

BRYN MAWR

Tier 2 Characteristics:

- Transit-oriented
- Mixed use
- Along Lancaster Avenue
- Serve township-wide needs
- Civic space
- Employment centers

Location: Lancaster Avenue from Old Lancaster Road on the east to Norwood Avenue on the west

Economic Objectives:

1. Main Line Village: A forward-thinking and distinctive identity based on historic town relationship and current strengths
2. Civic Places: New activity and sense of place at the Station, Town Square, Community Center, Central Avenue, and Lancaster Avenue
3. Connectivity: Attract populations that already live, work and study within walking distance of the village
4. Promote town-gown relations

Facts

Completed Studies	<i>Bryn Mawr Commercial District Economic Enhancement Strategy (1997)</i> <i>Bryn Mawr Commercial District Primary Trade Area: The Retail Report (1997)</i> <i>Bryn Mawr Streetscape Enhancement Plan (1998)</i> <i>Bryn Mawr, Pennsylvania: A ULI Advisory Services Panel Report (2004)</i> <i>Bryn Mawr Parking Study Report (2005)</i> <i>Bryn Mawr Master Plan (2006)</i> <i>Bryn Mawr Merchandising Mix Plan (2007)</i> <i>Traffic Analysis: Bryn Mawr Master Plan Area (2007)</i> <i>Bryn Mawr TRID (2009)</i> <i>DVRPC US 30 Corridor Study (2011)</i>
Zoning	<i>Bryn Mawr Village District (BMV1, BMV2, BMV3, BMV4) – Adopted 2008</i> <i>Bryn Mawr Medical District (BMMD) – Adopted 2006</i>
Historic Districts	N/A
Stakeholders	<i>Bryn Mawr Business Association</i> <i>Bryn Mawr Civic Association</i> <i>Bryn Mawr Beautiful</i> <i>Bryn Mawr Film Institute</i> <i>S.W. Bajus, Ltd. (Rosemont Square)</i> ; <i>Aqua Pennsylvania</i> ; <i>Main Line Health (Bryn Mawr Hospital)</i> ; <i>Baker Properties (Bryn Mawr Square)</i> ; <i>Bryn Mawr Trust</i> <i>SEPTA and Amtrak</i> <i>Haverford Township and Radnor Township, Delaware County</i> <i>Local colleges and universities (Harcum, Bryn Mawr, Rosemont, Villanova)</i> <i>Local Private Schools (Shipley, Baldwin)</i>

Observations

Unique Features	<i>Bryn Mawr and Rosemont Train Stations (SEPTA Paoli/Thorndale Rail Line)</i> <i>Bryn Mawr Norristown High Speed Line (NHSL) Station (SEPTA)</i> <i>Civic Spaces/Landmarks: Ludington Library, Bryn Mawr Community Center, Bryn Mawr Fire Company, Austin Memorial Park</i> <i>Proximity to concentration of colleges: Bryn Mawr, Harcum, Rosemont, Haverford, and nearby Villanova</i> <i>Private Schools: Shipley School, Baldwin School, Rosemont School of the Holy Child, Haverford School</i> <i>Bryn Mawr Hospital</i> <i>Bryn Mawr Film Institute</i> <i>Bryn Mawr shares a border with adjacent municipalities and Delaware County</i>
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Market Area	
Design	<p>Development principles from 2006 master plan:</p> <ol style="list-style-type: none"> 1. Create a network of pedestrian friendly streets 2. Celebrate the points of arrival into the village center 3. Encourage transit oriented/supportive uses around the train station 4. Concentrate retail on Lancaster and Bryn Mawr Avenues 5. Connect the hospital and schools into the village center 6. Promote a variety of housing types in the village center 7. Develop civic public spaces that promote community use <p>Non-destination retailers rely on foot traffic from other businesses</p> <p>Retail is most successful when it is concentrated on main streets and key corners (two-sided is best) and anchored by major destinations</p>
Retail Mix	<p>ERA survey and recommendations (2007):</p> <ul style="list-style-type: none"> • Service • Retail: strong grouping of home accessories and apparel stores • Office • Restaurant: should be 25-30% of retail square footage • Vacant • Cultural anchors: Ludington Library & Bryn Mawr Film Institute <p>Need consistency in quality and price points</p> <p>Bryn Mawr could be a good location for a boutique hotel</p> <p>Two primary retail clusters with potential infill in between (ERA 2007):</p> 
Relationship to Adjoining Neighborhoods	<p>From 2006 MP: 32% of people who work in Bryn Mawr also live in the area</p> <p>Pedestrian connections between residential neighborhoods and commercial areas should be improved</p> <p>Active civic association</p> <p>Many affordable homes have been demolished for the hospital expansion.</p> <p>Lower Merion and Radnor Townships have adopted ordinances to restrict the number of student-occupied houses in Bryn Mawr but there are still many non-conforming student-occupied homes in the areas adjacent to the Bryn Mawr Business District that predate these ordinances.</p>

Relationship to Other Commercial Districts	Bryn Mawr is the westernmost commercial area along Lancaster Avenue in Lower Merion Township and is immediately adjacent to the commercial area of Haverford. The commercial area also extends along County Line Road in Radnor Township.
Parking	<p>Inventory of public parking spaces (2005)</p> <ul style="list-style-type: none"> • 567 on-street public parking spaces • 355 off-street public parking spaces <p>Insufficient parking in SEPTA lots for SEPTA riders Students in the area places a strain on available parking (<i>i.e.</i>, insufficient parking in Harcum College lots for commuter students) Structured parking should be encouraged to take into account high land values.</p>
Transportation	<p>Bryn Mawr and Rosemont Train Stations (SEPTA Paoli/Thorndale Line) Bryn Mawr Norristown High Speed Line (NHSL) Station (SEPTA) College shuttles (e.g., Bryn Mawr College Blue Bus) Lancaster Avenue (U.S. Route 30) and Montgomery Avenue (east-west thoroughfares) Access to I-476, which connects directly to I-76</p> <p>Transit Revitalization Investment District (TRID) considered for Bryn Mawr</p> <ul style="list-style-type: none"> • Encourages partnerships between transit agencies and local communities • Increase transit ridership, foster community revitalization, economic development, public involvement • TRID study has been prepared
Density/Intensity	<p>Bryn Mawr Master Plan Projected “Build-out”¹: 1,051,600 SF total</p> <ul style="list-style-type: none"> • <i>Balance commercial and residential:</i> • Retail/restaurant: 166,600 SF • Residential/boutique hotel: 679,200 SF (approx. 570 housing units and 75 hotel rooms) • Office: 185,400 SF • Library expansion: 7,700 SF • Theater expansion: 7,500 SF • Transit facilities: 5,200 SF • Increased parking demand: 1,600 spaces <p>Bryn Mawr Hospital Development Plan</p>
Open Space	<p>Bryn Mawr Gazebo Austin Memorial Park Warner Avenue Tot Lot Roberts Road Tot Lot Polo Field</p>

Existing Studies and Recommendations

Redevelopment Opportunities	<p>Surface parking lots could be redeveloped into mixed-use projects. Township owned Municipal Lot 7 at Lancaster Ave and Bryn Mawr Ave could serve as a more active and prominent focal point between the train station and the library. (Easement with Amtrak restricts the use of the site)</p> <p>Infill development/reuse potential along Lancaster Avenue Bryn Mawr Hospital has moved forward with expansion plans Additional residential could contribute to a lively environment and customer base Gap area between Haverford and Bryn Mawr – opportunity to partner with adjacent municipalities that share Lancaster Avenue</p>
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¹ Potential build-out under adopted Bryn Mawr Village District zoning would be less.

Implementation Strategies	<p><u>Zoning</u></p> <p>Bryn Mawr Village District (BMV1, BMV2, BMV3, BMV4) – <i>Adopted 2008</i></p> <ul style="list-style-type: none"> • Encourage economic development within traditional main street environment • Protect existing residential neighborhoods • Promote pedestrian-oriented streets and pedestrian-scaled buildings • Promote residential use on upper floors; commercial on ground floors <p>Bryn Mawr Medical District (BMMMD) – <i>Adopted 2005</i></p> <ul style="list-style-type: none"> • Provide for expansion while protecting the surrounding residential areas • Encourage long-range planning for health care facilities <p>Zoning concepts from TRID Zoning Strategy (Sasaki, 2007):</p> <ul style="list-style-type: none"> • Create a coherent village district with form-based zoning (consistent street wall, build-to-lines, zero side yards, retail transparency) • Allow for village development around “Five Points” (Bryn Mawr Ave/County Line Rd) • Retain medical zones; retain residential neighborhoods • Form-based overlay for R-6A • Institutional shared parking; reduced parking requirements • Density incentives for achieving civic goals <p><u>Design</u></p> <p>Sasaki Zoning/Design Principles Recommended:</p> <ul style="list-style-type: none"> • Create a network of pedestrian-friendly streets • Celebrate the points of arrival to the village • Concentrate retail on Lancaster and Bryn Mawr • Connect the hospital and schools to the center • Encourage transit-oriented development • Promote a variety of housing types • Develop civic spaces that promote community use <p><u>Transportation</u></p> <p>Goals of TRID – <i>Studied 2009</i></p> <ul style="list-style-type: none"> • Encourage partnerships between transit agencies and local communities • Increase transit ridership, foster community revitalization, economic development, public involvement <p>2006 Master Plan recommendations:</p> <ul style="list-style-type: none"> • Improve train station plaza area • Streetscape improvements • Circulation improvements around station and hospital areas • Encourage shared and structured parking <p>US 30 Corridor Study (DVRPC, 2011)</p> <ul style="list-style-type: none"> • Complete the sidewalk network • Install pedestrian amenities at all signalized intersections along Lancaster • Improve pedestrian access to Bryn Mawr and Rosemont Stations • Consolidate the number and location of access driveways
Potential Development Projects	<p>Municipal Lot 7 redevelopment as mixed use and “village square”</p> <p>Redevelopment of Central Avenue area</p> <p><u>Pending:</u></p> <ul style="list-style-type: none"> • 843, 847 & 859 Old Lancaster Rd (Demolish 2 apartments with 24 units total and 2 single family homes. Construct 12 townhomes and 16 single family semi-detached homes) • 907, 921 & 931 W. Lancaster Ave and 21 N. Merion Ave (Verizon Lot. Construct a 2-story retail/office mixed-use building with a 17,123 SF footprint and a 1-story 4,637 SF addition to the existing commercial building) <p><u>Approved/Underway:</u></p> <ul style="list-style-type: none"> • 1112 & 1116 W. Lancaster Ave and 20 & 24 S. Roberts Rd (Church of the Good Shepherd. Demolish buildings on W. Lancaster Avenue and 2 single family homes on S. Roberts Road. Construct a 4,269 SF retail building with 8

	<p>apartment units on the 2nd and 3rd floors and 4 new single family semi-detached homes.)</p> <ul style="list-style-type: none">• 822 W. Lancaster Ave (Bryn Mawr Film Institute. 5,100 SF expansion)• Bryn Mawr Hospital expansion <p><u>Recently Completed Development Projects:</u></p> <ul style="list-style-type: none">• Ludington Library expansion
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Updated May 30, 2014

COMMUNITY CHARACTER



