

## WYNNEWOOD

### **Tier 2 Characteristics:**

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

**Location:** East Lancaster Avenue from Chatham Road to Morris Road and East Wynnewood Road from Lancaster Avenue to Williams Road

**Planning Objectives:** To rectify the long standing incongruities resulting from the lack of effective transitions between auto-oriented commercial uses and lower density residential neighborhoods. To also ensure that future residential and commercial development along the East Wynnewood Road and Lancaster Avenue corridors is appropriately integrated with the existing land use/circulation patterns.

**Economic Objective:** To enhance commercial areas to effectively serve the region.

### **Facts**

<b>Completed Studies</b>	<i>The Retail Report: Ardmore/Wynnewood Commercial District Primary Trade Area (1997)</i> <i>US 30 Corridor Study (2011)</i>
<b>Zoning</b>	Commercial properties primarily zoned C1 and C2 Commercial and directly adjacent to residential areas zoned R7.
<b>Historic Districts</b>	N/A
<b>Stakeholders</b>	Wynnewood Civic Association Shortridge Civic Association Ardwood Civic Association Federal Realty Investment Trust (Wynnewood Shopping Center) WP Realty (Whole Foods site, East Wynnewood Road properties) Baker Properties (Wynnewood Square) Borough of Narberth

### **Observations**

<b>Unique Features</b>	Wynnewood Train Station (SEPTA Paoli/Thorndale Regional Rail Line) Post WWII, auto-oriented commercial area with larger shopping centers Three anchor grocery stores in close proximity Merriam Estate (a.k.a. Reserve at Maybrook) Proximate to Narberth Borough
<b>Design</b>	Eclectic mix of post-WWII architecture
<b>Market Area</b>	Caters to central and eastern Lower Merion township drawing from a 2-3 mile radius (draw may increase with the proposed full-size Whole Foods store)
<b>Retail Mix</b>	Two large shopping centers (Wynnewood Square 79,000 SF, and Wynnewood Shopping Center 252,000 SF) Mix of smaller shopping centers, office buildings, car dealerships

<b>Relationship to Adjoining Neighborhoods</b>	Separated from the residential areas to the north by the railroad tracks. The sidewalk network connects the commercial area to the adjacent residential neighborhoods, but auto dealership encroachment, narrow sidewalks, high traffic volumes and wide curb cuts affects pedestrian comfort within the commercial area. In general, land is zoned for higher density residential directly adjacent to the commercial areas. Active civic associations
<b>Relationship to Other Commercial Districts</b>	Directly adjacent to Ardmore Business District along Lancaster Avenue to the west
<b>Parking</b>	No on-street parking on Lancaster Avenue Private, surface parking lots associated with each development The Wynnewood Train Station SEPTA parking lot is at capacity but may be alleviated with proposed structured parking at the Ardmore Train Station
<b>Transportation</b>	Wynnewood Train Station (SEPTA Paoli/Thorndale Regional Rail Line) SEPTA Route 105 runs along Lancaster Avenue and East Wynnewood Road. The bus stop at Wynnewood Shopping Center provides a shelter and benches adjacent to a plaza. High crash rate at Wynnewood Avenue & Lancaster Avenue Interest in improved traffic control at Wynnewood Square Roadway improvements proposed with Whole Foods development plan along East Wynnewood Road and at intersection with Lancaster Avenue. Coordinated roadway improvements between Lower Merion and Narberth are under consideration at intersection of East Wynnewood Road and North Wynnewood Road Crossroads of proposed bike routes across Lower Merion Township
<b>Density/Intensity</b>	Various degrees of density from low-intensity, single-family dwellings, to multi-family, to big box retail establishments
<b>Open Space</b>	Wynnewood Shopping Center plaza Wynnewood Station Park <i>Nearby open space:</i> Narberth Playground, Narbrook Park, South Ardmore Park, Shortridge Park

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

<b>Redevelopment Opportunities</b>	Potential infill development on surface parking lots Repurpose gas station at Lancaster Avenue and Wynnewood Road Consolidation and redevelopment of smaller properties, particularly along East Wynnewood Road Merriam Estate
<b>Implementation Strategies</b>	<u>Design</u> <ul style="list-style-type: none"><li>• Streetscaping</li></ul> <u>Transportation</u> <ul style="list-style-type: none"><li>• Complete sidewalk network, reduce curb cuts for driveways</li><li>• Complete a traffic study of the corridor to ensure coordinated transportation improvements with proposed development</li></ul>
<b>Potential Development Projects</b>	<u>Pending:</u> <ul style="list-style-type: none"><li>• 311-323 E. Lancaster Avenue (Audi Dealership. Demolish 13,290 SF Main Line Times Building. Construct 16,044 SF automobile sales and service building)</li></ul>

	<p><u>Approved:</u></p> <ul style="list-style-type: none"><li>• 331 Penn Road (Merriam Estate. Construct 250 apartments)</li><li>• 50 E. Wynnewood Road (Wynnewood Shopping Center. Construct new 6,576 SF restaurant)</li><li>• Lancaster Ave/E. Wynnewood Road intersection (Whole Foods. Construct 45,000 SF grocery store)</li><li>• E. Wynnewood/Penn Road intersection. Construct 7,200 SF retail building and 3,652 SF bank building)</li></ul>
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Updated May 1, 2014

## COMMUNITY CHARACTER



