

***Tier 2 Characteristics:***


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

# HAVERFORD

**Location:** Lancaster Avenue from Old Buck Road to Wyoming Avenue on the east

**Economic Objective:** To expand on retail services and other common daily retail uses.

***Facts***

|                           |   |
|---------------------------|---|
| <b>Completed Studies</b>  | <i>DVRPC US 30 Corridor Study (2011)</i>  |
| <b>Zoning</b>             | <p>Most commercial properties along Lancaster Avenue are zoned C1, C2 and CL – Commercial; some commercial properties are split-zoned with R6A –Residence zoning in the rear</p> <p>The properties on Dreycott Lane were rezoned in 2006 from R6A – Residence to C1 – Commercial to allow mixed-use development in proximity to the commercial area and train station</p> |
| <b>Historic Districts</b> | <p>A few commercial properties on Haverford Station Road are located in the Haverford Station Historic District</p>    |
| <b>Stakeholders</b>       | <p>Haverford Civic Association<br/> Ardmore Progressive Civic Association<br/> Haverford College<br/> The Haverford School<br/> S.W. Bajus, Ltd. (Haverford Square)<br/> Baker Properties (Haverford Plaza, Haverford Place, etc.)<br/> SEPTA<br/> Haverford Township</p>   |

***Observations***

|                        |  |
|------------------------|--|
| <b>Unique Features</b> | <p>Haverford Train Station (SEPTA Paoli/Thorndale Regional Rail Line)</p> <p>The Haverford School (private boys school PreK-12) and proximate to other nearby private schools with a regional draw</p> <p>Haverford College and proximate to other colleges and universities</p> <p>Nellie Berman School of Music</p> <p>Merion Cricket Club</p> <p>Sharpe Park and Bird Sanctuary</p> |
|------------------------|--|

|   |  |
|---|--|
|   | <p>Portions of the commercial area are within the Haverford Station Historic District</p> <p>Main Line Art Center</p> <p>Shares a border (and a portion of Lancaster Avenue) with Haverford Township, Delaware County</p>  |
| <b>Design</b>                                     | <p>Currently “not conducive to a strolling retail environment” with an inconsistent street façade, incomplete sidewalk system, and buildings set back from the sidewalk. (<i>DVRPC US 30 Study</i>)</p>  |
| <b>Market Area</b>                                | <p>Serves local needs within an approximate one-mile radius</p>  |
| <b>Retail Mix</b>                                 | <p>Currently service-oriented (dry cleaners, tailors, food markets) with retail and restaurant uses provided, but these businesses are generally oriented to providing customer-only parking access rather than being pedestrian oriented.</p>   |
| <b>Relationship to Adjoining Neighborhoods</b>    | <p>Land directly adjacent to commercial uses is zoned for higher-density residential (R4, R6, R6A). Strong pedestrian network provides access from residential neighborhoods to commercial area. Pedestrian environment through and across the district needs improvement.</p>   |
| <b>Relationship to Other Commercial Districts</b> | <p>Directly adjacent to Bryn Mawr and Ardmore along Lancaster Avenue. The commercial properties along Lancaster Avenue, from Old Lancaster Road to Old Buck Road, are located in Haverford Township, Delaware County. This county/municipal boundary creates a challenge for establishing consistent regulations along this section of the Route 30 corridor. The Haverford School and Haverford College are located along Lancaster Avenue and effectively divide the commercial area.</p>              |
| <b>Parking</b>                                    | <p>Limited number of on-street, metered parking spaces on Lancaster Avenue. Private, surface parking lots are associated with each establishment. Haverford Square frequently cites issues with office employees and rail commuters parking in their lot.</p> <p>Both shoppers and commuters utilize SEPTA’s parking lots at the Haverford Train Station, which include 89 permit spaces and 80 daily spaces.</p>  |
| <b>Transportation</b>                             | <p>Haverford Train Station (SEPTA Paoli/Thorndale Regional Rail Line)</p> <p>SEPTA bus routes 105 and 106 run along Lancaster Avenue</p> <p>College Shuttles (e.g., Haverford College and Bryn Mawr College Blue Bus, Swarthmore Van Tri-Co – provides shuttle service between Swarthmore, Haverford and Bryn Mawr Colleges)</p> <p>5-Campus bike route used by college students (informal bike route connects Villanova, Rosemont College, Bryn Mawr College, Harcum College and Haverford College)</p> |
| <b>Density/Intensity</b>                          | <p>Transition area between Ardmore and Bryn Mawr</p>   |
| <b>Open Space</b>                                 | <p><u>Public Parks:</u></p> <ul style="list-style-type: none"> <li>• Polo Field (shared use/maintenance agreement with Haverford Township)</li> <li>• Sharpe Park and Bird Sanctuary</li> </ul> <p><u>Private Open Spaces:</u></p> <ul style="list-style-type: none"> <li>• Haverford College duck pond and walking trails</li> <li>• The Haverford School playfields</li> <li>• Merion Cricket Club</li> </ul>  |

### ***Existing Studies and Recommendations***

|                                       |   |
|---------------------------------------|---|
| <b>Redevelopment Opportunities</b>    | Redevelopment may occur through the demolition of existing structures and consolidation of lots, which could increase density in this area under the existing zoning.   |
| <b>Implementation Strategies</b>      | <u>Design:</u> <ul style="list-style-type: none"><li>• Streetscaping</li><li>• Implement Ardmore storefront design guidelines</li></ul> <u>Transportation:</u> <ul style="list-style-type: none"><li>• Reduce number of curb cuts</li><li>• Provide bike parking</li></ul>  |
| <b>Potential Development Projects</b> | <u>Approved:</u> <ul style="list-style-type: none"><li>• 542 &amp; 552 W. Lancaster Avenue (Wilkie Lexus Dealership. Demolish two commercial buildings. Construct a garage with an 18,141 SF footprint and indoor car wash)</li><li>• 1-8 Dreycott Lane (Demolish seven single-family homes; construct a 44-unit condominium with 1,600 SF of commercial space)</li></ul> |

Updated May 1, 2014

## COMMUNITY CHARACTER





