at the northwest and southeast corners. This would allow pedestrians to first cross the right-turn lane, then the other lanes. Since there are heavy right-turn volumes from Church Lane onto Baily Road, this improvement is needed. Despite the uncomfortable configuration, no pedestrian accidents were recorded at this location from 1994 to 1999, but five injury accidents occurred, including one bicycle accident, making it the highest accident intersection in Yeadon. Adding pedestrian islands would probably not be costly enough to warrant the financial involvement of PennDOT in their construction. PennDOT requires a minimum project cost of $100,000 before it will pay anything.

A more radical and costly solution would be to insert a modern roundabout, also called a traffic circle or rotary. Roundabouts have a bad reputation which derives from older, unsafe designs. A traditional, high-speed roundabout was meant to function like an

expressway, with entering traffic merging with traffic in the roundabout. However, a roundabout does not allow for proper merge lanes, which leads to collisions when vehicles are too tightly spaced. Multiple-lane roundabouts also experience problems with traffic changing lanes or drifting between lanes within the circle.

A modern, single-lane roundabout is much safer than a conventional signalized intersection. A roundabout has only eight collision points, versus thirty-two for a signalized intersection. Side-impact collisions, where a left-turning vehicle is hit on the passenger side by an oncoming vehicle, are eliminated in a roundabout. Roundabouts work best from both a capacity and a safety point of view at low speeds, so modern roundabouts are designed to be driven at 15 to 20 mph. At low speeds, only a small gap in the traffic within the circle is required for the vehicle at the approach to enter. At higher speeds, entering vehicles have to wait longer. Urban compact single-lane roundabouts reduce injury accidents by 70% compared to signalized intersections. Multi-lane roundabouts are much less safe, reducing injury accidents by only 30% even when properly designed.

A modern roundabout consists of a center island, usually landscaped for visibility and aesthetics, a concrete apron, which is steep enough to deter cars from driving on it while allowing the rear wheels of a truck to ride on it, and a single travel lane. Traffic within the circle has the right-of-way over entering traffic, which faces yield signs. Splitter islands on each approach prevent vehicles from turning left into the circle. The splitter island also provides a refuge for pedestrians, who need cross only one lane at a time and watch for cars in one direction.

The design speed of a single-lane urban compact roundabout is 15 mph, which favors pedestrians because they are less likely to be hit and will be injured much less seriously if they are. From the outer curb of the travel lane to the opposite side of the intersection, a single-lane roundabout must be at least 100 feet wide to accommodate trucks. The maximum diameter, or "inscribed circle," of a single-lane roundabout is 130 feet. Federal Highway Administration guidelines for modern roundabouts are found in Roundabouts: An Informational Guide, FHWA-RD-00-067.

Modern roundabouts can also reduce traffic congestion and delay. Modern roundabouts are best used where turning volumes are heavy, where there is no closed loop traffic signal system, and where traffic volumes are roughly equal on the different legs of the intersection. All those conditions apply at Church Lane and Baily Road. A modern roundabout at this intersection can be expected to reduce congestion and vehicle delay significantly. The elimination of time wasted between signal phases and time spent waiting for a green more than compensates for the need to yield momentarily and to follow a less-direct path. Roundabouts work very well off-peak, since an approaching vehicle need not stop if there is no vehicle in the roundabout.

A modern roundabout would yield considerable streetscaping benefits to the Borough. The landscaped island would provide a focal point for the Borough and a

conspicuous site for a fountain or statue. It would slow traffic entering the Church Lane business district, and it would improve pedestrian and vehicular safety.

The principal drawback is the need for additional right-of-way. Diagonally from northeast to southwest, the intersection is 61 feet across. Another twenty feet on the northeast corner would take the curb just beyond the Coastal gas station's vacuum machine. The gas station might have to be removed. An extra twenty feet on the southwest corner would not impinge on the walkway to the Borough Hall or the fire station driveways, and it would leave room between the building and the curb for a sidewalk with a landscaped buffer. The southeast corner poses no difficulties, since the intersection from northwest to southeast corners is 172 feet wide. Due to the sharp angle of the intersection, some additional land might be needed for right-turn bypass lanes to allow trucks to make the right turn. No structures would have to be removed on either corner, and the gas station and Burger King could maintain their operations. The northwest and southeast corner lots might need to gain land in order to make a consistent circle cartway.

Another drawback of using a roundabout at this location is a conflict with a possible closed loop signal system on Church Lane. Since a roundabout will split the platoons of vehicles that signal coordination creates, much of the benefit of a closed loop is lost if a roundabout is inserted in the middle. If the Borough were to install a closed loop signal system on Church Lane as well as a roundabout, the signal on Myra Avenue may have to be excluded.

A roundabout of this type can be expected to cost about $250,000 to $500,000 to build, exclusive of right-of-way cost. Landscaping is cheaper to maintain than a traffic signal. Since Church Lane is a state road, transportation funds are available to cover 80% of the cost of building a roundabout, including the right-of-way costs.

Objective 7-10: Church Lane/Baily Road Intersection

Reconfigure the Church Lane/Baily Road intersection to improve pedestrian conditions and provide a town center focal point.

Policy

A. The Borough should improve pedestrian conditions at the intersection of Church Lane and Baily Road. This can be done with pedestrian refuge islands or a roundabout. A landscaped roundabout would yield considerable streetscaping benefits. It would provide a focal point for the Borough, a conspicuous site for a fountain or statue, slow traffic entering the Church Lane business district, and improve pedestrian and vehicular safety.

GUENTHER AVENUE BUSINESS DISTRICT

It was apparent from our field views that street parking spaces are in high demand, while demand for off-street spaces is light. The Borough could create three to four more street spaces if parking were permitted on the southeast side of Guenther Avenue, in front of the municipal lot. The Borough should consider raising the parking rates on the street to assure some level of availability for these prime spots, while reducing or eliminating fees for the municipal lot, opening the municipal lot to all-day parking by employees.

The post office parking lot has no landscaping whatsoever and has a chain link fence fronting directly onto Church Lane No vehicles were in the post office lot at the time of viewing; the lot is dead space when the post office is not in operation and an eyesore at all times. At a minimum, the chain link fence should be painted green and embedded within a high hedge. The Borough should talk with the postmaster to determine whether it needs such a large lot and whether the lot must be fenced. The availability of an underused municipal parking lot less than a block away should be taken into consideration when determining the needs of the post office for employee and customer parking. Other possible uses of these lots include shared parking by the business district and post office or partial sale for development. New development, if financially feasible, should be built in a fashion compatible with the other storefronts, with front building walls at the sidewalk and parking, if needed, relegated to the rear or side.

South of Guenther Avenue on Church Lane, trees should be planted in the grassy strip on the east side of Church Lane. The curb should be higher to prevent curb-jumping.

Objective 7-11: Guenther Avenue Business District

Improve the attractiveness of the Guenther Avenue business district.

Policies

A. The Borough should consider raising the street parking rates in the Guenther Avenue business district to assure some level of availability for these prime spots, while reducing or eliminating fees for the municipal lot, opening the municipal lot to all-day parking by employees.

B. The Borough should discuss with the postmaster the possibility of sharing the post office lot with store employees, if the aesthetics of the lot could be improved, or if a portion of the lot can be sold for commercial uses.

C. The Borough should ensure that new development in the Guenther Avenue business district is built in a fashion compatible with the other storefronts,

with front building walls at the sidewalk and parking, if needed, relegated to the rear or side.

D. The Borough should plant trees in the grassy strip on the east side of Church Lane south of Guenther Avenue and construct a higher curb to prevent curb-jumping.

CREATING ATTRACTIVE ENTRANCEWAYS

Yeadon has a number of entranceways that can provide a welcome to Yeadon for visitors and residents. These entranceways are on major streets and SEPTA rail lines. The streets include Church Lane and Lansdowne Avenue from the north, Baltimore Pike, Longacre Boulevard, and West Cobbs Creek Parkway/65th Street from the east, Church Lane and Lansdowne Avenue from the south, and Providence Road and MacDade Boulevard from the west. The rail lines include the R3 regional rail line and the route 13 trolley from the east and west.

Interesting signs and plantings or landscaping could be placed at these entranceways. These signs could state that one is entering Yeadon, have a statement about something that Yeadon is famous for, and state the year in which Yeadon was incorporated.

The Baltimore Pike entrance from the City of Philadelphia at the northeastern corner of the Borough features a fenced-in parking lot. This property could be made more attractive by removing the fence and converting the pavement to an attractively landscaped area. The vegetation along the sidewalk between the Cobbs Creek bridge and the parking lot should be trimmed also.

Better maintenance would make Cobbs Creek Park more of an asset to Yeadon. The trash and poor conditions in Cobbs Creek Park provide immediate, dismal confirmation to the visitor that he has entered the City of Philadelphia. Yeadon should work with the Fairmount Park Commission to resolve the cleaning and maintenance issues. A volunteer organization, dedicated to cleaning up Cobbs Creek Park in Yeadon, could help.

Although making the Borough's entranceways attractive can distinguish Yeadon from its neighbors and instill a sense of community pride, it is one part of the attractiveness equation. To achieve maximum benefit from improving its entranceways, Yeadon must try to convince its neighboring governments to improve the appearance of their streets that lead into the Borough, namely Upper Darby Township, Darby and Lansdowne Boroughs, and the City of Philadelphia.

Objective 7-12: Attractive Entranceways

Improve the attractiveness of entranceways into Yeadon.

Policies

A. The Borough should consider improving the attractiveness of the roadway and railway entrances to Yeadon, including landscaping and welcome signs.

B. The Borough should work with the Fairmount Park Commission to improve clean-up and maintenance issues.

C. The Borough should work with its surrounding municipalities through such groups as the Eastern Delaware County Council of Governments to improve the appearance of their streets that lead into the Borough.

GOVERNMENT AGENCIES' COORDINATION

Because a myriad of government agencies and funding programs exist to improve transportation networks and circulation systems, open lines of communication with these agencies and units of government are critical. These include Upper Darby Township, the City of Philadelphia, Lansdowne, East Lansdowne, and Darby Boroughs, the County of Delaware, PennDOT, SEPTA, the Delaware County TMA, CTDC, and DVRPC.

It might also be helpful for an advisory committee composed of interested business owners and residents to be created. This committee could invest some time to research and make recommendations to Borough Council on matters relating to streets, transit service, pedestrian/bicycle travel, and other transportation issues.

Objective 7-13: Government Agencies' Coordination

Improve coordination with other governmental units and agencies.

Policies

A. The Borough should open and maintain lines of communication with Upper Darby Township, the City of Philadelphia, Lansdowne, East Lansdowne, and Darby Boroughs, the County of Delaware, PennDOT, SEPTA, TMA, CTDC, and DVRPC.

B. The Borough should officially establish an advisory board/group to offer guidance on transportation issues to Borough Council and residents.

SECTION 8

COMMUNITY FACILITIES AND SERVICES PLAN

INTRODUCTION

Investment in its citizens is the single most important investment for any community. The keys to effective planning in Yeadon are understanding the economic forces and the social and ethnic diversity of the community and having a willingness to and respond to social change. Communities are groups of diverse people differentiated by their individual characteristics and their distinctly different ethnic and cultural characteristics. To build a diverse community such as the one envisioned for Yeadon requires an understanding of the people and the variety of services they need Yeadon is, and intends to remain, a very special place. Its physical fabric, its economy, and the nature of its citizens require a careful evaluation of its public facilities and their services.

The complexity of the services provided and needed is evident in their number and variety. This section of the comprehensive plan analyzes and makes recommendations through objectives and policies for administrative facilities and operations, education, health services, library services, recreation, cultural facilities and programs, fire protection, police protection, solid waste and recycling, sanitary sewer service, stormwater design and service, and water supply.

Each of these topics must be understood in the context of all of the others, so that the facilities and services work together effectively and efficiently. Each of them must also reinforce the goal stated here for this community facilities and services plan. Perhaps even more importantly, they must also support the vision established in the policy plan.

COMMUNITY FACILITIES AND SERVICES GOAL

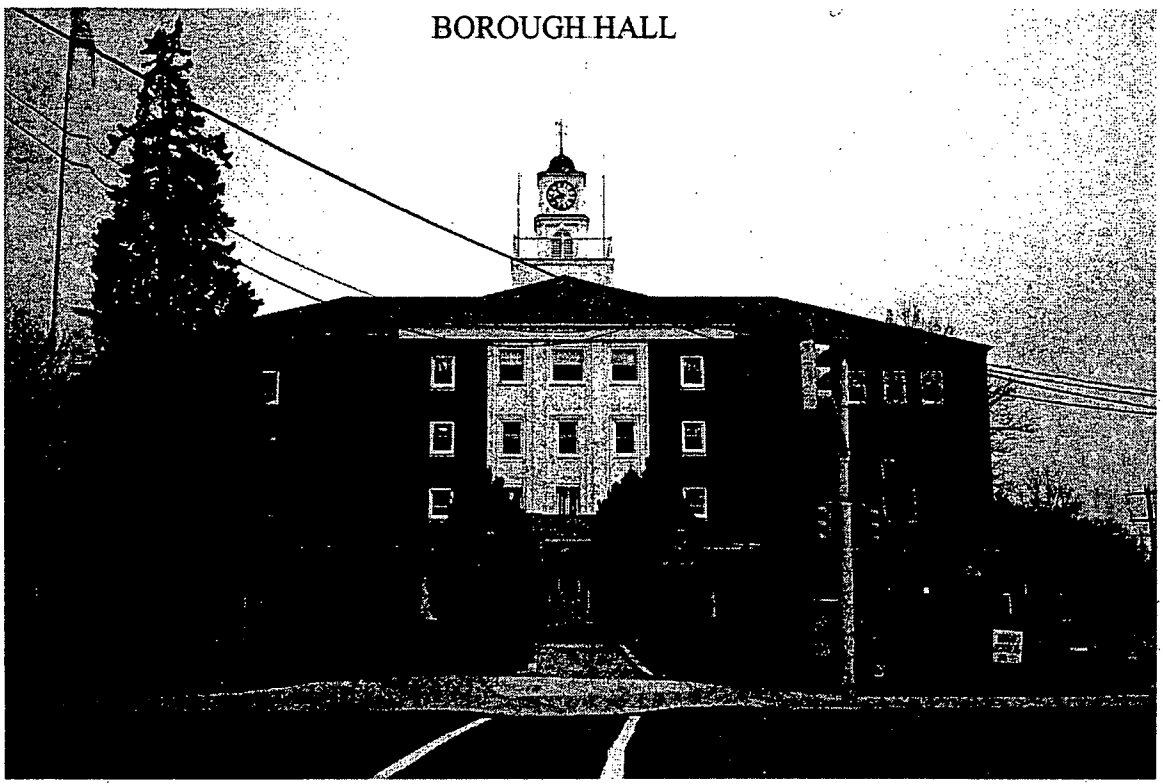
To ensure that the Borough and other community service providers actively respond to the needs and demands of Yeadon residents and that the delivery of those services happen in the most cost-effective manner.

BOROUGH ADMINISTRATION

Yeadon's administrative offices are housed on the third floor of Borough Hall, which is located at the intersection of Baily Road and Church Lane. Administration shares this facility with the fire company situated on the ground floor and the police department stationed on the main floor. The second floor consists of an auditorium that is used for various community activities. Borough Hall also serves as a meeting place for many community groups.

Council plays the central role in Borough government. Section 1202 of the Borough Code places general supervision of the Borough's affairs in the hands of Council. Council serves as the legislative body of the Borough by setting policy, enacting ordinances and resolutions, adopting budgets, and levying taxes. Acting under the Code, Council hires a Manager who also serves as Borough Secretary. The Manager is the chief administrator of the Borough. He or she runs the business of the Borough and suggests and carries out policies and programs.

BOROUGH HALL



Other elected Borough officials/officers include the Mayor and the Tax Collector. The Mayor represents the Borough at certain official and ceremonial functions and supervises the police department under the Borough Code. Additionally, the Mayor votes only in case of ties on Council. The Tax Collector is responsible for collecting school, Borough real estate, and in some cases, County real estate taxes.

Providing its residents with a maximum opportunity to participate in the decision-making process, Borough Council has established several citizen commissions and boards. These groups report directly to Council and provide input in the following areas: the Civil Service Commission, Zoning Hearing Board, Code Enforcement Committee, Street Tree Committee, Town Watch, and senior citizen groups.

The Borough administration has done a fine job in meeting the community's needs in light of the many challenges it has faced over the past fifteen years. These include the reversal of demographic characteristics from a predominantly White to an African-American makeup and its political change from primarily a Republican to a mostly two-party Democratic community. Although Yeadon's administrative branch has

kept pace with these changes, operational enhancements have been identified in the areas of anticipating future needs, increasing communication and access to services, and maintaining public facilities.

Objective 8-1: Administrative Services

Stabilize and enhance administrative services to meet the demands of current and future residents and businesses.

Policies

A. The Borough should appoint a citizen advisory Planning Commission in accordance with state Act 247, the Pennsylvania MPC. This code governs municipal land use planning and development.

B. The Borough should continue to nurture a responsive and competent administrative staff by programming annual customer service and professional development seminars for staff to attend.

C. The Borough should strive for a staff that mirrors the community's demographic makeup.

D. The Borough should commit to involving renters and owners representative of all neighborhoods at each stage of governmental function including planning, implementation, and evaluation.

E. The Borough should foster an environment where business, government, and citizens work together to attain common goals and fully capitalize on the community's resources.

F. The Borough should ensure that all laws, codes, and ordinances are enforced uniformly without prejudice and malice.

G. The Borough should explore ways of cooperating with other municipalities for services which could benefit from a larger geographic or population base. An example of this type of coordination is the efforts of the Eastern Delaware County Council of Governments and the County working to revitalize the Baltimore Pike corridor.

H. The Borough should consider helping to establish a clearinghouse of its available employment pool to connect unemployed or underemployed residents with local employers.

I. The Borough should take full advantage of all computer programs that improve governmental services.

J. Borough Council should seek opportunities for professional development that enhance its ability to govern.

Objective 8-2: Communication and Accessibility of Services

Make Borough services more accessible and increase overall communication.

Policies

A. The Borough should maximize the use of all available media to promote community functions, services, news, and events. Additionally, the Borough should consistently publish a quarterly newsletter.

B. The Borough should add telephone lines coming in to the Borough offices and institute an automated messaging system.

C. The Borough should consider the creation of an internet homepage to post pertinent information.

D. The Borough should develop and staff an "Office of Community Support" to manage information flowing into and out of Borough offices.

E. The Borough should consider offering a community education program that heightens the residents' awareness of their responsibilities as contributing members of the democratic process of government and helps them acquire the skills of self-governance.

Objective 8-3: Improvements to Borough-owned Buildings

Ensure that Yeadon has a five-year capital improvements plan and budget process including improvements to municipally owned buildings in an effort to increase their utility and life expectancy.

Policies

A. The Borough should schedule improvements for Borough Hall.

B. The Borough should schedule improvements for the library.

C. The Borough should schedule improvements for the highway department and Borough garage.

EDUCATION

The WPSD, comprising six boroughs, Lansdowne, Yeadon, Darby, Aldan, Colwyn, and East Lansdowne, was created in 1972 as a result of a Pennsylvania State

mandate. Three of the ten school district facilities are located within Yeadon Borough limits: Penn Wood East Junior High School, Bell Avenue Elementary School, and the Evans Computer Magnet School. Borough students attend Penn Wood High School after completion of Penn Wood East Junior High School. Yeadon voters elect two residents to serve on the 9-member William Penn School Board of Directors.

The local property tax is the largest source of revenue for schools in the district. Approximately 70% of the local property tax is levied by the WPSD. Property taxes account for 59% of school funding, with 35% from the State and 6% from other funds. The school district also subsidizes its budget with revenues through grants.

The district is served by 377 teachers, twenty-eight administrators, sixty support staff, and fifty-eight maintenance workers. It offers schooling from kindergarten through grade 12. Although 1,545 Yeadon students attended schools in the WPSD in 1999, a significant number of students also attend parochial and private schools. The residents who participated through the town meetings and Comprehensive Planning Task Force explained that this is largely due to parental dissatisfaction with the quality of education offered in the public school system.

The Borough's 1971 comprehensive plan labeled all ten of the district's facilities as "old or antiquated." Additionally, it identified a need for the school district to address the problem of classroom overcrowding. To date, the district has made little progress in these areas.

While the tax base earmarked for funding schools in the WPSD has declined over the past two decades, school enrollment has increased from 4,668 students in 1990 to 5,396 students in 1998, a 16% increase. The racial composition of the district's students has changed since 1985, when 68% of the students were White and 32% were African-American and other races. In 1998, 24% of the district's students were White, 74% were African-American, and 2% were other races. The WPSD continues to see an increase in its immigrant student population.

Before the 1970s when Yeadon's demographics began to change, more than 98% of Yeadon's African-American students graduated high school and attended 4-year institutions of higher education. Today, according to a survey reported in the Delaware County Daily Times in June 2000, only 40% of William Penn High School graduates go on to attend 4-year colleges, and 30% go on to attend 2-year colleges. According to this survey, only three other high schools in Delaware County (Academy Park, Chester, and Chichester) have fewer students graduating high school and going on to attend 4-year colleges.

Despite widespread dissatisfaction with the quality of public education as explained by the residents, citizen participation in School Board meetings tends to be low, except when school tax increases are under consideration. Compounding this lack of participation is the fact that parents who moved from the City of Philadelphia operate under the perception that their children are receiving a better education than that offered

by Philadelphia schools. It is important to note that test scores of students in the WPSD place them third from the bottom in the region, with the City of Philadelphia and Chester schools being first and second, respectively.

Recognizing that students with high standards of education will prosper in a global economy and that there are serious consequences for those who fail, Borough officials and taxpayers seek to "raise the bar" for both the quality of education and the administration of the WPSD. It was suggested that a way to achieve both is to grant salary increases and promotions based on performance and not tenure. Additionally, the residents suggest that employing qualified faculty and school staff that reflect the diversity of the district's student population would help to facilitate learning. In school districts across America, school boards and administrators have provided successful demonstrations that all students can achieve educational excellence if they are exposed to quality instruction and programs designed to achieve academic excellence and if educators have high expectations for students' academic achievement.

On the programmatic side of education, both the school district and residents have identified a lack of after-school and weekend activities for school aged children between the ages of 13 and 16. Research suggests that these are the very same children for whom after school programs are deemed critically important. Table 8-1 identifies the activities being offered at various school facilities within Yeadon.

TABLE 8-1

SCHOOL DISTRICT YEADON FACILITY USAGE

Facility	Usage	Day/Time
Penn Wood East Junior High School	Yeadon Athletic Association Yeadon Palace Soccer Club Stakeholders United for Education Yeadon "Youth First" Summer Program	Friday (November-April) Monday/Wednesday (October-April) Last Monday of the month July-August
Evans Computer Magnet School	Yeadon Athletic Association NAACP William Penn Community Chorus Concerned Citizens Yeadon Mission Boy Scouts of America	Monday-Friday (November-April) 2nd Tuesday (school year) Thursday (September-December) and (April-June) Tuesday/Wednesday (school year) Wednesday/Thursday (school year) Year-round
Bell Avenue Elementary School	Yeadon Athletic Association Y.O.U.T.H. Concerned Citizens & Youth Boy Scouts of America	Monday-Thursday (November-April) Friday (November-April) Saturday (school year) Year-round
Kerr Field	N/A	N/A

Source: William Penn School District, 2000

High quality public education is vital to the Borough's economic future. Yeadon's governing officials share taxpayers' convictions that the quality of education

provided students in the WPSD can be improved to ensure educational excellence and to prepare them to succeed in the 21st century.

Objective 8-4: School District-wide Reform

Ensure that the WPSD initiates a district-wide reform agenda modeled after successful national and local reform efforts, while reducing the overall costs of operation.

Policies

A. The Borough should cooperate with the WPSD to form a partnership to develop community schools within the Borough operating in public school buildings and open to students, families, and the broader community before, during, and after school, seven days a week, all year long. The community school(s) should be oriented toward the community, encouraging student learning through community service.

B. The Borough and the WPSD should cooperatively address the issue of non-district children attending schools in the district.

C. The Borough and the WPSD should cooperatively educate and involve Yeadon residents' coalitions that seek reform of the WPSD, since improving student performance is a community-wide effort which directly involves teachers, administrators, parents, and the broader community.

D. The Borough and the WPSD should seek funding in anticipation of new school construction or expansions that are designed on a much smaller, less institutionalized scale to accommodate a lower student/teacher ratio.

E. The WPSD should design policies to attract and maintain a high-quality teaching work force reflective of the community to prepare students who can meet the demands of the 21st century.

F. The WPSD should ensure that its teachers are well prepared in content and effective methods of instruction and are well versed in research about effective teaching and learning.

G. The Borough and its residents should work with local education coalitions to improve WPSD administrative leadership.

H. The WPSD should emulate schools/programs that succeed.

I. The WPSD should take appropriate actions to lower and/or alter the child to teacher ratio.

J. The School Board of Directors should articulate and affirm its commitment to equal opportunity and diversity among teaching, administrative, and support staff within the district.

K. The School Board of Directors should widely disseminate an authoritative statement that clearly articulates its affirmative action policy, setting forth an expectation that all departments will implement it.

L. The WPSD should hold all students to high academic standards.

M. The Borough residents and government should join with and support local and statewide coalitions to ensure that funding for public education is sufficient, reliable, and equitable, while at the same time reducing the overall reliance on property taxes.

N. The School Board of Directors should articulate a long-range plan for school building improvements and new school facilities.

O. The Borough parents and guardians of students attending schools in the WPSD should become more involved in their children's education.

Objective 8-5: Enhance Educational Opportunities

Enhance educational opportunities for Yeadon's residents with specific educational needs.

Policies

A. The Borough should consider supporting, by way of funding, participation, or facilities, higher and continuing education courses offered through the Delaware County Community College and local technical schools. Efforts should focus on offering these classes within the Borough.

B. The Borough should promote programs that improve the skills and educational levels of low-income, unemployed individuals to enable them to obtain full-time permanent employment.

C. The Borough should promote programs that improve the skills and educational levels of its immigrant population to enable them to obtain full-time permanent employment. Efforts should focus on English as a second language and the family literacy programs.

HEALTH SERVICES

Mercy Fitzgerald Hospital, founded over 60 years ago by the Archdiocese of Philadelphia, is the primary source of health care in the Borough. The hospital is mainly

located in Darby Borough with its outpatient services situated on the eastern side of Lansdowne Avenue in Yeadon. The hospital is now part of a national chain of Mercy hospitals run by the Sisters of Mercy, whose mission states that the hospital is "at the service of the entire community and addresses the diversified factors which impact the health care needs of the whole person."

The hospital employs a staff of approximately 1,900 including doctors, nurses, support staff, and volunteers. Approximately 0.5% or 40 employees are from the Borough. It houses 391 primary beds along with 22 skilled nursing unit beds. Mercy offers specialized health care services such as an osteoporosis testing unit, cancer testing/treatment, cardiac testing/care/rehabilitation, diabetes education, nutritional therapy, women's services/maternity, pediatrics, and an inpatient/outpatient psychiatric crisis and evaluation center. Supporting these services is an in-house laboratory for on the spot medical testing. Notably, Mercy is also one of 24 teaching hospitals located within the Delaware Valley.

The hospital offers some of its paramedic services through a contractual agreement with the Borough volunteer fire company. Other services provided by the hospital through the Sisters of Mercy include the Hospice Program, in which services are extended to the indigent and "shut-ins" in the community. Moreover, the Sister Marie Lenahan Mercy Wellness Center provides health education and awareness for residents of all ages.

During a meeting between hospital officials and this project's planners, Mercy representatives indicated that the Edmonda Building (located within Yeadon) will be vacated due to its age and need for updated mechanical and operating systems. They explained that it may be cost prohibitive to renovate the building, and it may end up being mothballed or razed. Prior to this happening, the hospital should consider offering this building to the Borough for community benefit. The Mercy representatives further explained that another of their concerns is the recent need to downsize hospital staff. They suggested that this is due to cutbacks in health insurance, which has reduced the overall revenues going into the hospital and, therefore, the community.

Expanding the level of local health care available to Borough residents are approximately seven health care professionals in private practice. They include family dentists and a cosmetic dentist. All are centrally located within or adjacent to the central business district and are easily accessible from each of Yeadon's neighborhoods.

The Borough is fortunate to have health care and medical services in close proximity to the residential areas. The health of the community reflects the quality of care being provided by the hospital and its staff. The continued and enhanced health services offered to Yeadon residents are a serious concern of the Borough and should be an ongoing focus of the Sisters of Mercy.

Objective 8-6: Mercy Fitzgerald Hospital/Communications with the Community

Improve communication between the Yeadon community and Mercy Fitzgerald Hospital.

Policies

A. The Borough should encourage the hospital to continue to invest in the community by increasing community educational opportunities, offering learning opportunities for youth, and providing outpatient service resources.

B. The Borough should annually invite the hospital to a Council meeting to provide an update on its expansion plans, health care programs, and anticipated needs.

Objective 8-7: Mercy Fitzgerald Hospital/Planning and Growth

Accommodate Mercy Fitzgerald Hospital's functions, facilities, and growth, while protecting adjacent residential property from incompatible land uses.

Policies

A. The Borough should consider employing a vigorous code enforcement program with complementary zoning amendments that accommodate the hospital's needs while protecting the adjacent residential neighborhoods. Consideration should be given to working with surrounding municipalities to achieve unified code enforcement within the immediate area.

B. The Borough should advocate the construction of a multi-level parking garage adjacent to the main hospital building within Darby Borough in order to abandon the parking lots located within Yeadon. Once built, the Borough and hospital should explore opportunities to reinvent its abandoned parking areas.

Objective 8-8: Improved Health Care

Ensure that health care provided by Mercy Fitzgerald Hospital is improved and maintained at the highest industry standards.

Policy

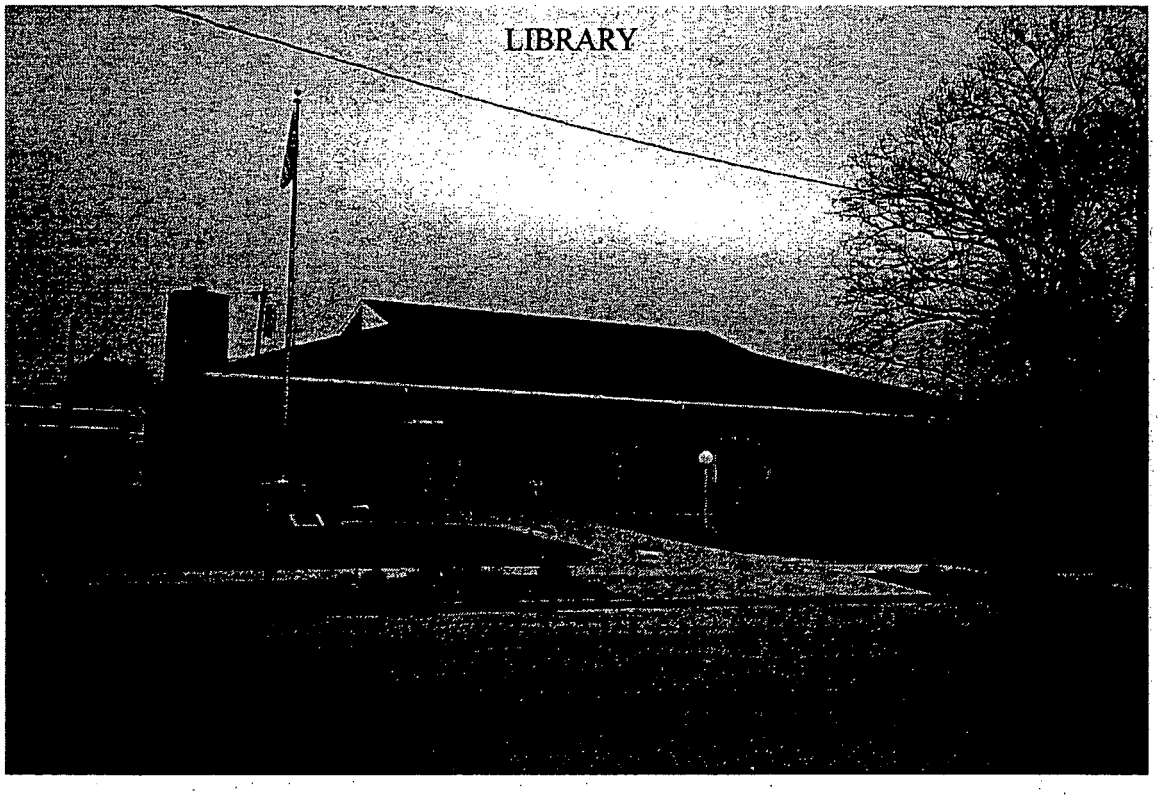
A. The Borough should work with the hospital to achieve an improved quality of health care service that is mindful of and responsive to the needs of its residents.

LIBRARY SERVICES

Yeadon public library is located at 809 Longacre Boulevard and is administered by a board of trustees. There are two full-time librarians, six part-time librarians, and one director. The library is free to all residents of the Borough. Its doors are open to the public 59 hours per week, which exceeds the state required 45 hours. The library offers internet access and research assistance via the internet.

In order to provide comprehensive library services, the Yeadon library is a member of the Delaware County Library System (DCLS) and participates in the "Access Pennsylvania" statewide database project. These programs help to prevent duplication of library efforts, thereby reducing the costs of certain programs and materials.

The DCLS provides support to the library through funding and material acquisitions. Through this system, library patrons can take advantage of the inter-library loan program with a linked card catalogue system. This makes the entire County collection accessible to residents, usually within 48 hours. Another benefit of the inter-library loan program is that it relieves the need for expansive storage spaces to house a complete literary collection.



"Access Pennsylvania" is sponsored by the Pennsylvania Department of Education Office of Commonwealth Libraries. It offers access to a statewide network of collections through an automated catalogue The benefits of a complete statewide catalogue are similar to those realized through DCLS, but on a much larger scale. However, additional services are provided by "Access Pennsylvania" and include

database production; software and hardware specifications; software debugging, research and development; quality control; policy development; vendor approval; phone support; training; coordination of the adds, changes, and deletes process; newsletter publication; resolution of conversion problems; discounted CD ROM product pricing; and web page design and development.

As a member of the Commonwealth Library System, Yeadon's library receives state aid from the System's Division of Subsidies and Grants. On average, state aid provides about 16-18% of public library income in Pennsylvania, which public libraries use to defray the day-to-day costs incurred in providing their services. Libraries apply annually for these funds and are awarded grants based on their compliance with the State's library standards. In return, the local libraries must provide annual reports which provided the statistics presented in Table 8-2.

The Commonwealth Library System provides a list of minimum space estimations for libraries which applies to space for collections, seating areas, desk space, staff working areas, and multipurpose rooms. This is used to arrive at the total amount of space the library should have available. See Table 8-3 for these estimates.

TABLE 8-2

YEADON LIBRARY STATISTICS, 1996 TO 1999

	1996-97	1997-98	1998-99
Population served	12,058	12,058	12,058
Catalogued items *@ EOY	34,032	36,026	37,701
Books per capita	2.82	2.99	2.33
Registration	6,363	7,426	7,885
Circulation	32,663	34,051	28,132
Circulation per capita	2.71	2.82	8.35
Turnover	0.96	0.95	0.75
Local government income	149,200	153,762	166,804
State government income	16,805	17,027	17,441
Total operating income	182,260	188,246	199,837
Income per capita	15.12	15.61	16.57

*@ EOY = "at end of year"

Source: Office of Commonwealth Libraries, Bureau of Library Development, 2000

Although the actual square footage of the library facility is unknown, it is estimated at 6,100 square feet. Using the rules of thumb identified in Table 8-3, Yeadon's library building should have a gross floor area of approximately 10,000 square feet, leaving an estimated deficit of 3,900 square feet. However, the actual need for space is less as a result of the library's access to the County and state library resources. Regardless, the library's director has still identified a need for more space. She specifically identified the need for more patron space, display areas, storage space, and multipurpose/meeting rooms.

In addressing staff's request for more space, concerns were raised that centered around the incompatible library needs of Yeadon's youth as opposed to its senior citizens. Consideration should be given to allowing the library's expansion to take place at a separate location within the Borough. This accomplishes two objectives. First, it allows the existing library to remain compatible in size and use with its surrounding residential neighbors, and second, it allows for each of the facilities to customize circulation and programs to its intended clientele.

TABLE 8-3

COMMONWEALTH LIBRARY SPACE REQUIREMENTS

Item	Required Space
Volumes	Ten per square foot
Records	Ten per square foot
Periodicals	1.5 square feet (displayed)
Periodicals	.05 square feet (stored)
User seating	30 square feet per seat
Service desks	150 square feet each
Staff work areas	150 square feet each
Multipurpose room	100 square feet per 10 people

Source: Office of Commonwealth Libraries, Bureau of Library Development, 1998

Keeping collections current is an ongoing challenge for the library. If the County and state loan programs are not sufficient in this regard, then the Borough should assist in the collection's development and encourage private donations of funds or materials. The oldest circulating materials should be periodically examined, with less used materials being retired and rare or out of print materials being moved into the reference stacks for their preservation. Having a current collection reduces the need for patrons to rely on the County inter-library loan program, which may reduce the inconvenience of delivery time.

Objective 8-9: Yeadon Public Library/Resources and Facilities

Provide adequate space and resources for the Yeadon Public Library to enhance its collections, equipment, and level of service offered to the community.

Policies

A. The Borough should examine the net floor space of the Yeadon Public Library in relation to the amount of materials, equipment, and seating projected to be acquired and installed over the next decade. Consideration should be given to relocating adult library services and programs to the proposed community/cultural center to help meet state standards. It is suggested that further consideration be given to a coffee shop type facility patterned after Borders Book Store.

B. The library should strive to keep abreast of best library practices and implement them when feasible.

C. The library should continuously update periodicals, references, and best-seller listings.

D. The library should consider the feasibility of after-school programs and the encouragement of residents to volunteer with their implementation.

Objective 8-10: Expanded Range of Services

Expand the range of services offered by the library as the level of technology and methods of information management improve.

Policies

A. The Borough should encourage the library to continue its operating hours beyond the minimum state requirements. Consideration should be given to enlisting residents to volunteer to staff additional hours.

B. The library should maintain its participation with the "Access Pennsylvania" program.

C. The library should examine the potential benefits of other digital library resources, such as CD-ROM databases.

D. The library should obtain additional public-use computers with internet access and upgrade regularly.

E. The library should consider installing a GUI based computer catalogue system with barcode-scanning technology.

F. The library should consider installing screen-scanning adapters for non-printing microtext (specifically microcard or "opaque card") readers.

G. The library should consider installing automatic compact shelving units to relieve storage pressures.

RECREATION

Recreational programs are offered to Borough residents cooperatively. Although the Borough, school district, and private organizations provide many opportunities for residents of all ages to engage in recreational pursuits, enhancements can be made. The Comprehensive Planning Task Force has identified that recreational programs for school-aged residents between the ages of 10 and 18 should be expanded. It is imperative to provide tailored recreational activities for these youths which provide exposure to

positive adult role models. Examples of such mentoring programs include Big Brothers/Big Sisters, organized sports clubs and teams, youth theatre and arts associations classes, Boy Scouts and Girl Scouts, and high school-sponsored Junior ROTC programs.

Complementing these programmatic activities, the Borough recognizes a need to increase the number of Borough-wide festivals and activities that reflect the community's heritage and cultural and ethnic diversity. By increasing local festivals, more visitors can be drawn to the Borough, which will help support local businesses and foster community pride. Residents have expressed a desire for a multi-use cultural and arts center, and increased cultural activity will support this desire. The Borough is considering the use of state and federal funding, foundation grants, and private donations to finance its recreational and cultural improvements and operations.

Objective 8-11: Recreational Programs

Increase and maintain an age-appropriate supply of recreational programs which are conducive to, and supportive of, the community's well-being and stability.

Policies

A. The Borough should help promote existing recreational programs offered to residents using newsletters, the internet, and other available media.

B. The Borough should, with the support and assistance from residents, expand and enhance recreational programs for school-aged youth between the ages of 10 and 18, with emphasis on youth between the ages of 10 and 14.

C. The Borough should determine the feasibility of providing additional enclosed recreational facilities for select programs, possibly through a centrally located community/cultural center.

D. The Borough should use state, federal, and foundation grants to finance recreational and cultural programs.

E. The Borough should solicit the involvement of youth serving organizations within the Borough to establish programs, such as the Police Athletic League, Junior ROTC, and Boys and Girls Clubs.

F. The Borough should facilitate the use of all public and private recreational facilities located within Yeadon so that their service to the community is fully maximized. Consideration should be given to working with the Nile Swim Club to research the feasibility of a swim camp for Yeadon's youth.

G. The Borough should consider improving Yeadon Community Park to attract inter-league sporting events and visitors.

Objective 8-12: Recreation Committee

Establish a Recreation Committee.

Policies

A. The Borough should appoint a committee comprised of Yeadon residents to assist the Borough in conducting and maintaining recreational programs and facilities.

B. The Borough should determine the feasibility of providing a staff person to help the committee develop and promote recreational programs and permits.

CULTURAL FACILITIES AND PROGRAMS

There are currently no existing facilities dedicated for arts and cultural heritage education within the Borough. Though there may be small programs already operating in the Borough that serve some of these functions, there is not a central facility dedicated to these activities.

Yeadon residents have indicated that there is interest in acquiring a building for conversion or constructing a new facility that would be dedicated to the arts and cultural education. In response to this interest, the Borough has explored one site in its town center, though the feasibility of this potential investment still needs to be fully examined. If possible, the arts and cultural center should be centrally located within the center of town to encourage pedestrian activity. More pedestrians in this area may translate into a stronger local economy and provide for an enjoyable, safe, and walkable street environment for the residents and visitors to the Borough.

As a first step, the Borough should establish a cultural relations council to promote racial/ethnic awareness and an appreciation of cultural diversity throughout the community. Even without dedicated facilities, this can be accomplished, and it may assist in gaining more public support for acquiring a permanent facility in the future.

The Borough should investigate the possibility of locating a cultural/multi-use community center in its town center which would allow residents and visitors to actively participate in community-wide social, cultural, and recreational activities.

Objective 8-13: Cultural Facilities and Programs

Promote the Borough's cultural heritage and ethnic diversity.

Policies

A. The Borough should cultivate and support a cultural relations council to promote racial/ethnic awareness and an appreciation of cultural diversity

throughout the community. The use of historical monuments, markers, and/or signs would help to promote this.

B. The Borough should increase the number of Borough-wide festivals and activities that reflect the community's heritage and cultural and ethnic diversity.

C. The Borough should pursue a variety of funding options to develop a cultural/community center.

FIRE PROTECTION

Yeadon Borough is located in Fire District 7. The Yeadon Borough Volunteer Fire Company was established in 1904 and continues to be the strongest institutional establishment within the Borough. As a result of its strong administrative staff and membership, it continues to deliver high quality fire prevention and fighting services.

The fire station is located on the ground floor of Borough Hall. The fire company consists of about 40 volunteers who respond to all emergencies within the Borough. Through cooperative agreements, the company also provides coverage on an as-need basis to Darby, East Lansdowne, and Lansdowne Boroughs. Dispatches for fire service are coordinated through the Delaware County Emergency 911 Service Center, which is located in Middletown Township.

As a measure of the quality of service being provided, the Insurance Services Office (ISO) of New Jersey rates the level of fire protection for municipalities on a scale of 1 to 10, 10 being the least desirable and 1 being the most desirable. The Borough's fire company has an ISO rating of 5. Although this rating represents adequate service, it exceeds most of the other fire departments within the County. Table 8-4 identifies the Borough's fire fighting equipment that contributes to the ISO rating.

TABLE 8-4

FIRE COMPANY'S EQUIPMENT

Description	Model Year	Quantity
AE Class "A" pumper	1990	2
Mini-pumper	2000	1
106' ft. E-one ladder	1980	1
Freightliner rescue	1999	1
Horton ambulance	1999	1
Chevy van	1993	1
Chevy caprice	1984	1

Source: Yeadon Borough Volunteer Fire Company, 2000

Striving to improve the fire protection services of the Borough, the fire company receives annual training from Delaware, Montgomery, and Camden Counties' training facilities. Moreover, the company is also a member of the Delaware County Fire Chiefs' Association and takes full advantage of its training and resources.

Objective 8-14: Volunteer Fire Company

Enhance the Yeadon Volunteer Fire Company's level of service and ensure that it has the necessary complement of trained personnel to effectively meet or exceed the fire service needs of the Borough.

Policies

A. The Borough should continue to financially support the fire company in offering new educational courses and training to raise the level of fire protection services within the Borough.

B. The Borough should encourage interdepartmental purchasing of fire equipment, supplies, and training to reduce operating costs.

C. The Borough should consider the feasibility of a consolidated, multi-municipal fire company.

D. The Borough should assist the fire company in securing a state-of-the-art firehouse facility to improve its service to the community.

E. The Borough and fire company should encourage its residents to support fire services through donations or volunteering.

F. The Borough and fire company should cultivate support from commercial and nonprofit businesses to support fire service through donations.

G. The fire company should actively conduct periodic recruitment and educational seminars within the community and schools in order to attract residents reflecting Yeadon's demographic makeup.

H. The fire company should maximize the use of an instant response paging system to communicate with its emergency personnel while phasing out the existing fire alarm siren This new paging system can be integrated with the County's Emergency 911 Service Center to help reduce response time.

I. The fire company should continue to use and expand the level of fire protection service through cooperative agreements.

J. The fire company should develop a continuous five-year capital equipment plan to regularly upgrade its vehicles and specialized equipment.

POLICE PROTECTION

The Yeadon police department is located on the ground floor of Borough Hall. The department includes a patrol room, a prisoner processing room, an interview room, an investigator's office, an evidence room, and a locker room for police personnel. The police department also maintains three holding cells and a juvenile holding area.

Currently, the police department consists of both full- and part-time employees. The full-time employees include a chief, four sergeants, and eight patrol officers. Its administrative personnel includes two secretaries. Part-time employees include four patrol officers, one parking enforcement officer, and one animal control officer.

Twenty-four hour police coverage is provided through a rotating patrol schedule, with six days on and two days off duty. Recently, the number of police officers has been severely reduced as a result of sickness and disability and the vacancies of the investigations and juvenile officer positions. Consequently, the department expenditures on overtime pay have become excessively high. Most of the overtime was logged as extra shifts and the extension of shifts. In 1997, this led to a total of 1,919 total overtime hours and raises concern over safety associated with overworked officers.

Since the bulk of the overtime was recorded as extra shifts, there is little in the way of potential solutions other than to hire additional officers. Although the police department currently participates in cooperative agreements with neighboring agencies, the overtime situation provides a basis for examining the feasibility of expanding these agreements to include multi-jurisdictional shift schedules and agreements for special operations. These cooperative agreements presently require mutual police assistance when requested. Furthermore, the department has been working closely with its neighboring police jurisdictions during the past two years to establish a multi-drug task force. In addition, the department benefits from the use of the Countywide Emergency Response Team when necessary. These efforts may be providing the groundwork for ultimately forming a multi-jurisdictional police force that, if designed appropriately, should improve service and reduce cost.

Compounding the issue of safety concerning overworked officers is Yeadon's proximity to the City of Philadelphia. Since Yeadon is adjacent to the City of Philadelphia, it is periodically influenced by the City's crime. This negative effect from the City underlines the need for additional police officers to help prevent or respond to these crimes.

In order to keep abreast of innovative police techniques and for professional growth, annual training is mandatory for all police officers. On average, officers receive 48 hours of continuing education through in-service training classes, firearms training and qualification, and emergency vehicle operation courses.

While there are annual reports detailing the department's operations and their requirements, recommendations for future improvements are to be submitted to the

Borough administration. The following information is based on the department's 1997 annual report. Although somewhat outdated, this is the most comprehensive and recent report documenting operational information.

Police calls are dispatched using the same system as the Borough fire company, the County's 911 Service Center. In 1997, there were 11,260 calls for service, with an average of 938 per month, June through August being the peak times. Using the International Association of Chiefs of Police (IACP) service standards, the Chief estimated that an additional 8.7 patrol officers were required to adequately respond to this volume of calls. The Chief should reevaluate this deficiency of officers based on the 2000 calls for service.

In 1997, there were 1004 criminal offenses reported in Yeadon. These crimes are broken into two classifications. Part I crimes include murder, rape, robbery, aggravated assault, burglary, larceny, motor vehicle theft, and arson. Part II crimes include simple assault, forgery, fraud, embezzlement, vandalism, weapon offenses, prostitution, sex offenses, drug violations, gambling, offenses against family, driving under the influence, liquor laws, drunkenness, disorderly conduct, vagrancy, and all other offenses. Of the 1004 reported crimes, 555 were Part I crimes, and 449 were Part II crimes.

Reported crimes are said to be "cleared" when the police make an arrest and charge a person for committing a crime or when, for some exceptional reason, they can positively identify a person who has committed a crime but do not actually charge this person with this crime. Of the 555 Part I crimes, 124 were cleared by arrest. Of the 449 Part II crimes reported, 270 were cleared by arrest. Part I crimes have increased by 10.5%, and Part II crimes have increased by 6.1% from 1996 to 1997. The Chief should annually provide updated crime statistics if significant progress is to be made in their reduction.

The police fleet consists of eight vehicles, some of which are old and have high mileage. The Chief has explained that some of the older patrol vehicles require more frequent, extensive, and costly repairs that often take them out of the scheduled rotation. He has suggested that these vehicles be replaced to reduce the amount of time that they are out of service and to reduce the costs associated with repairs. The police force is not able to function at optimal efficiency when vehicles are removed from service for repairs for longer periods.

The Chief has stated that there is an urgent need to increase the amount of police officers. He recommends that the police department should be at its original complement of sixteen full-time officers, seven part-time officers, and additional staff officers, such as a criminal investigator and a juvenile officer. The full complement of police staff would better enable the police department to respond to the needs of the community and to prevent some crimes from occurring altogether. With an increased staff, preventive programs such as community policing techniques could be implemented, and the officers would receive greater visibility, making them better known to the public and deterring crime through an increased presence.

Objective 8-15: Police Department

Provide comprehensive police protection services at a reasonable cost to improve the protection of life and property and to deter crime within the Borough.

Policies

A. The Borough should provide efficient law enforcement and crime prevention programs throughout the community, including reduced response times and increased police visibility, as a crime deterrent.

B. The Borough should consider extending the operating hours of police headquarters into the evening.

C. The Borough should increase the number of and improve the viability of directional signage for police headquarters.

D. The Borough should maximize the use of County law enforcement personnel for special purposes.

E. The Borough should institute innovative policing programs focusing on community policing initiatives such as a citizen police academy and the D.A.R.E. program.

F. The Borough should consider the feasibility of a consolidated, multi-municipal police force with the surrounding boroughs to reduce the cost of providing police services. An area for collaboration should be putting in place programs to root out and deal with drug trafficking within the Borough. This should begin with a campaign that targets the area of Church Lane between Whitby and Guenther Avenues.

G. The police department should collaborate with the Borough town watch group to improve its funding and recruitment and to increase its presence within the community.

SOLID WASTE AND RECYCLING

The solid waste collection and recycling services for the Borough are privatized. Currently, Browning-Ferris Industries Incorporated (BFI) is contracted in a three-year deal with the Borough. Five full-time employees are responsible for the collection of refuse and recyclable materials. Refuse is collected twice a week in the summer and once a week in the winter. Recyclable materials consisting of aluminum, glass, newspaper, and cardboard are collected once a week year round.

Serving the Borough is one Mack rear loading truck for municipal solid waste and one Volvo side loader for recyclable materials. In 1999, total refuse collected was

4,221.70 tons, and recyclable materials totaled 448.32 tons. Municipal solid waste is taken to a County transfer station located in Marple Township, and recyclable materials are taken to a recyclery in King of Prussia owned by BFI. The annual cost for these services to the Borough is $162,553.00 or about $49.08 per household, according to BFI.

All commercial, industrial, institutional, and large apartment complexes are responsible for their own solid waste disposal. Hospital wastes such as bio-hazardous and infectious wastes are collected and disposed according to state regulated mandates.

Objective 8-16: Waste Collection and Recycling

Maintain or enhance the present level of service for the collection and disposal of residential solid waste, including recyclable materials.

Policies

A. The Borough should annually review its trash-hauling contract to determine its ability to meet the changing needs of the residents, specifically ensuring that all waste is collected by the end of each scheduled pick-up cycle.

B. The Borough should consider entering into intermunicipal agreements regarding joint solid waste contracts to reduce operating costs and improve the quality of service.

SANITARY SEWER SERVICE

The Borough's sanitary sewer service is provided through two sewer authorities, Darby Creek Joint Authority and the Township of Upper Darby, at a cost of $3.50 per 1000 gallons of sewage. Three main interceptors, Darby Creek, Cobbs Creek, and Blunston Run, service the Borough. However, the Borough only owns one of the three, the Blunston Run interceptor. The sewage is then conveyed to the Philadelphia Southwest Treatment Plant, which is owned and operated by the Philadelphia Water Department. The Borough owns the trunk lines that lie within its boundaries and is responsible for their service and cleaning. The Borough highway department is responsible for these routine maintenance and cleanings, which it performs on a quarterly basis and when an emergency arises.

A 1996/97 study performed for the County's Act 537 Plan includes the Borough sanitary sewer system. The consultant, Roy F. Weston, Inc. and the Delaware County Regional Water Quality Control Authority (DELCORA), have identified inflow and infiltration (I and I) as a problem in the Borough. I and I occurs when sewer lines become old and antiquated, allowing stormwater to seep into sewer lines, thus increasing flows and creating a potentially serious health threat. For example, stormwater enters the broken sanitary sewer lines, exceeding their capacity to move the sewage through the system to the Philadelphia Southwest Treatment Plant. With no place to go, it causes sewage to back up into residents' basements, notably along Lincoln Avenue and the 800

block of West Cobbs Creek Parkway. This makes for a very unpleasant, not to mention unhealthy, situation.

By eliminating the problem of I and I, the volume of water entering the treatment plant is greatly reduced, thus reducing treatment costs. In addition, it reduces the chance for potentially serious public health hazards caused by sewer backups. Highlighting this problem is the fact that more than 50% of existing sewer lines are 35 years or older, and other sections are 45 to 75 or more years old.

In the last ten years, the Borough has taken steps to minimize I and I problems by upgrading its sewer lines. Thousands of feet of sewer lines have been replaced or added beneath the Borough streets. Table 8-5 details past upgrades, and Table 8-6 shows the ones that are planned. However, the deteriorating conditions of Yeadon's sanitary sewers is a condition that is shared and compounded by the many other municipalities that comprise the first generation suburbs of the City of Philadelphia. To systematically and comprehensively address this problem, coordination among municipalities within the sewer system must occur. This is an area where the County can be instrumental.

TABLE 8-5

SANITARY SEWER REPAIRS

Location	Line Feet	Replace/Extend
200 Block Elder Avenue	60	Replaced 2000
Allen Drive	300	Extended 1997
Allen Drive	300	Replaced 1997
Bell Avenue	600	Replaced 1992
Herford Place	700	Replaced 1996
Lincoln Avenue	800	Replaced 1992
Longacre Boulevard	600	Replaced 1992
West Cobbs Creek Parkway	610	Replaced 2000

Source: NDI Engineering, 2000

TABLE 8-6

SANITARY SEWER MAINTENANCE SCHEDULE

Location	Line Feet	Years	Cost
West Cobbs Creek Parkway	600	3-5	$120,000
Holly Road	1200	3-5	$12,200

Source: NDI Engineering, 2000

Aside from the previously mentioned line replacements or extensions, the Borough plans on purchasing a new sewer camera at a cost of $35,000.00 and a new sewer machine at a cost of $25,000.00 in the year 2000. This will allow the highway department to systematically target the parts of the sanitary sewer system that are in dire need of repair.

Objective 8-17: Sanitary Sewer Service

Ensure a well maintained sanitary sewer system that is capable of servicing the existing and future sanitary waste disposal needs of Yeadon.

Policies

A. The Borough should continue upgrading the public sanitary sewer system in accordance with the County's Act 537 Plan.

B. The Borough highway department should continue system maintenance through periodic inspections and routine cleanings.

C. The Borough should purchase new sewer maintenance equipment as identified by the Borough Engineer, such as a new sewer inspection camera.

STORMWATER

Stormwater, as defined by the Stormwater Management Act (PA Act 167), is "drainage runoff from the surface of the land resulting from precipitation, including snow or ice melt." Although stormwater runoff occurs naturally, the quality, quantity, and velocity of stormwater can be influenced by construction and other development activity. Typically, the more impervious surface within a watershed, the less precipitation is able to percolate into the ground, resulting in stormwater runoff flowing directly into streams. This stormwater, which picks up oil and gasoline deposits from parking lots and driveways, road salts from streets, and chemicals from lawns, is believed to be a primary source of nonpoint source pollution in waterways.

A major objective of Act 167 is to assure that the maximum rate of stormwater runoff is no greater after development than before. The Act also seeks to manage the quantity, velocity, and direction of stormwater runoff in a manner which adequately protects health and property. The Act requires Pennsylvania's counties to prepare stormwater management plans for each state-designated watershed within their boundaries and municipalities within these watersheds to adopt stormwater management regulations consistent with the watershed plan. Although to date, Delaware County has adopted only one Act 167 watershed management plan (for Ridley Creek), plans for three other watersheds are currently underway (Chester, Darby-Cobbs, and Crum Creeks). The Borough falls within the Cobbs Creek and Darby Creek watersheds, which are being studied jointly in one plan since Cobbs Creek is tributary to Darby Creek. These watersheds drain to the Delaware River.

Recently proposed revisions to the federal Clean Water Act's Water Pollution Control Program will require small urbanized municipalities such as Yeadon to obtain permits under the Environmental Protection Agency's (EPA) National Pollutant Discharge Elimination System (NPDES) program for their storm sewer systems sometime within the next two to three years (depending on the date of final rulemaking). This program requires municipalities to adopt a local stormwater management program which includes the following elements: public education and outreach, public involvement, illicit discharge detection and elimination (including development of a storm sewer system map and adoption of enforcement mechanisms), construction of site stormwater runoff control facilities, post-construction stormwater management for new developments, and pollution prevention.

Although there are not currently any stormwater management standards required under Act 167, there is no reason that the Borough cannot or should not adopt regulations that address the method by which stormwater quantity and quality from new development or redevelopment should take place. The State has model ordinance provisions that can provide the Borough with guidance concerning stormwater management. The adoption of such ordinance provisions, particularly if accompanied by the development of a public outreach strategy and a program to map, maintain, and enforce regulations governing discharges, should help the Borough to comply with the upcoming NPDES requirements.

Funding to repair and replace existing stormwater infrastructure is available through PENNVEST. It offers a low interest revolving loan program to assist the Borough with repair and replacement of existing water, sewer, and stormwater management infrastructure. In order to be eligible for PENNVEST stormwater funding, the Borough will be required to show evidence that it has adopted stormwater management regulations.

Objective 8-18: Stormwater Management

Ensure a well maintained stormwater management system that is capable of servicing the existing and future stormwater conveyance needs of Yeadon.

Policies

A. The Borough should work with the County and the State to evaluate the effectiveness of its current stormwater management provisions and amend accordingly, specifically addressing stormwater entering the sanitary sewers through the illegal connection of building downspouts.

B. The Borough should map the Borough's storm sewer system.

C. The Borough should pursue PENNVEST funding for repair and replacement of storm sewer system components as the need arises.

D. The Borough should develop a program to address public education concerning nonpoint sources of pollution from stormwater runoff.

E. The Borough should evaluate the effectiveness of the zoning ordinance in limiting property coverage with impervious surfaces.

F. The Borough should investigate the possibility of implementing programs and ordinances that provide for vegetative buffers and require "best management practices" for the control of runoff from development sites.

G. The Borough should actively participate in the development of the Act 167 stormwater management plan for Darby and Cobbs Creeks which is currently being prepared by the County.

H. The Borough should work with both up- and downstream municipalities to implement the recommendations of the Darby-Cobbs Creek watershed plan relating to both quantity and quality of stormwater flows.

WATER SUPPLY

The Philadelphia Suburban Water Company (PSWC) provides all water service to the Borough. PSWC is one of the country's largest water utilities, providing high quality water service to approximately 1.2 million people throughout southeastern Pennsylvania. Its water supply consists of the Crum, Pickering, Brandywine, Perkiomen, Neshaminy, Ridley, and Chester Creeks, the Schuylkill and Delaware Rivers, and the Upper Merion Quarry.

Since the PSWC is monitored by the Pennsylvania Public Utility Commission (PUC), its operation and, therefore, this plan is generally consistent with the State Water Plan as well as the water resources plan adopted by the Delaware River Basin Commission. Although unlikely within Yeadon, the lawful extraction of minerals and commercial agriculture impact water supply sources. When and if these activities are to take place within the Borough, they must specify replacement and restoration of water supplies affected by such activities.

Objective 8-19: Water Supply

Maintain or enhance the present level of water quality and service for the transmission of water to Borough residents and businesses.

Policy

A. The Borough should encourage PSWC to routinely clean and reline the water lines to extend their service life and reduce cost to the residents.

APPENDIX 1

YEADON BUSINESS INVENTORY

Industrial Business	Address	Location
Allen's Iron Works	663 Penn Street	Yeadon Industrial Park
BSI Graphics	407 Industrial Park Drive	Yeadon Industrial Park
Delaware Tool and Machine	544 Industrial Park Drive	Yeadon Industrial Park
Dynamic Concepts	615 Industrial Park Drive	Yeadon Industrial Park
E. M. Electronics	545 Commerce Drive	Yeadon Industrial Park
Globe Canvas Products	549 Industrial Park Drive	Yeadon Industrial Park
Henry Margu	540 Commerce Drive	Yeadon Industrial Park
Hydrol Chemical	520 Commerce Drive	Yeadon Industrial Park
Image Connection	456 Penn Street	Yeadon Industrial Park
Jenard	451 Penn Street	Yeadon Industrial Park
J. M. Welding	440 Church Lane	Church Lane Business District
J. R. Finio and Sons	555 Baily Road	Yeadon Industrial Park
Kelly's Linen Rental	415 Church Lane	Church Lane Business District
Lamacraft Fabricators	500 Commerce Drive	Yeadon Industrial Park
Lloyd's Lithographing	457 Penn Street	Yeadon Industrial Park
Matthias Paper	460 Penn Street	Yeadon Industrial Park
Navarro Spring	550 Commerce Drive	Yeadon Industrial Park
Spectra Industries	405 Baily Road	Yeadon Industrial Park
Storage Solutions	6250 Baltimore Avenue	Yeadon Business Center
Top Shop	544 Commerce Drive	Yeadon Industrial Park
Union Packaging	6250 Baltimore Avenue	Yeadon Business Center
V. T. Graphics	465 Penn Street	Yeadon Industrial Park
Wholesale Businesses		
Alfa Inc.	619 Industrial Park Drive	Yeadon Industrial Park
Echo Supply	6250 Baltimore Avenue	Yeadon Business Center
Key's Wholesale Distributors	548 Penn Street	Yeadon Industrial Park
Killian's Green	6250 Baltimore Avenue	Yeadon Business Center
National Warehouse and Storage	6250 Baltimore Avenue	Yeadon Business Center
Contracting and Construction		
C. Oliver Co.	1309 Moore Avenue	Moore and Rockland Avenues
C. Sharkey Enterprises	456 Penn Street	Yeadon Industrial Park
David Goane and Company	1108 Chester Avenue	Church Lane and Chester Pike District
Farrow Plumbing and Heating	424 Church Lane	Church Lane Business District
Joseph Alberici and Brothers	301 Chester Avenue	Chester and Alfred Avenues
J. S. Cuthbert Landscaping	Lansdowne Avenue	P. O. Box
Kartman Fire Protection	6201 Baltimore Avenue	Yeadon Business Center
Kuehnle-Wilson Inc.	555 Commerce Drive	Yeadon Industrial Park
Marc Electric	418 Church Lane	Church Lane Business District
Mellon Certified Restoration	419 Church Lane	Church Lane Business District
Saul H. Steel, Jr. Plumbing	801 Fern Street	Fern Street and Parmley Avenue
Tom Martinicchio Construction	501 Baily Road	Yeadon Industrial Park
Tritech Systems	543 Industrial Park Drive	Yeadon Industrial Park
Financial Institutions		
Beneficial Savings Bank	727 Church Lane	Church Lane and Guenther Avenue District
FCS Financial Services	730 Church Lane	Church Lane and Guenther Avenue District
Mellon PSFS	735 Church Lane	Church Lane and Guenther Avenue District
Roxborough-Manayunk Savings	1024 Church Lane	Church Lane and Guenther Avenue District
Sovereign Bank	115 Chester Avenue	Yeadon Shopping Center

YEADON BUSINESS INVENTORY (CONTINUED)		
Health Care Related Businesses	**Address**	**Location**
Alan S. Franklin	660 Church Lane	Church Lane and Guenther Avenue District
Alifanz and Klein, Dental Office	724 Church Lane	Church Lane and Guenther Avenue District
Amelie Lloyd, Physician	651 Church Lane	Church Lane and Guenther Avenue District
Fitzgerald-Mercy Hospital	1500 Lansdowne Avenue	Mercy Hospital Area
James Smith, Internal Medicine	722 Church Lane	Church Lane and Guenther Avenue District
Joseph Shatouhy	433 S. Lansdowne Avenue	Mercy Hospital Area
Lorraine M. DiSipio	630 Church Lane	Church Lane and Guenther Avenue District
Manor Care Health Service	600 Wycombe Avenue	Mercy Hospital Area
Manor Care Nursing and Rehabilitation Center	14 Lincoln Avenue	Mercy Hospital Area
Physical Therapy Physicians	1024 Church Lane	Church Lane and Chester Pike District
Other Professional and Business Services		
Admiral Limousine Service	411 Church Lane	Church Lane Business District
B and J Lock Service	924 Church Lane	Church Lane and Connell Avenue
Constantine N. Polites	833 Guenther Avenue	Guenther Avenue and Revere Road
C. L. Business Center	1100 Chester Avenue	Church Lane and Chester Pike District
Drexel Development Group	401 Church Lane	Church Lane Business District
Ellis and Ellis	801 Connell Avenue	Connell Avenue and Church Lane
Ferris Real Estate	714 Church Lane	Church Lane and Guenther Avenue District
H. K. Components	1103 Yeadon Avenue	Church Lane and Chester Pike District
Jani One Cleaning Service	41 Lincoln Avenue	Mercy Hospital Area
Just Great Companions	417 Orchard Avenue	Orchard Avenue and Penn Street
K and D Agency	668 Cypress Street	Cypress Street and Longacre Blvd.
Keith W. Williams II, Attorney	710 ½ Church Lane	Church Lane and Guenther Avenue District
Morris Chaitt and Sons	815 Serrill Avenue	Serrill and Rundale Avenues
Prep Income Tax and Financial Services	1050 Bullock Avenue	Church Lane and Chester Pike District
Stephen Lilmer-Decorating	926 Bullock Avenue	Church Lane and Chester Pike District
Sundar Corporation	1035 Yeadon Avenue	Church Lane and Chester Pike District
Thomas T. Fontaine Insurance	549 Church Lane	Church Lane Business District
To God Be The Glory Travel	712 Church Lane	Church Lane and Guenther Avenue District
William H. Logan Funeral Home	805 Longacre Boulevard	Longacre Blvd. and Arbor Road
W. H. Dodd Architects	245 Baily Road	Baily Road and Paul Avenue
Yeadon Theatre	541 Church Lane	Church Lane Business District
Personal Service Providers		
Angels Touch Beauty Salon	427 Church Lane	Church Lane Business District
Charles and Carlo Hair Design	721 Church Lane	Church Lane and Guenther Avenue District
Cutting Edge	706 Church Lane	Church Lane and Guenther Avenue District
D and J Dry Cleaners	206 MacDade Boulevard	Yeadon Shopping Center
Doral Cleaners	611 Cedar Avenue	Cedar Avenue and Wrights Street
DVU Beauty Salon	549 Church Lane	Church Lane Business District
Ech-Salon\Maria's Haircare	1059 Serrill Avenue	Church Lane and Chester Pike District
Elegant Images	1102 Chester Avenue	Church Lane and Chester Pike District
Fern-Lane Cleaners	534 Church Lane	Church Lane Business District
Harlem's	719 Church Lane	Church Lane and Guenther Avenue District
It's All in the Wrist	305 Chester Avenue	Chester and Alfred Avenues
It's All in the Wrist	1047 Bell Avenue	Bell and Duff Avenues
Sunshine Coin-Op Laundromat	307 Chester Avenue	Chester and Alfred Avenues
Not Just Nails	702 Church Lane	Church Lane and Guenther Avenue District
Platinum Plus	615 Cedar Avenue	Cedar Avenue and Wrights Street
Raymond Hair Stylist	1054 Yeadon Avenue	Church Lane and Chester Pike District
Revelation	605 Chester Avenue	Chester and Duncan Avenues
Salon De Roma	607 Chester Avenue	Chester and Duncan Avenues

YEADON BUSINESS INVENTORY (CONTINUED)		
Rtail Businesses	**Address**	**Location**
7-Eleven Food Store	501 Church Lane	Church Lane Business District
Acme Supermarket	125 Chester Avenue	Yeadon Shopping Center
Atta Upholstery	425 Church Lane	Church Lane Business District
Books and Things	208 MacDade Boulevard	Yeadon Shopping Center
Brewer's Outlet	539 Church Lane	Church Lane Business District
Burger King	558 Church Lane	Church Lane Business District
Carroll's Flowers	200 MacDade Boulevard	Yeadon Shopping Center
Cedar Beauty Supply	613 Cedar Avenue	Cedar Avenue and Wrights Street
Church Lane Business District Deli	720 Church Lane	Church Lane and Guenther Avenue District
Consignment Shop	429 Church Lane	Church Lane Business District
Coastal Food Mart	557 Church Lane	Church Lane Business District
CVS Pharmacy	101 Chester Avenue	Yeadon Shopping Center
Cobias Outlet	1104 Chester Avenue	Church Lane and Chester Pike District
Tri-State Eye Care	538 Church Lane	Church Lane Business District
Distinctive Elegance	1058 Serrill Avenue	Church Lane and Chester Pike District
Family Style Pizza	700 Church Lane	Church Lane and Guenther Avenue District
Fern Street Deli	725 Fern Street	Fern Street and Guenther Avenue
Foreacre's Florist	446 Church Lane	Church Lane Business District
Golden China	547 Church Lane	Church Lane Business District
Grandma's Attic	812 Cypress Street	Cypress Street and Parmley Avenue
It's A Mystery To Me	723 Church Lane	Church Lane and Guenther Avenue District
Lily's Coffee Shop	401 Church Lane	Church Lane Business District
Make 'N' Bake Ceramics	433 Church Lane	Church Lane Business District
McCrory Family Variety Store	216 MacDade Boulevard	Yeadon Shopping Center
Morrone's Water Ice	523 Church Lane	Church Lane Business District
Nic's Deli	521 Church Lane	Church Lane Business District
Not Just Hats	710 Church Lane	Church Lane and Guenther Avenue District
Mobil/Circle K	558 Church Lane	Church Lane Business District
Pageant Hosiery	517 Church Lane	Church Lane Business District
Park View Pizza	603 Cedar Avenue	Cedar Avenue and N. 6th Street
Pizza Paradise	525 Wycombe Avenue	Wycombe Avenue and E. Providence Road
Prime Time Rentals	212 Chester Avenue	Yeadon Shopping Center
Rite Aid Pharmacy	544 Church Lane	Church Lane Business District
Save-A-Lot	617 Cedar Avenue	Cedar Avenue and Wrights Street
Soul Food to Go	708 Church Lane	Church Lane and Guenther Avenue District
St. Vincent De Paul	214 MacDade Boulevard	Yeadon Shopping Center
Sun Seafood	200 MacDade Boulevard	Yeadon Shopping Center
Tri Star Market	1031 Church Lane	Church Lane and Chester Pike District
Trio Cold Cuts	609 Cedar Avenue	Cedar Avenue and N. 6th Street
Universal Pizza	1106 Chester Avenue	Church Lane and Chester Pike District
Video Tape Center	204 MacDade Boulevard	Yeadon Shopping Center
Auto Services		
Corcoran's Auto Repair	518 Church Lane	Church Lane Business District
Crowson and Overstreet	500 West Cobbs Creek Parkway	West Cobbs Creek Parkway and Baily Road
G A Collision Center	510 West Cobbs Creek Parkway	West Cobbs Creek Parkway and Baily Road
James Towing and Recovery Service	1109 Yeadon Avenue	Church Lane and Chester Pike District
Jiffy Lube and Shammy Shine	110 MacDade Boulevard	Yeadon Shopping Center
Mario's Auto Body	510 Church Lane	Church Lane Business District
Pioneer Auto Parts and Service Company	480 Commerce Drive	Yeadon Industrial Park
Sam Malove Tire	6205 Baltimore Avenue	Yeadon Business Center
U-Haul	6205 Baltimore Avenue	Yeadon Business Center
Yeadon Auto Body and Sales	500 Church Lane	Church Lane Business District

APPENDIX 2

RETAIL MARKET ANALYSIS

INTRODUCTION

In order to determine a range of potential retail uses for the Church Lane business district, Urban Partners conducted a retail market analysis of the area. This analysis suggests opportunities and constraints impacting future retail activities in the business district.

BACKGROUND

Retail shopping patterns in Delaware County, as in all of the Philadelphia metropolitan area, are quite complex. The adjacency of neighboring communities, as well as the fact that many residents work outside of Yeadon in Philadelphia and elsewhere, provides Yeadon residents with a broad range of competitive retailing opportunities. Similarly, the location of the Church Lane business district on a regional arterial road (in fact, a U.S. highway) means that business district retailers are readily accessible to customers from a broad area, not just Yeadon Borough.

DEFINITION OF RETAIL STORES

For the purpose of this assessment, retail stores include all establishments engaged in selling merchandise for personal and/or household consumption and establishments that render services incidental to the sale of these goods. Selected service establishments are also included, especially those businesses primarily providing personal services to individuals and households such as laundromats, dry cleaners, hair salons, barber shops, etc.

All retail establishments are classified by kind of business according to the principal lines of merchandise sold, the usual trade designation, estimated square footage, and estimated level of sales. All estimates are classified according to the numeric system used by both government and industry practice – the Standard Industrial Classification (SIC) of establishments. Banks and other financial institutions are excluded from the assessment since banking activities, such as deposits, loans, etc., cannot be added to sales volume data for other types of retail establishments.

The term "retail store sales" is defined in our analysis to include the sales of establishments which are normally found in pedestrian-oriented retail shopping districts and centers. This definition excludes the sales of automotive dealerships and repair facilities, service stations, fuel oil dealers, and non-store retailing. This definition of retail store sales differs from that of conventional secondary data sources, such as the Bureau of the Census, which includes in its data the sales of automobile dealerships and

non-store operations and does not include the sales of service establishments such as laundromats and hair salons.

YEADON RETAIL TRADE AREA AND SUPPLY

Determining a primary trade area for retailers in the Church Lane business district is highly arbitrary. Consumer shopping patterns vary by the type of goods being purchased. For convenience goods purchased frequently, such as groceries, drugs, and prepared foods, shoppers typically make purchases at stores close to their homes. For larger ticket, rarely purchased items, such as automobiles, furniture, and major electronics and appliances, shoppers may travel anywhere within their metropolitan area to locate the right item at the right price. For apparel, household furnishings, and other shopping goods, consumers generally establish shopping patterns between these two extremes, trading at a number of commercial centers within approximately thirty minutes of their home.

In analyzing the retail market demand within a portion of a large metropolitan area such as the Delaware Valley, these behavioral observations translate into a series of analytical rules-of-thumb:

- Convenience goods shopping is generally confined to nearby stores.

- Personal services and routine amusement activities will generally also be confined to this nearby area.

- Expenditures at restaurants and other prepared food outlets will occur chiefly near home, but some restaurant expenditures made by the local population will be lost to established restaurants outside of the area. Similarly, some restaurants will attract residents who live outside of the area.

- Expenditures made by area residents for shopping goods will be more likely to occur within the immediate area if selection allows, but a substantial portion of these sales will occur outside of the area. Similarly, significant sales will be attracted from residents who live outside the area if large, well-known stores are located within the shopping district. Existing retail developments in and near the trade area, especially retail malls and power centers, greatly influence the shopping patterns of area residents and will impact the demand for stores within the business district.

- Specific, high-quality stores within the district may attract significant clientele from well beyond the trade area for highly targeted, single destination trips for specialized purchases.

In this section, we will describe the current supply conditions for retail goods and services in the Yeadon retail trade area. We have identified the boundaries of this retail

trade area as approximately a one mile radius of the Church Lane business district since many merchants describe this one mile trade area as the major source of their customers. This one mile radius includes the area bounded by Marshall Road on the north; Lansdowne Avenue, Baltimore Pike, and Darby Creek on the west; Springfield Road, Greenwood Avenue, and Main Street on the south; and Cobbs Creek on the east.

As shown on Table A2-1, as of February 2000, there are 235 retail stores located in the Yeadon retail trade area. These stores occupy an estimated 565,000 square feet of gross leasable area (GLA) and generate an estimated $141 million in annual retail sales.

One hundred and seventeen (117) of the 235 retail businesses provide convenience goods including five supermarkets and grocery stores, eight pharmacies, fifty-four restaurants, and various smaller specialty stores. These 117 convenience goods stores generate $109 million in sales and occupy 342,000 square feet of retail space. The most important of these stores are the five supermarkets located generally at the periphery of this trade area: the Pathmark on 69th Street, the Acmes on MacDade Boulevard and on Union Avenue, the Super Fresh on Baltimore Pike, and the Save-A-Lot on Cedar Avenue. These 117 convenience goods stores are supplemented by fifty-five personal services establishments including laundries, laundromats, and hair and nail salons. These fifty-five personal services businesses occupy 71,000 square feet of space and generate nearly $9 million in sales.

Taken together, convenience goods and personal services establishments represent three quarters of area stores and space and five sixths of sales.

Thirty-two (32) stores occupying 90,000 square feet of space provide a limited variety of shopping goods and generate $15 million in sales. The limited range of these shopping goods stores indicates that most trade area residents are attracted to outside of the area to department stores and concentrations of apparel businesses in Center City, at 69th Street, and in large shopping centers.

Thirty-one (31) stores classified as "Other Retail Stores" occupy 63,000 square feet of space and generate only $8 million in sales. Again, this type of store is nearly absent from the trade area. The only substantial retailing present in these categories are six florists and four optical stores scattered throughout the area and fourteen used merchandise stores, many of which are concentrated on Baltimore Pike.

YEADON RETAIL TRADE AREA DEMAND

The 1990 census describes a population of 42,171 for the Yeadon retail trade area with a 1990 per capita income of $13,489. Adjusting this data for inflation, we estimate the 2000 per capita income for this trade area's residents to be slightly less than $18,100. The total 2000 income of Yeadon trade area residents is estimated at $762.2 million (see Table A2-2). Retail store purchases by Yeadon trade area residents are estimated to total more than $302.4 million annually. These purchase estimates were developed by

applying an income/expenditure model to 2000 income estimates for the area (see Table A2-3). These estimated purchases include $135 million in convenience goods; $109 million in department store, apparel, home furnishings, and other shopping goods; $49 million in other retail store purchases; and $9 million in personal services.

RETAIL PERFORMANCE AND DEVELOPMENT OPPORTUNITIES

On Table A2-4, we have compared Yeadon trade area residents' demand for retail goods and services with the current level of retail sales in the Yeadon retail trade area. On an aggregate basis, the trade area stores' $140 million in current sales captures less than half of the $302 million in demand. However, this capture is uneven from category to category. Looking more closely at individual retail categories, we see that area consumers are traveling outside of the trade area for restaurants, drug stores, home improvement, and auto supplies, as well as to purchase almost all apparel, household furnishings, and other shopping goods. As shown on Table A2-4, as much as 604,000 square feet of retail space located elsewhere is being supported by purchases made by Yeadon trade area residents, even discounting for such space as department stores and warehouse clubs that cannot find any locations in the area. Much of this external purchasing is to be expected; Center City, 69th Street, Springfield Mall, and other fashion-oriented centers attract much of the apparel purchasing power from throughout eastern Delaware County. Other sales are being captured by category-killer superstores located outside of the defined trade area on Baltimore Pike and MacDade Boulevard.

YEADON BOROUGH TRADE AREA AND SUPPLY

The tremendous exodus of retail sales from the entire Yeadon retail trade area suggests that opportunities for additional retail development in the Church Lane business district must be carefully selected to compete with these strong external forces. In focusing on potentially successful retail categories, we need to identify those opportunities that can (1) meet immediate convenience and service needs in smaller spaces, (2) find their primary market from Yeadon Borough residents, and (3) not face strong existing competition elsewhere in the one-mile Yeadon retail trade area. Fortunately for Church Lane, there are many business types which meet all three criteria.

As shown on Table A2-5, Yeadon Borough itself is home to fifty-nine retail stores, occupying an estimated 139,000 square feet of GLA and generating an estimated $36 million in annual retail sales. Twenty-four of these fifty-nine retail businesses provide convenience goods including five convenience stores, two supermarkets, two pharmacies, eleven restaurants, one beverage distributor, and three smaller specialty stores. These twenty-four convenience goods stores generate $29 million in sales and occupy 88,000 square feet of retail space. These twenty-four convenience goods stores are supplemented by eighteen personal services establishments including four laundries and dry cleaners and fourteen hair and nail salons. These eighteen personal services businesses occupy 23,000 square feet of space and generate nearly $3 million in sales.

The remaining seventeen shopping goods and other retail stores occupy 29,000 square feet of space and generate $4 million in sales.

In contrast, the 1990 census describes a Yeadon Borough population of 11,980 with a 1990 per capita income of $15,372. Adjusting this data for inflation, we estimate the 2000 Yeadon Borough per capita income to be slightly less than $20,600 (see Table A2-6). The total 2000 income of Yeadon Borough residents is estimated at $246.7 million. Retail store purchases by Yeadon Borough residents are estimated to total over $97.9 million annually (see Table A2-7), including $41.6 million in convenience goods; $36.6 million in department store, apparel, home furnishings, and other shopping goods; $16.6 million in other retail store purchases; and $3.1 million in personal services.

Table A2-8 compares Yeadon Borough residents' demand for retail goods and services with the current level of retail sales in the Borough. On an aggregate basis, the Borough's fifty-nine stores currently capture less than 40% of the $98 million in purchases, with $60 million in sales leaving the Borough. Examining this capture by category, we see significant opportunities for new retail development totaling 226,000 square feet in store space.

Much of this potential, however, requires sites that are difficult to find in the Borough, especially in the Church Lane business district. A few opportunities that could fit in the area, such as video stores and used merchandise, face significant competition elsewhere within the one-mile retail trade area. There are, however, several key opportunities for retail development that can support the expansion of retail activity in the Church Lane business district by as much as 68,000 square feet. The most important of these include:

- Expanded restaurants. Full-service restaurants are tremendously under-represented throughout the Yeadon trade area, as well as within Yeadon Borough itself. We estimate that Yeadon Borough residents alone are supporting 25,000 square feet of such restaurants outside of the area. At least 12,000 square feet of these restaurant opportunities could be captured on Church Lane.

- An additional chain discount pharmacy. The Rite Aid drug store on Church Lane is much smaller than the current 15,000 square foot modern prototype with a drive-through. It may take some effort to find an appropriate space for such a store, but a modern 15,000 square foot facility could be an important anchor for the district and would find a strong market.

- A hardware store. Yeadon Borough residents could easily support a 5,000 square foot hardware store, which would help round out the convenience role for the district.

- Small electronics store. A small 3,000 square foot electronics store such as Radio Shack would find Church Lane an acceptable location both because of the underserved local market and because of the visibility from drive-through traffic.

- A bakery. Yeadon Borough can support a small bakery, perhaps 1,000 square feet, which would reinforce the town center character of the area.

- Hobby and leisure activities shops. Several categories of hobby and leisure activities retailing are very under-represented in the area. Again, the drive-through traffic on Church Lane would help supplement the local market for these businesses, which would also benefit from the lower rents in traditional commercial districts. Potential retail opportunities of this type include a 1,000 square foot camera shop, a 1,000 square foot music store, another bookstore (perhaps 3,000 square feet), and a 2,000 square foot specialty hobby shop.

- Specialty apparel stores. Smaller independent specialty apparel retailers would benefit from the appeal of a town center and the lower cost space available on Church Lane. Underserved categories where small independent fashion retailers have achieved success in similar settings include women's apparel, fashion accessories, shoes, and jewelry.

- Household accessories and gift/craft stores. Finally, smaller household accessory and gift shops could round out the mix of stores in the district. These could include a gift/craft/card shop, an art gallery/framing store, and a draperies/fabric/sewing store.

TABLE A2-1

ESTIMATED YEADON TRADE AREA RETAIL STORE INVENTORY, 2000

Retail Category	No. of Stores	S.F. GLA	Retail Sales ($1000s)	Sales/SF	Pct. of Stores	Pct. of GLA	Pct. of Sales
TOTAL	**235**	**565,500**	**$140,701**	**$249**	**100.00**	**100.00**	**100.00**
CONVENIENCE GOODS—TOTAL	117	341,700	$108,554	$318	49.79	60.42	77.15
Convenience Stores	22	33,900	$12,193	$360	9.36	5.99	8.67
Supermarkets	5	128,800	$53,930	$419	2.13	22.78	38.33
Grocery Stores							
Meat/Fish Stores	5	6,100	$1,825	$299	2.13	1.08	1.30
Fruit and Vegetables	1	3,000	*	*	0.43	0.53	*
Candy and Nuts							
Bakeries	1	1,000	*	*	0.43	0.18	*
Other Specialty Foods							
Liquor and Beer Distributors	6	16,900	$6,380	$378	2.55	2.99	4.53
Restaurants and Fast Food	54	75,200	$18,168	$242	22.98	13.30	12.91
Bars and Lounges	15	23,200	$3,010	$130	6.38	4.10	2.14
Drug Stores/Pharmacies	8	53,600	$12,248	$229	3.40	9.48	8.70
SHOPPING GOODS—TOTAL	32	90,500	$15,227	$168	13.62	16.00	10.82
Department Stores							
Other General Merchandise Stores	4	26,700	$2,937	$110	1.70	4.72	2.09
Warehouse Clubs							
Catalog Showrooms							
Men's Apparel	1	4,500	*	*	0.43	0.80	*
Women's Apparel	2	2,000	*	*	0.85	0.35	*
Women's Accessories and Specialties	5	6,000	$806	$134	2.13	1.06	0.57
Children's Apparel							
Family Apparel	1	1,000	*	*	0.43	0.18	*
Shoe Stores	1	1,200	*	*	0.43	0.21	*
Miscellaneous Apparel and Accessories							
Furniture	3	16,300	$2,929	$180	1.28	2.88	2.08
Floor Coverings							
Draperies, Curtains, and Upholstery	1	800	*	*	0.43	0.14	*
Miscellaneous Household Furnishings	1	1,200	*	*	0.43	0.21	*
Household Appliances	3	9,600	$2,460	$256	1.28	1.70	1.75
Radio/TV/Electronics							
Computer and Software Stores							
Record/Tape/Video Stores	3	13,000	$2,998	$231	1.28	2.30	2.13
Music Stores							
Sporting Goods							
Book Stores	2	2,100	*	*	0.85	0.37	*
Stationers/Office Supply							
Jewelry Stores	1	1,600	*	*	0.43	0.28	*
Toys and Hobbies	1	900	*	*	0.43	0.16	*
Camera, Photo Supply							
Gift, Novelty, Souvenir Stores	2	1,600	*	*	0.85	0.28	*
Luggage and Leatherwork							
Sewing, Needlework	1	2,000	*	*	0.43	0.35	*
OTHER RETAIL STORES	31	62,500	$8,055	$129	13.19	11.05	5.72
Lumber/Building Supplies							
Paint/Glass/Wallpaper Stores	1	2,800	*	*	0.43	0.50	*
Hardware Stores	1	3,500	*	*	0.43	0.62	*
Garden Supply Stores	1	3,500	*	*	0.43	0.62	*
Auto Supplies and Parts Stores	2	5,500	*	*	0.85	0.97	*
Used Merchandise	14	28,800	$1,927	$67	5.96	5.09	1.37
Florists	6	10,800	$1,881	$174	2.55	1.91	1.34
Tobacco Stores							
Newsstands							
Optical Stores	4	6,000	$1,335	$223	1.70	1.06	0.95
Pet Stores							
Art Dealers							
Other Miscellaneous Retail Stores	2	1,600	$298	$186	0.85	0.28	0.21
SERVICES	55	70,800	$8,865	$125	23.40	12.52	6.30
Laundries; Dry Cleaning	15	26,600	$3,611	$136	6.38	4.70	2.57
Hair Salons	40	44,200	$5,254	$119	17.02	7.82	3.73

*Data Suppressed

Source: Urban Partners, 2000

TABLE A2-2

YEADON TRADE AREA POPULATION AND INCOME CHARACTERISTICS

Census Tract	1990 Population	1990 Per Capita Income	1990 Total Income	2000 Total Income
4003.01	6,015	$11,815	$71,067,225	N/A
4003.02	3,842	$11,812	$45,381,704	N/A
4017	2,691	$13,876	$37,340,316	N/A
4018	3,918	$18,199	$71,303,682	N/A
4020	2,603	$17,538	$45,651,414	N/A
4021	6,180	$14,691	$90,790,380	N/A
4022	2,271	$15,515	$35,234,565	N/A
4023	3,341	$16,536	$55,246,776	N/A
4024	3,878	$9,478	$36,755,684	N/A
4025	3,566	$9,535	$34,001,810	N/A
4026	3,866	$11,920	$46,082,720	
Yeadon Trade Area	42,171	$13,489	$568,856,276	$762,169,866*

* Forecasted 2000 total only available by trade area and not by census tract

Source: 1990 Census of Population and Housing, U.S. Department of Commerce, Bureau of the Census and Urban Partners

TABLE A2-3

ESTIMATED RETAIL STORE PURCHASES BY
YEADON TRADE AREA RESIDENTS, 2000

TOTAL POPULATION	42,171
TOTAL INCOME ($000)	$762,170
TOTAL RETAIL PURCHASES ($000)	**$302,448**
CONVENIENCE GOODS – TOTAL ($000)	$135,076
Convenience Stores	$6,053
Supermarkets, Grocery Stores	$63,150
Meat/Fish Stores	$1,008
Fruit and Vegetables	$362
Candy and Nuts	$245
Bakeries	$1,077
Other Specialty Foods	$636
Liquor and Beer Distributors	$6,502
Restaurants and Fast Food	$29,472
Bars and Lounges	$1,778
Drug Stores/Pharmacies	$24,795
SHOPPING GOODS – TOTAL	$108,707
Department Stores	$27,207
Other General Merchandise Stores	$3,193
Warehouse Clubs	$4,479
Catalog Showrooms	$925
Men's Apparel	$3,204
Women's Apparel	$10,024
Women's Accessories and Specialties	$1,147
Children's Apparel	$946
Family Apparel	$10,491
Shoe Stores	$5,722
Miscellaneous Apparel and Accessories	$1,012
Furniture	$6,260
Floor Coverings	$1,979
Draperies, Curtains, and Upholstery	$177
Miscellaneous Household Furnishings	$1,908
Household Appliances	$1,678
Radio/TV/Electronics	$4,073
Computer and Software Stores	$1,348
Record/Tape/Video Stores	$1,206
Music Stores	$553
Sporting Goods	$4,627
Book Stores	$2,565
Stationers/Office Supply	$552
Jewelry Stores	$4,480
Toys and Hobbies	$3,400
Camera, Photo Supply	$706
Gift, Novelty, Souvenir Stores	$3,377
Luggage and Leatherwork	$323
Sewing, Needlework	$1,144
OTHER RETAIL STORES	$49,334
Lumber/Building Supplies	$21,855
Paint/Glass/Wallpaper Stores	$1,984
Hardware Stores	$3,933
Garden Supply Stores	$2,025
Auto Supplies and Parts Stores	$9,140
Used Merchandise	$1,808
Florists	$1,830
Tobacco Stores	$250
Newsstands	$225
Optical Stores	$1,538
Pet Stores	$857
Art Dealers	$666
Other Miscellaneous Retail Stores	$3,223
SERVICES	$9,335
Laundries; Dry Cleaning	$5,057
Hair Salons	$4,274

Source: Urban Partners, 2000

TABLE A2-4

OPPORTUNITIES FOR NEW RETAIL DEVELOPMENT WITHIN THE YEADON TRADE AREA

	Current Trade Area Retail Store Sales (In $1000)	Retail Store Purchases By Trade Area Residents (In $1000)	Potential For New Retail Store Development (In $1000)	Total Retail Development Opportunities (In SF)
TOTAL DEVELOPMENT	**$140,701**	**$302,448**	**$161,747**	**604,000**
CONVENIENCE GOODS TOTAL	$108,554	$135,076	$26,522	103,000
Convenience Stores	$12,193	$6,053	($6,140)	
Supermarkets, Grocery Stores	$53,930	$63,150	$9,220	
Meat/Fish Stores	$1,825	$1,008	($817)	
Fruit and Vegetables	*	$362	*	
Candy and Nuts		$245	$245	1,000
Bakeries	*	$1,077	*	4,000
Other Specialty Foods		$636	$636	3,000
Liquor and Beer Distributors	$6,380	$6,502	$122	
Restaurants and Fast Food	$18,168	$29,472	$11,304	45,000
Bars and Lounges	$3,010	$1,778	($1,232)	
Drug Stores/Pharmacies	$12,248	$24,795	$12,547	50,000
SHOPPING GOODS TOTAL	$15,227	$108,707	$93,480	317,000
Department Stores		$27,207	$27,207	
Other General Merchandise Stores	$2,937	$3,193	$256	
Warehouse Clubs		$4,479	$4,479	
Catalog Showrooms		$925	$925	
Men's Apparel	*	$3,204	*	10,000
Women's Apparel	*	$10,024	*	50,000
Women's Accessories and Specialties	$806	$1,147	$341	2,000
Children's Apparel		$946	$946	5,000
Family Apparel	*	$10,491	*	55,000
Shoe Stores	*	$5,722	*	28,000
Miscellaneous Apparel and Accessories		$1,012	$1,012	5,000
Furniture	$2,929	$6,260	$3,331	20,000
Floor Coverings		$1,979	$1,979	10,000
Draperies, Curtains, and Upholstery	*	$177	*	
Miscellaneous Household Furnishings	*	$1,908	*	8,000
Household Appliances	$2,460	$1,678	($782)	
Radio/TV/Electronics		$4,073	$4,073	16,000
Computer and Software Stores		$1,348	$1,348	5,000
Record/Tape/Video Stores	$2,998	$1,206	($1,792)	
Music Stores		$553	$553	3,000
Sporting Goods		$4,627	$4,627	23,000
Book Stores	*	$2,565	*	14,000
Stationers/Office Supply		$552	$552	
Jewelry Stores	*	$4,480	*	19,000
Toys and Hobbies	*	$3,400	*	17,000
Camera, Photo Supply		$706	$706	3,000
Gift, Novelty, Souvenir Stores	*	$3,377	*	18,000
Luggage and Leatherwork		$323	$323	1,000
Sewing, Needlework	*	$1,144	*	5,000
OTHER RETAIL STORES	$8,055	$49,334	$41,279	176,000
Lumber/Building Supplies		$21,855	$21,855	75,000
Paint/Glass/Wallpaper Stores	*	$1,984	*	8,000
Hardware Stores	*	$3,933	*	18,000
Garden Supply Stores	*	$2,025	*	8,000
Auto Supplies and Parts Stores	*	$9,140	*	40,000
Used Merchandise	$1,927	$1,808	($119)	
Florists	$1,881	$1,830	($51)	
Tobacco Stores		$250	$250	1,000
Newsstands		$225	$225	1,000
Optical Stores	$1,335	$1,538	$203	1,000
Pet Stores		$857	$857	4,000
Art Dealers		$666	$666	4,000
Other Miscellaneous Retail Stores	$298	$3,223	$2,925	16,000
SERVICES	$8,865	$9,331	$466	8,000
Laundries; Dry Cleaning	$3,611	$5,057	$1,446	8,000
Hair Salons	$5,254	$4,274	($980)	

*Data Suppressed

Source: Urban Partners, 2000

TABLE A2-6

YEADON BOROUGH POPULATION AND INCOME CHARACTERISTICS

Census Tract	1990 Population	1990 Per Capita Income	1990 Total Income	2000 Per Capita
4021	6,180	$14,691	$90,790,380	N/A
4022	2,271	$15,515	$35,234,565	N/A
4023	3,341	$16,536	$55,246,776	N/A
Yeadon Trade Area		$15,372	$181,271,721	$20,596*

*Forecasted 2000 total only available by trade area and not by census tract

SOURCE: 1990 Census of Population and Housing, U.S. Department of Commerce, Bureau of the Census and Urban Partners

TABLE A2-5

ESTIMATED RETAIL STORE INVENTORY
YEADON BOROUGH RETAIL BUSINESSES, 2000

Retail Category	No. of Stores	S.F. GLA	Retail Sales ($1000s)	Sales/SF	Pct. of Stores	Pct. of GLA	Pct. of Sales
TOTAL	**59**	**139,200**	**$36,378**	**$261**	**100.00**	**100.00**	**100.00**
CONVENIENCE GOODS—TOTAL	24	87,600	$29,445	$336	40.68	62.93	80.94
Convenience Stores	5	7,700	$2,590	$336	8.47	5.53	7.12
Supermarkets	2	39,800	*	*	3.39	28.59	*
Grocery Stores							
Meat/Fish Stores	3	3,300	$1,045	$317	5.08	2.37	2.87
Fruit and Vegetables							
Candy and Nuts							
Bakeries							
Other Specialty Foods							
Liquor and Beer Distributors	1	4,200	*	*	1.69	3.02	*
Restaurants and Fast Food	11	15,600	$3,570	$229	18.64	11.21	9.81
Bars and Lounges							
Drug Stores/Pharmacies	2	17,000	*	*	3.39	12.21	*
SHOPPING GOODS—TOTAL	11	18,300	$2,538	$139	18.64	13.15	6.98
Department Stores							
Other General Merchandise Stores	1	7,000	*	*	1.69	5.03	*
Warehouse Clubs							
Catalog Showrooms							
Men's Apparel							
Women's Apparel	1	1,000	*	*	1.69	0.72	*
Women's Accessories and Specialties	3	3,800	$474	$125	5.08	2.73	1.30
Children's Apparel							
Family Apparel							
Shoe Stores							
Miscellaneous Apparel and Accessories							
Furniture							
Floor Coverings							
Draperies, Curtains, and Upholstery	1	800	*	*	1.69	0.57	*
Miscellaneous Household Furnishings							
Household Appliances	1	1,800	*	*	1.69	1.29	*
Radio/TV/Electronics							
Computer and Software Stores							
Record/Tape/Video Stores	1	1,200	*	*	1.69	0.86	*
Music Stores							
Sporting Goods							
Book Stores	2	2,100	*	*	3.39	1.51	*
Stationers/Office Supply							
Jewelry Stores							
Toys and Hobbies							
Camera, Photo Supply							
Gift, Novelty, Souvenir Stores	1	600	*	*	1.69	0.43	*
Luggage and Leatherwork							
Sewing, Needlework							
OTHER RETAIL STORES	6	10,600	$1,570	$148	10.17	7.61	4.32
Lumber/Building Supplies							
Paint/Glass/Wallpaper Stores							
Hardware Stores							
Garden Supply Stores							
Auto Supplies and Parts Stores							
Used Merchandise	2	3,800	*	*	3.39	2.73	*
Florists	2	4,200	*	*	3.39	3.02	*
Tobacco Stores							
Newsstands							
Optical Stores	1	1,500	*	*	1.69	1.08	*
Pet Stores							
Art Dealers							
Other Miscellaneous Retail Stores	1	1,100	*	*	1.69	0.79	*
SERVICES	18	22,700	$2,825	$124	30.51	16.31	7.77
Laundries; Dry Cleaning	4	6,800	$925	$136	6.78	4.89	2.54
Hair Salons	14	15,900	$1,900	$119	23.73	11.42	5.22

*Data Suppressed

Source: Urban Partners, 2000

TABLE A2-7

ESTIMATED RETAIL STORE PURCHASES BY YEADON BOROUGH RESIDENTS, 2000

TOTAL POPULATION	11,980
TOTAL INCOME ($000)	$246,740
TOTAL RETAIL PURCHASES ($000)	**$97,913**
CONVENIENCE GOODS - TOTAL	$41,635
Convenience Stores	$1,720
Supermarkets, Grocery Stores	$17,940
Meat/Fish Stores	$286
Fruit and Vegetables	$103
Candy and Nuts	$70
Bakeries	$306
Other Specialty Foods	$181
Liquor and Beer Distributors	$2,186
Restaurants and Fast Food	$9,910
Bars and Lounges	$598
Drug Stores/Pharmacies	$8,337
SHOPPING GOODS - TOTAL	$36,552
Department Stores	$9,148
Other General Merchandise Stores	$1,074
Warehouse Clubs	$1,506
Catalog Showrooms	$311
Men's Apparel	$1,077
Women's Apparel	$3,370
Women's Accessories and Specialties	$386
Children's Apparel	$318
Family Apparel	$3,528
Shoe Stores	$1,924
Miscellaneous Apparel and Accessories	$340
Furniture	$2,105
Floor Coverings	$665
Draperies, Curtains, and Upholstery	$60
Miscellaneous Household Furnishings	$642
Household Appliances	$564
Radio/TV/Electronics	$1,370
Computer and Software Stores	$453
Record/Tape/Video Stores	$406
Music Stores	$186
Sporting Goods	$1,556
Book Stores	$862
Stationers/Office Supply	$186
Jewelry Stores	$1,506
Toys and Hobbies	$1,143
Camera, Photo Supply	$237
Gift, Novelty, Souvenir Stores	$1,136
Luggage and Leatherwork	$108
Sewing, Needlework	$385
OTHER RETAIL STORES	$16,588
Lumber/Building Supplies	$7,349
Paint/Glass/Wallpaper Stores	$667
[illegible]	$1,322
Garden Supply Stores	$681
Auto Supplies and Parts Stores	$3,073
Used Merchandise	$608
Florists	$615
Tobacco Stores	$84
Newsstands	$76
Optical Stores	$517
Pet Stores	$288
Art Dealers	$224
Other Miscellaneous Retail Stores	$1,084
SERVICES	$3,137
[illegible]	[illegible]
Hair Salons	$1,437

TABLE A2-8

OPPORTUNITIES FOR NEW RETAIL DEVELOPMENT WITHIN YEADON BOROUGH

	Current Borough Retail Store Sales (In $1000)	Retail Store Purchases By Borough Residents (In $1000)	Potential For New Retail Store Development (In $1000)	Total Retail Development Opportunities (In SF)	Retail Opportunities Met Elsewhere In The Trade Area	Retail Development Opportunities Appropriate For Church Lane Business District (In SF)
TOTAL DEVELOPMENT	**$36,378**	**$97,913**	**$60,049**	**226,000**		**68,000**
CONVENIENCE GOODS--TOTAL	$29,445	$41,655	$11,537	44,000		29,000
Convenience Stores	$2,590	$1,720	($870)			
Supermarkets, Grocery Stores	*	$17,940	*			
Meat/Fish Stores	$1,045	$286	($759)			
Fruit and Vegetables		$103	$103			
Candy and Nuts		$70	$70			
Bakeries		$306	$306	1,000		1,000
Other Specialty Foods		$181	$181	1,000		1,000
Liquor and Beer Distributors	*	$2,186	*			
Restaurants and Fast Food	$3,570	$9,910	$6,340	25,000		12,000
Bars and Lounges		$598	$598			
Drug Stores/Pharmacies	*	$8,337	*	17,000		15,000
SHOPPING GOODS--TOTAL	$2,538	$36,552	$33,441	114,000		33,000
Department Stores		$9,148	$9,148			
Other General Merchandise Stores	*	$1,074	*			
Warehouse Clubs		$1,506	$1,506			
Catalog Showrooms		$311	$311			
Men's Apparel		$1,077	$1,077	5,000		
Women's Apparel	*	$3,370	*	16,000		5,000
Women's Accessories and Specialties	$474	$386	($88)			
Children's Apparel		$318	$318	2,000		
Family Apparel		$3,528	$3,528	19,000		
Shoe Stores		$1,924	$1,924	10,000		5,000
Miscellaneous Apparel and Accessories		$340	$340	2,000		2,0
Furniture		$2,105	$2,105	12,000		
Floor Coverings		$665	$665	3,000		
Draperies, Curtains, and Upholstery	*	$60	*			
Miscellaneous Household Furnishings		$642	$642	3,000		2,000
Household Appliances	*	$564	*			
Radio/TV/Electronics		$1,370	$1,370	5,000		3,000
Computer and Software Stores		$453	$453	2,000		
Record/Tape/Video Stores	*	$406	*	1,000	XXXX	
Music Stores		$186	$186	1,000		1,000
Sporting Goods		$1,556	$1,556	8,000		
Book Stores	*	$862	*	3,000		3,000
Stationers/Office Supply		$186	$186			
Jewelry Stores		$1,506	$1,506	7,000		4,000
Toys and Hobbies		$1,143	$1,143	6,000		2,000
Camera, Photo Supply		$237	$237	1,000		1,000
Gift, Novelty, Souvenir Stores	*	$1,136	*	6,000		3,000
Luggage and Leatherwork		$108	$108			
Sewing, Needlework		$385	$385	2,000		2,000
OTHER RETAIL STORES	$1,570	$16,588	$14,758	64,000		6,000
Lumber/Building Supplies		$7,349	$7,349	24,000		
Paint/Glass/Wallpaper Stores		$667	$667	4,000		
Hardware Stores		$1,322	$1,322	7,000		5,000
Garden Supply Stores		$681	$681	4,000		
Auto Supplies and Parts Stores		$3,073	$3,073	15,000		
Used Merchandise	*	$608	*	2,000	XXXX	
Florists	*	$615	*			
Tobacco Stores		$84	$84			
Newsstands		$76	$76			
Optical Stores	*	$517	*	1,000		
Pet Stores		$288	$288	1,000		
Art Dealers		$224	$224	1,000		1,0
Other Miscellaneous Retail Stores	*	$1,084	*	5,000		
SERVICES	$2,825	$3,137	$312	4,000		
Laundries; Dry Cleaning	$925	$1,700	$775	4,000		
Hair Salons	$1,900	$1,437	($463)			

*Data Suppressed

Source: Urban Partners, 2000

APPENDIX 3

PRESERVATION INCENTIVES AND TOOLS

Historic preservation measures help a community's efforts to increase the quality of life for its citizens and can offer the municipality various ways to help in the revitalization of areas. For example, preservation tools can help a municipality become a destination for heritage tours and tourist visits. These "tools" for preservation can improve the environmental, economic, educational, and social aspects of the municipality, while saving our heritage.

LEGAL BASIS FOR HISTORIC PRESERVATION

Preservation at the Federal Level

Historic preservation is accomplished through a variety of different tools that are permitted under both federal and state law. The National Historic Preservation Act of 1966 created an extensive framework within which preservation could take place. It established programs and opportunities for preservation activities from the federal government to the local level. Among other programs, the Act created the National Register of Historic Places as well as State Historical Preservation Offices (SHPO) and the Certified Local Government Program (CLG).

Preservation at the State Level – the SHPO

Federal law mandates that states have a SHPO. The Pennsylvania Historic Preservation Act of 1978 (Act 273) recognizes the role of the Pennsylvania Historical and Museum Commission (PHMC) (which is the Pennsylvania SHPO) as having general responsibility for overseeing and advising all levels of government on historic preservation within the state.

Preservation at the Municipal Level

State laws which specifically enable local regulation for preservation are the Historic District Act, Act 167 (1961 P. L. 282) and Article VI (Sections 604 (1) and 605 (2)) in the MPC. Specifically, the MPC (Article IV) allows the municipality to use zoning to protect historic sites, whereas the Historic District Act is the specific legislation authorizing municipalities to create local historic districts and to establish an historical and architectural review board (HARB) to oversee architectural activity within the district.

MUNICIPAL SUPPORT

The legal basis for historic preservation, as described above, assumes that preservation is a goal of the community. It is important to gain support from local

leaders and clearly establish these goals in the municipal comprehensive plan. A section in the plan should clearly indicate that the community values its historic and cultural resources and that one of the goals for the future is to preserve and maintain them. This provides the basis for any preservation-related land use provisions that the community might want to establish, such as an historic district ordinance.

TOOLS FOR HISTORIC PRESERVATION

The following is a description of various tools that can be used to preserve historic and archaeological resources; they can be used alone or together to best satisfy the needs of the community. For example, a municipality with clustered and scattered sites may wish to enact both an historic district ordinance and an overlay ordinance (refer to subsequent sections on these types of ordinances). Although many municipalities will have sites on the National Register of Historic Places, these local ordinances have clout not provided by inclusion on the National Register. These ordinances also serve to protect valuable community resources that do not meet the criteria of the National Register. The local landmark designation (also discussed below) can be used for key individual scattered sites, while the core of an historic area is protected by the historic district ordinance.

The Inventory and Survey of Cultural Resources

A municipality needs a comprehensive mapped inventory or survey of the historic and archaeological resources intended for protection/preservation. This survey or inventory provides the groundwork upon which the preservation policies of a municipality should rest.

A simple inventory, otherwise known as a "windshield" survey, consists of a listing of all of the historic resources contained within a municipality. A more complete survey containing information on the historic significance of each resource would be of even greater value as it serves as a basis for determining the type and level of protection that is needed. For legal purposes, it is extremely important to establish criteria for determining which sites are chosen to be included in the survey. This list is then the defining base for additional controls through local regulations.

DCPD can act in an advisory capacity to those communities that wish to begin a survey. In a comprehensive survey, each historic resource is documented on a form provided by PHMC. Each site is visited, photographs are taken, and a site plan is drawn. A narrative is included for both the history of the structure and the architectural description. All of the historic resources should then be located on an official municipal map. The areas believed or known to contain sensitive archaeological resources should also be defined and included in any municipal survey of historic resources. DCPD maintains a database on the potential archaeologically sensitive areas in the County. This completed survey of all of the resources and their location should then be adopted into the comprehensive plan.

National Register of Historic Places

The National Register is the official source for federally recognized historic resources of value. It lists those places deemed significant due to their history, architecture, archaeology, engineering, or culture. Eligibility of buildings, sites, districts, or objects is based on specific criteria defined by the National Register. A description of the types of resources, the criteria used in evaluating resources, and the process for placing a resource on the National Register is available from the National Park Service.

It is important to note that PHMC is the agency responsible for determining whether the nominated resource is eligible for the National Register. This determination of eligibility (DOE) carries with it the same advantages as those resources that are actually listed on the National Register. These advantages consist of the following:

- Recognition of the historic significance of the resource.
- Special consideration if a federally funded project is found to affect the resource in any way.
- Eligibility for federal tax credits.
- Qualification for special funding from state or federal sources.

Districts or clusters of historic buildings or resources (such as an industrial complex or a village of residences) may also be placed on the National Register as a district. In this case, each building contributing to the district's historic significance is considered to have the same benefits as an individual building on the National Register.

It should also be stressed that the National Register designation places absolutely no obligations on the property owner. The owner is free to do whatever he wishes to do to his property. In extreme cases, the only penalty would be having the National Register designation removed.

The advantages of listing on the National Register of Historic Places are:

- A good first step toward recognition of the community's goals.
- Prestige and status is given to the resource and community.
- Special consideration on the effect of a project funded by state or federal funds.
- Special funding opportunities.

The disadvantage of listing on the National Register of Historic Places is that it gives no protection from an owner's choice to alter or demolish the resource.

Certified Local Districts (Act 167 Historic District Ordinance)

Adoption of a certified local district through an Act 167 historic district ordinance is the most important tool for protection of clusters of historic resources in a municipality. It essentially allows for the creation of a district that, after certification by PHMC, provides local review of changes in the district. It places another layer of regulations upon the base zoning of the district whether it is commercial, residential, or industrial. The district need not be on the National Register. Act 167 (1961 P.L. 282) authorizes the local government to:

- Delineate an historic district.
- Establish a HARB which is advisory to the municipal governing officials.
- Determine guidelines to regulate physical changes within the district.
- Create a review process leading to granting or not granting a certificate of appropriateness for changes within the district.

Many misconceptions exist about an Act 167 district. It is true that the design guidelines can be very strict and may place limits on many homeowners' exterior alterations. However, the guidelines should reflect community values relative to the district and can be created to be as strict or as lenient as desired. In some cases, they may only affect new construction or any additions (not alterations) made to existing housing within the district. Some municipalities' districts may regulate all changes including the color of paint on the existing structure. Examples of elements that can be regulated by design guidelines are height, bulk, roof line, proportions, façade openings, compatibility with architectural detail, building materials, color, fences, walls, and exterior lighting. It is strongly advised that residents of the proposed district be included in the planning process very early to elicit their cooperation.

There are three municipalities in Delaware County which have an Act 167 historic district ordinance. Chadds Ford Township has two districts involving crossroad villages, and Ridley Park Borough has a district which is a residential area dating to the late 19th century. The third district is in Media Borough.

The advantages of an Act 167 historic district ordinance are:

- A prescribed process is mandated by the Act.
- The guidelines are customized to the locality.
- It is the most effective way in which to preserve the character as well as the buildings.

The disadvantages of an Act 167 historic district ordinance are:

- Residents of the district must be involved from the very beginning of the decision-making process to create a district which is acceptable to all, which often means a lengthy process.

- HARB members must be knowledgeable about architectural styles and interpretation of the guidelines or enforcement becomes inconsistent.

- A community must have a local district approved by the governing body. In some cases, this becomes an obstacle.

Historic Zoning Overlay – MPC Article VI (Section 604 (1) and Section 605 (2))

A municipality could amend its zoning and or subdivision/land development ordinances to include an historic preservation section.

If the surveyed historic resources in a municipality are clustered or widely scattered, a zoning overlay that includes the resources identified in the municipal survey can be adopted into the zoning ordinance. This overlay can apply regulations and incentives in addition to those of the base zoning. These regulations can address such factors as:

- Historic impact study as a part of the existing land development process.

- Demolition of historic resources.

- Design guidelines.

- Buffering or visual protection.

- Protection for archaeological sites.

- Additional or conditional uses.

Additional incentives, such as special and conditional use opportunities, can be given to the property owners of these identified resources. A developer of a property that contains an historic building can be offered incentives to retain the building and reuse it. Some incentives could include an expansion in uses, increased density, and parking bonuses, which are especially valuable in encouraging the reuse of some of the larger late 19th century homes now too large for a single family. For instance, an historic home in the overlay zone could be used for a flower shop even though it is in a residential zone on the base zoning map. Concord Township has enacted an historic zoning overlay with incentives.

To preserve the historical integrity, controls can also be included within these regulations to protect resources. Buffering requirements are invaluable in maintaining the historic setting of some of the resources. Also helpful are the retention of landscaping and outbuildings. Archaeological sites are especially vulnerable to land development projects. Therefore, developers should be required to submit an archaeological assessment plan describing the measures that will be taken to minimize the impact of the project on these resources.

The review body for activities that take place within an historic overlay district is generally an historical commission (described later). This is an appointed advisory board, but its general responsibilities can consist of more than its review function. Like a HARB, the historical commission can review for appropriate treatment within the overlay zones, but it may also become the "keeper" of the history of the municipality and be in charge of updating the survey, providing information to the citizens, and pursuing grants to hire a consultant to prepare National Register nominations.

The historic resources protected by a zoning overlay must be in the official survey of historical sites adopted into the comprehensive plan. They may be classified by their level of significance. Many municipalities use three classifications:

- Class I - Resources on the National Register or eligible for the National Register.
- Class II - Resources significant to local history.
- Class III - All other resources of a certain age, i.e., over 100 years old.

In this manner, a greater degree of control can be given to the higher classifications and perhaps minimal control can be placed on Class III resources.

The advantages of the overlay district are:

- It provides flexibility of restrictions and incentives.
- Areas with a high archaeological potential can be included with protective measures directed toward ground disturbances.
- It encourages reuse of historic structures.

The disadvantage of the overlay district is:

- The criteria for the classification of the historical and archaeological sites must be precise and thorough; otherwise, they may be challengeable.

Demolition Ordinance

In order to provide a minimum level of protection for historic resources, a municipality should either add a section to its zoning ordinance or adopt a separate ordinance containing provisions governing demolition of historic structures. These provisions would specify that all demolition permit applications for the designated historic resources (those surveyed and adopted into the comprehensive plan) be reviewed in accordance with a specific procedure. The ordinance provisions could stipulate a delay period or "stay of demolition" for issuing a demolition permit (e.g., 90 to 120 days). During this period, the local review board is given an opportunity to seek alternative uses and/or buyers for the building. A report on the findings developed during that period should be able to indicate if alternative scenarios for the resource are economically feasible and/or acceptable to the applicant. Although legally untested, some municipalities deny a demolition permit in the case of an extremely significant building.

Demolition by neglect (the gradual deterioration of a building over time) is a difficult situation to address and control. However, maintenance standards can be enforced to help control this type of "demolition." The Concord Township historic preservation ordinance, for example, gives the Township the authority to determine if a structure is being demolished by neglect and to require the owner to apply for a demolition permit, thus setting in motion the review procedure for demolition.

If the end result of a stay of demolition is ultimately granting the demolition permit, then the municipality may require that adequate time be added to the stay period for documenting the building. Such documentation involves photographs, measurements, and site plans being placed with the local historical group or the municipality for future reference. Salvaging of valuable building materials is encouraged.

Local Landmark Designations

A municipality can adopt a "landmark ordinance" to protect a specific structure that has special significance to the municipality. St. Martins Church in Marcus Hook is protected by just such an ordinance.

A landmark ordinance has two parts. The first part demonstrates the significance of the structure. The second part establishes the actions permitted or not permitted to be taken (such as the removal of an architectural detail) and/or any incentives for preservation activities associated with the structure.

The advantage of a local landmark designation is that the façade of a structure with outstanding significance is protected.

The disadvantages of local landmark designations are:

- The significance of the structure must be substantiated.

- The owner must give consent.

Development and Subdivision Regulations

An historic preservation section could be adopted into the municipal ordinance regulating land development and subdivisions. A developer of a property that contains an historic building can be offered incentives to retain the building and reuse it. One incentive, for example, could be density and parking bonuses, which is especially valuable in encouraging the reuse of some of the larger late 19th century homes, now too large for a single family.

To preserve the historical integrity, controls can also be included within these regulations to protect resources. Buffering requirements are invaluable in maintaining the historic setting of some of the resources. Also helpful are the retention of landscaping and outbuildings.

Archaeological sites are especially vulnerable to subdivision and land development projects. Requiring the developer to submit an archaeological assessment plan describing the measures that will be taken to minimize the impact of the project can protect these areas.

Building Code Exceptions

Most building codes, including the BOCA code, can have exceptions made for historic buildings. In Section 3406.0 of the BOCA code, buildings classified as historic need not meet the mandatory requirements of the code if they are judged to be safe and meet the requirements for the public's health, safety, and welfare. In other words, historic structures can be held to a less stringent code for repairs, alterations, and additions.

Historical Commissions and Historical Architectural Review Boards

In the previous paragraphs, we have mentioned two different review boards that are possible in a municipality. The following will give a better explanation of how each is used:

- HARB - This is the appointed board that is mandated by the Historic District Act, Act 167. The Act specifies that this board will have not less than five members and describes the qualifications of these members. The sole duty of this HARB is to review changes within an historic district and to recommend (or not recommend) that a certificate of appropriateness be issued.

- Historical Commission - This commission is not mandated by law, but like a HARB, its members are appointed by the municipal officials. The duties of an historical commission can vary from being just the keepers of the municipal history, to overseeing the municipal historic resource survey, to a

formal review board for historic overlays, archaeological assessment, or any other advisory function regarding the historical fabric of the community.

Façade Easements/Dedications of Property

The municipality can create an easement on a building façade or accept dedication of an area or structure. The owner of the property then can take a federal tax deduction for a charitable donation. The mechanism can monitor the future changes on structures or areas and is usually done through a nonprofit agency such as the Natural Lands Trust or the Preservation Alliance of Philadelphia. Some municipalities have established their own nonprofit group to accept and monitor the easements. Individual property owners can take advantage of this incentive as well.

Housing Vacancy Analysis for Architectural Integrity

Communities may want to undertake a vacant/deteriorated housing study to assess the structural condition of the vacant/deteriorated identified properties. An important element of this study is evaluating these homes' historic and architectural integrity as well.

The foremost principle in evaluating the historic integrity of a building is determining the number of architectural and design features that remain part of the building. A second factor is evaluating the "visual interest" of the building. This is a more subjective criteria.

Many ordinary looking buildings – old enough to be deemed historic – have few remaining original features that are characteristic of the building style. These buildings would get a high integrity rating but would be of low visual interest. Conversely, a building from a more ornate architectural style with only a few features left may look more pleasing but would get a low rating because so many of its original features are gone. Therefore, giving a rating for the presence of original features remained the major criteria for scoring. The ratings should not hold prejudice toward certain architectural styles or dates of construction (i.e., a Victorian Queen Anne versus a WW2 rowhouse). Houses with more visual interest may be noted in the Comments and Suggestions section, but houses with intact, but simple original designs should not be penalized.

Basic Methodology. Each evaluation can be split into four parts (see DCPD for sample pages):

- General Description (i.e., number of stories, roof type).

- Architectural Features. An objective description of all visible architectural and design features, without referring to their originality or quality. Include any reference to influencing architectural styles (i.e., Queen Anne, Post WW2, etc.) When it is warranted, comments regarding context and setting (i.e., landscaping, contribution to streetscape) should be addressed.

- Historic Integrity Rating and Rationale. This section should rate the building based on observations about the building's architectural and design features. Comments should be made on the originality and number of such features, the quality of alterations, and their effect on the building's historic character. A numeric rating of 1 to 5 is to be given to each building, with 1 indicating the highest quality building and 5 indicating the lowest.

- Comments and Suggestions. This section should provide comments and suggestions with respect to rehabilitation. It should also include comments regarding the possibility of higher ratings for buildings that may have been altered in ways that are reversible. For example, a building's cornice that has been covered in siding but left intact could be uncovered and repainted, earning a higher rating for the building This section can also comment on visual interest.

The study can include a quantitative analysis which simply looks at the number of buildings in each rating category (i.e., number of those buildings rated 1, 2, etc.). It can also include a more in-depth analysis such as a comparison of the historic and structural ratings This would help to find the number of buildings that have higher to lower structural ratings together with higher to lower historic integrity ratings. This analysis can be valuable because it will provide the numbers of buildings that are more or less valuable for rehabilitation. Sample pages are included to illustrate the process of evaluating vacant buildings. The structural rating will also be included to give an idea of how the process of determining value for rehabilitation can begin.

REVITALIZATION

The reuse of existing buildings can revitalize a community. In most cases, the buildings that are intact can be less expensively rehabilitated than creating new structures.

Using the tools described above will help to preserve the historic fabric of a community, but adaptive reuse is the core of revitalization. The key to continued preservation is the active use of a structure. Once a resource is identified as historic and special to the community, the action to encourage its reuse can then begin.

In most cases, an historic building is adaptable to reuse. However, if federal funding or federal tax incentives are involved with the reuse, it is strongly advised and often enforced that the "Secretary of Interior Standards for Rehabilitation" be used as a guideline for improving and changing the structure. These guidelines encourage the reuse of original materials or replacement in kind. A summary of these guidelines can be obtained from the National Park Service or DCPD.

Tax Incentives

Sites on the National Register of Historic Places (or those in a National Register historic district) are eligible for federal tax credits for rehabilitation. This applies only to income producing structures but can be an incentive for revitalization of an area.

Property Tax Abatement and Freeze

The municipality has the authority to develop its own incentive for preservation. The municipal tax is lowered or frozen for a period of time for those historic structures undergoing a rehabilitation or reuse.

Community Development Block Grants

Another source of funds for the rehabilitation of historic resources is the CDBG program. These federally sponsored funds are awarded each year by County Council to low- and moderate-income areas, and there is also a provision for funding historic rehabilitation.

Public/Private Cooperation

Not all projects can be funded by one source, especially in revitalization areas. Many projects, usually the larger ones involving more than one building or an extremely large structure, are accomplished using funds from public sources such as state or federal preservation grants as well as foundation and corporate grants and local financial institutions.

Certified Local Government Program

The CLG program is a cost-effective, local, state, and federal partnership. The initiative provides valuable technical assistance and small grants to local governments seeking to keep for future generations what is important and significant from their past. Funds are appropriated annually by the U.S. Congress and distributed from the Historic Preservation Fund, which is administered by the National Park Service and the SHPO in each state.

The more than 1,100 local governments that participate in the program are eligible to apply to their SHPO for grants representing a minimum of 10% of the federal funds allocated to their state. Projects eligible for funding and the criteria used to select them are developed annually by the SHPO. The State, not the National Park Service, makes funding decisions.

Certified Local Government Grants

CLG Grants requiring a 60/40 match are available to support projects in five categories: cultural resource surveys, National Register nominations, technical and planning assistance, educational and interpretive programs, and staffing and training. The grants are administered on a competitive basis, and the awards are made annually based on a peer review process.

Availability of Funds: Grant awards are subject to the annual availability of funds from the National Park Service. Funding is based on the federal fiscal year, October through September. No CLG can receive more than 30% of the available share of funds unless this requirement would preclude the award of the required 10% allocation.

Who May Apply: Funding under this program is limited to CLGs. Designation as a CLG under federal law should not be confused with the certification of local districts under the Historic District Act passed by the Pennsylvania General Assembly in 1961. Clarification in this regard may be obtained by contacting the grant administrator.

Municipalities do not have to have CLG status at the time the grant application is due, but they must have achieved CLG status by the contract start date in order to receive grant funds.

Keystone Historic Preservation Grants

Keystone Historic Preservation Grants requiring a 50/50 cash match are available for the preservation, restoration, and/or rehabilitation of historic resources listed in or eligible for listing on the National Register of Historic Places. The grants are administered on a competitive basis, and the awards are made annually based on a peer review process.

Availability of Funds: Grant awards are subject to the annual availability of funds from the State. Funding is based on the state fiscal year, July through June.

Who May Apply: Nonprofit organizations and public agencies that own or support a publicly accessible historic property listed or eligible for listing on the National Register of Historic Places or that own or support a contributing historic property in a National Register historic district may apply for grant assistance.

The following are examples of the types of organizations that are eligible to apply for grants: conservancies, educational institutions, historic preservation organizations, historical societies, local governments, museums, and religious institutions. All eligible organizations must be incorporated and in existence for five years before submitting a grant application.

Pennsylvania History and Museum Grant Program

Funding under this program is designated to support a wide variety of museum, history, archives, and historic preservation projects, as well as nonprofit organizations and local governments. There are eleven types of grants:

- Archives and Records Management Grants.
- General Operating Support Grants for Museums.
- General Operating Support Grants for Officials.
- County Historical Societies.
- Historic Preservation Grants.
- Historical Marker Grants.
- Local History Grants.
- Museum Project Grants.
- Statewide Conference Grants.
- Statewide Organization Grants.
- Technical Assistance Grants.

Main Street Program as a Part of the National Trust for Historic Preservation

Since 1980, the National Main Street Center has been working with communities across the nation to revitalize their historic or traditional commercial areas. Based in historic preservation, the main street approach was developed to save historic commercial architecture and the fabric of American communities' built environment, but it has become a powerful economic development tool as well.

The National Trust Main Street Program is designed to improve all aspects of the downtown or central business district, producing both tangible and intangible benefits. Improving economic management, strengthening public participation, and making downtown a fun place to visit are as critical to main street's future as recruiting new businesses, rehabilitating buildings, and expanding parking. Building on downtown's inherent assets – rich architecture, personal service, traditional values, and most of all, a sense of place – the main street approach has rekindled entrepreneurship, downtown cooperation, and civic concern. It has earned national recognition as a practical strategy appropriately scaled to a community's local resources and conditions. And because it is a locally driven program, all initiative stems from local issues and concerns.

Contact: The National Trust Main Street Center of the National Trust for Historic Preservation, 1785 Massachusetts Avenue, NW, Washington, DC 20036. Phone: 202/588-6219 Fax: 202/588-6050. Or email: mainst@nthp.org.

Pennsylvania Department of Community and Economic Development Programs

The Pennsylvania Department of Community and Economic Development offers various loan and grant programs to help achieve the preservation strategies identified in the comprehensive plan.

Community Economic Development Loan Program

This program is designed to stimulate self-help initiatives and help people build assets at the individual, family, and community levels.

Small Business First Community Economic Development (CED) Loan

This loan program is intended to enhance the Project for Community Building program by authorizing loans for small businesses in areas that are eligible for Community Development Financial Institution (CDFI) coverage. CED is not a job creation program.

Community Revitalization Program

This grant program supports local initiatives which will improve the stability of a community and enhance local economic conditions. Funds may be used for community development activities which will enhance a community's quality of life or will improve the business climate. Local governments, municipal and redevelopment authorities and agencies, industrial development authorities and agencies, and nonprofit corporations may apply.

Enterprise Zone Program (EZP)

This program provides grants to financially disadvantaged communities to prepare and implement business development strategies within designated enterprise zones. The program focuses on the formation of public and private partnerships, which will develop and sustain increased rates of business investment and job creation with an emphasis on the industrial, manufacturing, and export services businesses. To qualify as an enterprise zone community, the Department of Community and Economic Development must recognize the community as financially distressed. Designated zones are eligible for funding for up to ten years.

Land Use Planning and Technical Assistance Program (LUPTAP)

This program provides grant funds for municipalities to prepare and maintain comprehensive community development plans, policies, and implementing mechanisms

such as zoning ordinances and subdivision and land development regulations. Activities focus on reducing or eliminating the spread of blight and preserving residential and neighborhood facilities. Local governments may apply.

Neighborhood Assistance Program (NAP) Tax Credits

This program works to revitalize impoverished neighborhoods and communities by creating local partnerships between community-based organizations and the corporate community. Sponsoring corporations must contribute up to $250,000 per year over an extended period of time and must participate in the development and implementation of the community improvement project. In turn, corporations may use up to 70% of the contribution as a tax credit against the corporate tax liability of the business with the PA Department of Revenue. The program must serve low-income individuals or residents of economically distressed neighborhoods. Projects must fall under one of the following categories: community services, crime prevention, education, job training, or neighborhood assistance.

Weatherization Program

This works to minimize the adverse effects of high energy costs on low-income, elderly, and handicapped citizens through client education activities and by providing high quality weatherization services. Services include heating system modifications, employing measures to reduce air leakage, installing attic insulation, and venting and replacing heating systems. Nonprofit organizations and local governments may apply.

Contact: Governor's Center for Local Government Services, 325 Forum Building, Harrisburg, PA 17120, Phone: (888) 2CENTER.