



Chalfont Borough

Revitalization & TOD Plan



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1. Introduction

1.1 Purpose, Vision, and Goals

Purpose: To establish the physical and economic foundation for a walkable, vibrant, mixed-use commercial neighborhood in Chalfont's downtown area that provides new amenities, enhances the quality of life, and capitalizes on the proximity to public transit.

Chalfont Borough has undertaken the important effort of developing a Revitalization and Transit Oriented Development (TOD) Plan focused around exploring redevelopment opportunities and implementation strategies for the Borough's downtown. Specific emphasis has been placed on the opportunity for revitalization around the Southeastern Pennsylvania Transportation Authority's (SEPTA) Chalfont train station as well as in areas along the Main Street and Butler Avenue corridors. This Plan presents a series of recommendations to direct a pedestrian-oriented, mixed-use redevelopment strategy designed to increase business, maximize access to public transit, promote a mixture of housing types, and enhance walkability and quality of life.

The Borough's downtown core was the traditional social and economic anchor of the community, providing essential goods and services, access to markets, and opportunities for recreation and community gathering. Chalfont Borough's core, like many traditional downtowns, has experienced disinvestment over time and a trend toward increased commercial vacancy and deterioration of its built environment. Despite this, the infrastructure, architecture, and original framework of the community are strong and provide significant assets to leverage toward achieving revitalization. The Borough boasts numerous beautiful and historic buildings, pleasant parks, locally owned businesses, and a healthy community of committed citizens and business owners. Collectively, this creates an appealing setting with charming character and significant market potential. This Plan seeks to build on these assets to achieve a vision of a revitalized downtown that addresses barriers to redevelopment, provides new amenities, increases safety and mobility, and ultimately raises the quality of life for existing and future residents.

In particular, this Plan has been developed with a focus on

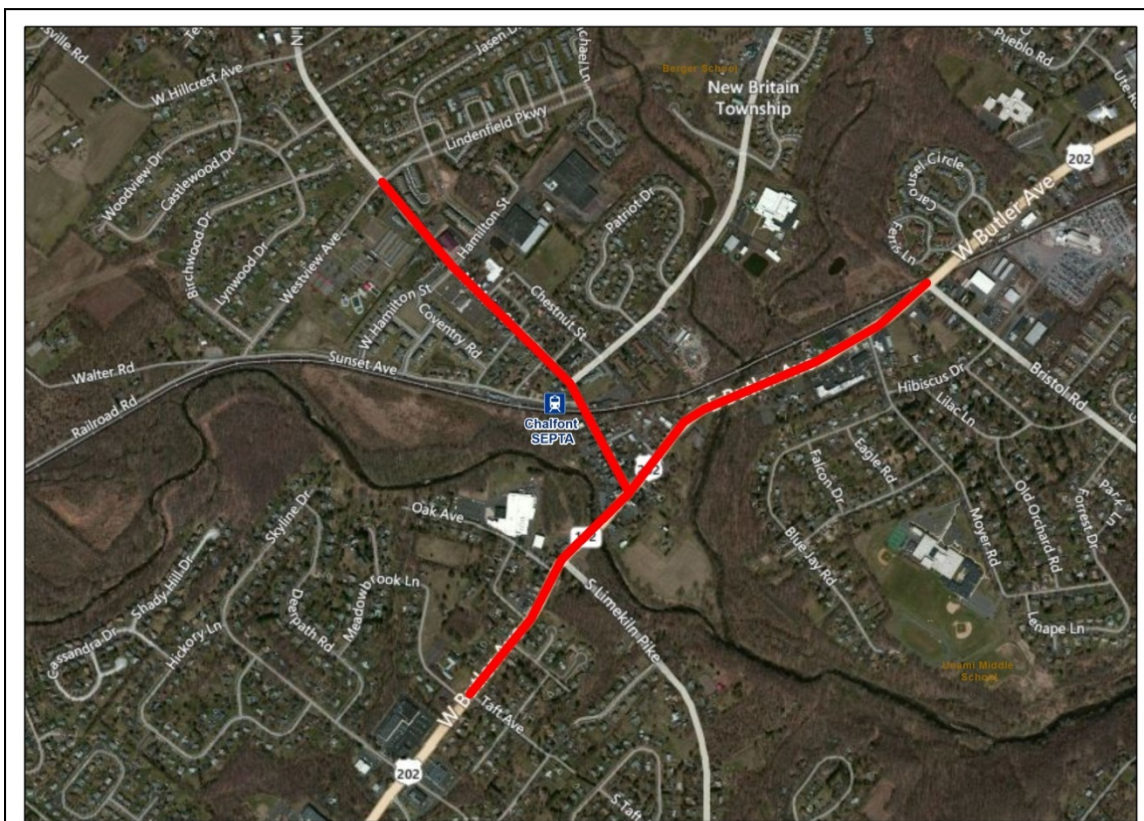
- renewing local economic activity and local excitement;
- strengthening the sense of place and protecting of Chalfont's historic and cultural resources;
- anchoring the downtown by encouraging a mix of residential and commercial development and the creating additional community amenities;
- creating more community destinations and amenities that are accessible by pedestrians;
- creating a safe and integrated transportation network that includes a variety of modes, including walking, biking, and driving;

- increasing economic activity by maximizing people’s access to public transit; and
- identifying necessary partners, policies, and financial resources to assist in the implementation of final recommendations.

The consultant team engaged by Chalfont Borough – the Delta team – is led by Delta Development Group, Inc. (Delta) of Mechanicsburg, Pennsylvania, and also includes Gilmore & Associates (municipal engineering, transportation planning) of New Britain, Pennsylvania; Tim Haahs & Associates (engineering, architecture, urban development planning) of Blue Bell, Pennsylvania; and Hurley-Franks & Associates (urban planning and design) of Philadelphia, Pennsylvania.

1.2 Study Area

The study area for this Revitalization and TOD Plan is primarily concentrated around the North Main Street Corridor (Lindenfield Parkway to Butler Avenue) and the Butler Avenue Corridor (Meadowbrook Lane to Bristol Road), encompassing the majority of the Borough’s traditional downtown core.



Chalfont Project Boundary



1.3 PUBLIC ENGAGEMENT

A public engagement and outreach strategy has also been implemented to ensure that stakeholder input is properly valued and utilized in the development of the Plan. Throughout the planning process this has included a kick-off meeting with the Borough’s project team, the development and administration of an online survey, stakeholder interviews, a business community focus group session on November 9, a public visioning session on December 6, and a second public visioning session on March 7. During these stakeholder participation events, the project team presented information on the planning process, key findings, fundamental principles, and goals guiding the Plan’s development, and conceptual sketches were provided illustrating a visual representation of redevelopment concepts for the Borough. Throughout this process, stakeholder feedback was solicited and incorporated into the ongoing development of the Plan. The public workshop activities concluded with a branding and visioning session intended to encourage the public to help craft a clear vision for their community’s future.

1.4 SUMMARY OF RECOMMENDATIONS

<i>Purpose: To develop a revitalization plan for Chalfont’s downtown area, with a special emphasis on creating a TOD at SEPTA’s Chalfont train station.</i>	
Core Recommendations:	
<ol style="list-style-type: none"> 1. Organize for action 2. Establish a regulatory environment that encourages revitalization 3. Create a safe, connected, and active public realm 4. Leverage assets and create a stronger sense of place 5. Promote infill and adaptive reuse development of priority sites focused on a mixture of uses 6. Actively recruit businesses to the downtown 7. Provide for traffic mitigation and parking solutions 	
1. Organize for action	
Recommendations	
1.1 Clearly Define the Implementation Role of Borough Departments	
1.2 Strategically Prioritize Actions Using the Revitalization and TOD Plan As a Guide	
1.3 Establish a System of Connections to Enable Collaboration between Community Associations, Neighborhood-Based Groups, and Borough Departments	
1.4 Pursue Identified Public Funding Opportunities	
1.5 Create a Borough Implementation Team	

2. Establish a regulatory Environment and Land Use Program to Encourage Revitalization
Recommendations
2.1 Develop and Adopt an Official Map
2.2 Adopt Zoning and Regulatory Changes that Encourage Private Investment in Desirable, Context-Sensitive Redevelopment Projects on Key Downtown Parcels
2.3 Incentivize Desirable Redevelopment Projects on Key Parcels in the Downtown Core
3. Create a safe, connected, and active public realm
Recommendations
3.1 Implement Public Realm Safety Features
3.2 Create Additional Public Realm Amenities and Implement Recommendations of the 2011 Parks Master Plan
3.3 Invest in Public Realm Mobility Enhancements
3.4 Reduce Main Street Curb Cuts Between Butler Avenue and the SEPTA Station
3.5 Consider the creation of a Tax Increment Financing (TIF) District
4. Leverage assets and create a stronger sense of place
Recommendations
4.1 Reevaluate Property Maintenance Code and Enforcement
4.2 Create and Promote a New Brand for the Borough
4.3 Create a Civic Events Organization and Calendar
4.4 Assist Homeowners with Funding and Technical Assistance for Maintenance, Repairs, and Improvements
4.5 Support Property Owners in Activating Front Yard Spaces and Providing Additional Amenities (Trees, Civic Space, Etc.)

5. Promote infill and adaptive reuse development of priority sites focused on a mixture of uses
Recommendations
5.1 Encourage Redevelopment of Vacant and Underutilized Sites in the Downtown Core and Creation of Welcoming Gateways
5.2 Leverage the SEPTA Station and Capitalize on Growing Demand for TOD
5.3 Create Public-Private Partnerships to Redevelop Key Sites
6. Actively recruit businesses to the downtown
Recommendations
6.1 Encourage Additional Retail and Recreational Amenities
6.2 Connect Businesses and Their Needs with Appropriate Spaces
6.3 Support Small and Emerging Businesses by Providing Technical Assistance, Access to Information, and Funding Opportunities
7. Provide for innovative and practical parking solutions
Recommendations
7.1 Implement Shared Parking Principles
7.2 Encourage Complementary Land Uses
7.3 Create Quality Linkages Between the Parking And Destinations
7.4 Implement Smart Pricing Policies
7.5 Integration with Existing and Proposed Mass/Alternative Transit
7.6 Designate Employee Parking Areas
7.7 Install Signage and Wayfinding
7.8 Minimize Pedestrian/Vehicular Conflict
7.9 Capture and Park Vehicles Outside of the “Core”
7.10 Inform All Users by Utilizing Websites, Brochures, Etc.

8. Create transit, circulation, and congestion improvements	
Recommendations	
8.1	Reduce/eliminate/combine driveway curb cuts
8.2	Continue to promote/support Bristol Road Extension
8.3	Investigate the realignment of Limekiln Pike/Main Street/S.R. 152
8.4	Improve lighting and sideway connections to increase pedestrian safety
8.5	Provide more efficient layout/stall configuration for existing SEPTA surface parking lot
8.6	Provide additional commuter parking within short walking distance.
8.7	Consider/investigate parking structure near existing Chalfont SEPTA station at old fire station site
8.8	Investigate new commuter/SEPTA station for New Britain/Chalfont at Butler Avenue and Bristol Road as part of the Bristol Road Extension
8.9	Create safe biking corridors

2. EXISTING CONDITIONS ANALYSIS

As part of the Chalfont Borough Revitalization and TOD Plan, the Delta team conducted an in-depth review and analysis of the existing conditions present in both Chalfont Borough generally, and the defined study area, specifically. The defined study area is primarily focused around the North Main Street Corridor (Lindenfield Parkway to Butler Avenue) and the Butler Avenue Corridor (Meadowbrook Lane to Bristol Road). The following analysis incorporates a review of a variety of trends and conditions, including descriptions of defining area characteristics, growth and development patterns, land use and zoning, overarching urban framework, opportunities and constraints, and potential redevelopment opportunities.

2.1 Background

Chalfont Borough, whose name was derived from the North Penn Railroad station located within the community, was incorporated in 1901. The 1.6-square-mile community is located approximately 18 miles north of Philadelphia and 16 miles from the New Jersey border in Bucks County, Pennsylvania. Chalfont neighbors Doylestown Township, New Britain Borough, and New Britain Township.

Prior to incorporation, Chalfont was a settlement known as Butler's Mill along the Neshaminy Creek in southeastern Pennsylvania. In its infancy, the community realized significant purpose by providing key services to the surrounding rural areas and as a means of facilitating goods to market. The Borough's location along key transportation corridors and proximity to rail provided local producers with access to Philadelphia and other regional markets and played a driving role in the community's development pattern. Over time, Chalfont has evolved from an early transportation and commerce hub to a weekend recreational refuge for urban residents to a historic, suburban, residential community.

Today, Chalfont's maintains its charming character and historic resources in the traditional downtown, including many beautifully preserved buildings of the late nineteenth-century Victorian era. Chalfont's character and unique qualities have helped it become an attractive bedroom community for residents working in Philadelphia and other regional employment hubs.





Examples of Chalfont's historic character

Source: Delta Development Group, Inc.

2.2 Demographics

During the first decade of the twenty-first century, Chalfont experienced modest growth in population from 3,900 in 2000 to 4,009 in 2010. This population increase has been appropriately mirrored by a similarly slight increase in households from 1,404 in 2000 to 1,469 in 2010, a .61% increase. The population has a healthy distribution across all age cohorts, with 28.3% of the population under the age of 19, 40.7% of the population between 20 and 49, 20.4% of the population between 50 and 64, and 10.4% of the population over the age of 65. This distribution, resulting in a median age of 40.2, mirrors the population of surrounding Bucks County with a similar age distribution and median age of 41.9. Chalfont's mixture of age groups helps to create a diversified consumer market and should contribute to a broad range of demand for different goods and services.

Comprising 94.9% of the total population, white households constitute a significant majority in the Borough; as the largest minority population, Asians make up only 3% of the total population. This predominantly white population is similar to characteristics found in Bucks County as a whole, which is 89.2% white, with Asians, likewise, being the largest minority group at 3.8%.

Chalfont also shares similar housing characteristics with surrounding Bucks County, including comparable average household sizes (2.7 and 2.63, respectively), vacancy rates (5.6% and 4.5%, respectively), a high percentage of single-family detached homes (75.4% and 63.6%, respectively), as well as a predominant owner-occupied housing stock (85.4% and 77.1%, respectively).

According to the Environmental Systems Research Institute (ESRI), the 2011 average household income in the Borough was \$92,056 and the median household income was \$78,302. Once again, this characteristic is relatively consistent with Bucks County's income levels (average household income of \$94,004; median household income of \$75,722). Compared with the statewide average household income of \$65,847 and median household income of \$49,405, Chalfont Borough's average and median income levels are considerably higher. These higher income levels may result in additional expendable income, which in turn, can help support local goods and services and drive the demand for certain housing types and sizes. These higher income levels are also likely a contributing factor to the owner-occupied housing rate of 85.4%, compared to only 69.6% statewide.

2.3 Growth Pattern

Like many early settlements in Pennsylvania, the growth and development of commercial, industrial, and residential uses in Chalfont were initially concentrated in the Borough's core, with its proximity to key transportation routes. In particular, the intersection of S.R. Route 202 (S.R. 202) and State Route 152 (SR 152), and later the presence of a rail line, dynamically spurred the growth of the historic downtown core. Development at the heart of the Borough anchored the community by providing necessary services and stability from which to grow outward.



Suburban sub division

Source: Google Earth

Early development primarily grew along the two main corridors of SR 202 and SR 152, laying the foundation for Butler Avenue's emergence as the community's primary commercial corridor. The inclusion of rail transit further stimulated significant growth, with development occurring along SR 202 and extending northwest along Main Street. Commercial development has focused primarily around the SR 152 and SR 202 corridors, which provide high visibility and access to regional markets. Today, SR 152 has the majority of Chalfont's service businesses and home offices, while SR 202 is home to many of the Borough's

retail amenities. There has, however, been limited investment in retail and restaurant uses in the Borough's core, resulting in a disproportionately limited retail mix compared to the population size and spending potential.

In addition to facilitating the shipment of goods to market, rail also brought tourists and vacationers who were seeking the bucolic appeal of rural Pennsylvania. Chalfont grew as a weekend refuge for urban residents, particularly from Philadelphia, which prompted the development of several hotels and associated amenities. When personal automobiles came into prominence, and reliance on rail and water diminished, the Borough shifted from its role as a transportation and commerce center to a traditional suburban auto-oriented community.

Suburbanization continued as surrounding agricultural land became available for development further from the traditional Borough center and residential development began to move increasingly outward. This process culminated in the 1990s when Chalfont experienced rapid growth in low-density, suburban subdivision development. Pockets of large, single-family lots connected by curvilinear street patterns began to appear outside the Borough's



Chalfont Borough Downtown Core

Source: Google Earth

center on traditionally agricultural land. During the 1990s, these developments contributed to a 23% increase in housing units and population growth of 27%. In the years following this growth, vacant land in the Borough decreased from 7.3% in 1998 to only 2.9% in 2008. The character of Chalfont's historic core stands in contrast to this outer ring of suburban development, which constitutes a substantial portion of the community and creates a healthy consumer base for local goods and services.

2.4 Urban Framework

General Structure

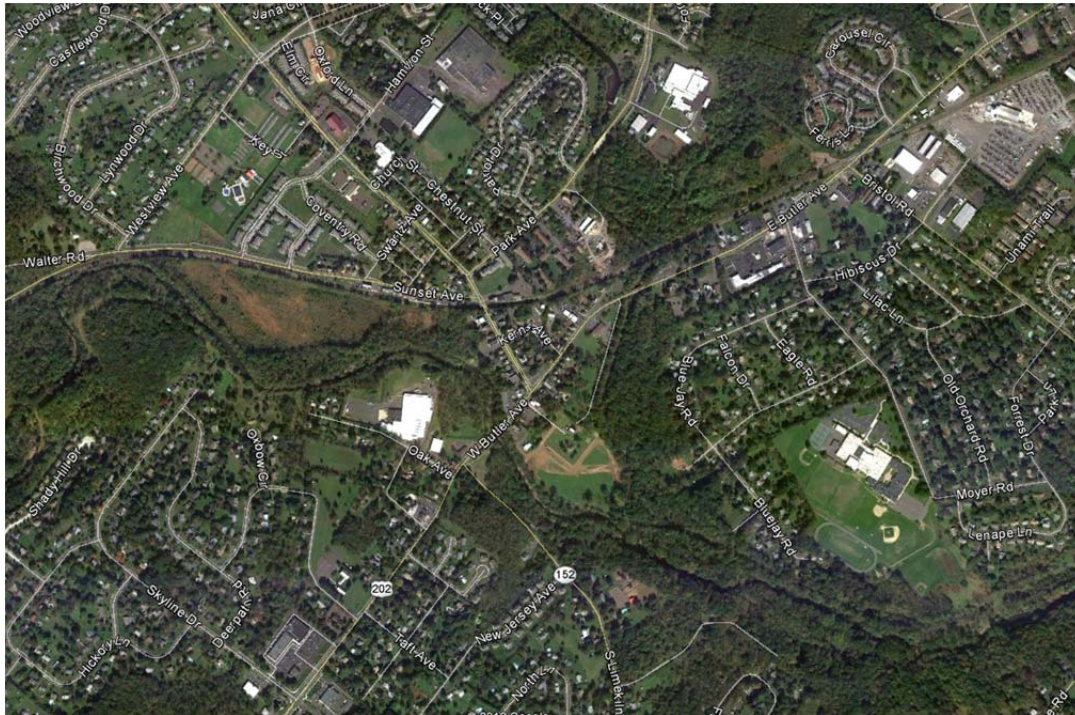
Chalfont's underlying framework for development is established by a combination of primary physical and environmental characteristics and transportation infrastructure. Situated between its north and west branches, the Neshaminy Creek provides the shape and outer bounds of Chalfont's historic core. The creek also creates terrain and grading challenges for many parcels, as well as floodplain and wetland restrictions, which limit the ability and options for developing these lands. The historic core is further defined by the SR 202 and SR 152 corridors, which provided the framework for the development of residential and commercial uses that grew outward from the core.

The rail right-of-way provides stability for the community through traditional access to markets and transit alternatives, but it also contributes to the Borough's physical framework and development limitations through its right-of-way and associated development restrictions.

The presence and increasing availability of surrounding untouched farmland has also been a key contributor to the current development framework in Chalfont. These untouched, open parcels provided the conditions necessary to support the growth of low-density, single-family subdivision development. Relatively low development costs and short time investments associated with these greenfield developments encouraged the framework we see today that is characterized by a traditional commercial core surrounded by peripheral subdivision developments.

Street Pattern

With the exception of several small blocks surrounding portions of the Borough's core near Main Street, Chalfont generally lacks a regular street grid pattern. As Chalfont was not a master planned community, and instead grew organically over time, it is not surprising to find an irregular network of streets. Despite this, the development of the Borough has established a hierarchy within the circulation network beginning with the main thoroughfares of Butler Avenue and Main Street. These prime corridors provide access into and out of the Borough, connect to neighboring communities, create access to interstate roads and more distant markets, and also establish the Borough's three primary gateways. Smaller feeder roads such as Park Avenue, Sellersville Road/Hillcrest Avenue, and Railroad Avenue provide alternate transportation options during peak travel times and allow access to a wider variety of locations throughout the region. The final tier consists of numerous local roads, including internal subdivision streets and the residential blocks surrounding Main Street, which serve the primary purpose of providing mobility and individual home access within residential neighborhoods.



Borough Street Pattern

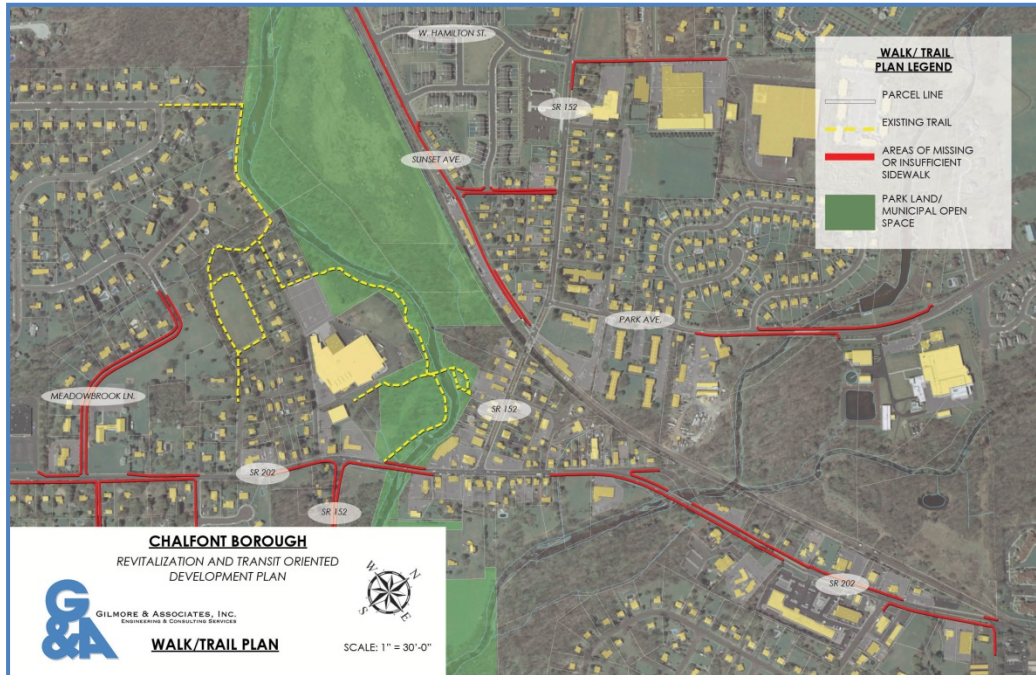
Source: Google Earth

Public and Pedestrian Realm

The public realm in Chalfont includes sidewalks and associated pedestrian amenities, as well as civic and public open space throughout the community. The Borough's core, with the highest density and concentration of commercial uses, should also have the correspondingly highest concentration of pedestrian amenities and safety measures. Currently, the public realm in the historic core has several deficiencies, including a lack of a continuous sidewalk network, compounded by high levels of traffic and the need for additional pedestrian crossings and other amenities. The lack of such pedestrian features reduces the quality of life, limits the potential to create a strong sense of place, and discourages private investment and redevelopment projects.

Those areas with high traffic, narrow or missing sidewalks, and lack of a functioning buffer create an uncomfortable and potentially dangerous pedestrian environment. In addition, a positive pedestrian experience is further limited by several properties designed with parking in the front. Such developments limit the opportunity for a vibrant, walkable environment by failing to address the street and frame the public realm with a continuous streetwall. While some investment in improved street lighting and pedestrian amenities has occurred, there is significant opportunity to increase the appeal, safety, and walkability of the public realm.

Sidewalk Assessment



Pedestrian circulation is important to address the multimodal nature of Chalfont Borough. Sidewalks, trails, and bike routes are an integral part of the community and serve as the conduit to connecting residents and visitors to the amenities within the community. The Borough has been actively studying and implementing improvements to its system of sidewalks and trails. Recent studies include the Tri-Municipal Trail and Greenway Plan (October 2010), which identifies a combination of on-road bike lanes, off-road trails, and sidewalks that create links within the community as well as to surrounding municipalities. A multi-site parks master site plan was also prepared (January 2012), which also identifies and plans for an enhanced and more connected trail system throughout the Borough's park system.

Recently completed projects include the trails associated with the West Branch Interceptor replacement and a trail and bridge in Twin Streams Park. Several other projects are underway, which will improve pedestrian movement and connectivity. A bridge replacement project is planned along Butler Pike, spanning the West Branch of the Neshaminy Creek. The current bridge does not have pedestrian walkways. The new bridge will incorporate pedestrian walkways along both sides of Butler Pike. The Borough is also currently working on sidewalk improvements as part of a federal Safe Routes to School Grant.



Examples of missing public realm features
 Source: Delta Development Group, Inc.

2.5 Transportation and Access

The Borough lies within close proximity to both Interstate 476 (I-476) and State Route 611 (SR 611), which provide direct access to eastern Pennsylvania and to important Philadelphia markets to the south. The Borough gains greater regional access through its relative proximity (a distance of 13 miles) to the Pennsylvania Turnpike, which functions as the primary east-west travel corridor in the Commonwealth.

The intersection of two heavily travelled routes, SR 202 and SR 152, became the focal point of Chalfont’s early growth, and today these routes provide high visibility and significant regional access for the community. SR 202 (Butler Avenue), a major east-west route, constitutes the primary commercial corridor for Chalfont Borough and as a result is generally at or over capacity. Additional circulation and access is provided by SR 152 and State Route 1006 (SR 1006), which intersect in the Borough and serve regional vehicular traffic. Traffic is heavy on all three routes (SR 202, SR 152, and SR 1006), and is a continuing nuisance to the residents of the Borough.

In addition to the Borough’s access to a significant number of regional roadways, it is also home to the Chalfont train station, which serves SEPTA’s Lansdale/Doylestown Regional Rail Line. This line is SEPTA’s second-most-active regional rail line, with more than 15,000 weekly passengers and 4,385,000 annual passengers, according to SEPTA’s 2012 Annual Service Plan.



Chalfont SEPTA Station
 Source: Delta Development Group, inc.

A significant portion of the roadways within the study area are owned and maintained by the Pennsylvania Department of Transportation (PennDOT). Butler Pike, Limekiln Pike, Sunset Avenue, and Park Avenue are PennDOT's roadways. Any improvements or alterations to these roadways must comply with the design criteria set forth by PennDOT and are subject to the department's review process. Other roadways within the study area are owned and maintained by the Borough.

2.6 Traffic

The study area boundaries included both of the main roadways in Chalfont Borough; specifically, Main Street (S.R. 152) and Butler Avenue (S.R. 202/6202). It should be noted that since the inception of this project, construction the 202 Parkway has completed and alleviated much of the traffic congestion and queuing previously experienced at the intersection of Butler Avenue and Main Street, in the heart of Chalfont Borough. With the opening of the 202 Parkway in December of 2012, the state route designation for Butler Avenue officially changed from S.R. 202 to S.R. 6202. For consistency, the analysis will include both state route designations.

The project limits for Butler Avenue/S.R. 202/6202 include begins south of the Borough at Meadowbrook Lane and extends north to Bristol Road/S.R. 2025; the project limits for Main Street//S.R. 152 includes the northwest limit at Westview Avenue/Lindenfield Parkway and continues to the southeast at Butler Avenue/S.R. 202/6202 and Limekiln Pike/S.R. 152.

The following intersections were included in the transportation analysis:

1. Butler Ave./S.R. 202/6202 & Oak Ave.
2. Butler Ave./S.R. 202/6202 & Limekiln Pk./S.R. 152
3. Butler Ave./S.R. 202/6202 & Main St./S.R. 152
4. Butler Ave./S.R. 202/6202 & Bristol Road
5. Main St./S.R. 152 & Sunset Ave.
6. Main St./S.R. 152 & Park Ave.

Turning movement traffic counts were obtained from the Delaware Valley Regional Planning Commission's (DVRPC) Technical Memorandum Bristol Road Extension Traffic Study (May 2008). The counts were adjusted based on data for urban, non-interstate roadways from *Growth Factors for Bucks County* by PennDOT Bureau of Planning and Research. Results of the factored traffic count data can be found in Appendix A: 2012 Existing Traffic Volumes.

A detailed level of service and delay analysis was completed based on the factored 2012 turning movement traffic counts along with the PennDOT-approved signal timing plans currently operating at the studied intersections. Level of Service (LOS) is based on the average control delay per vehicle for each movement at an intersection. Thus, both volume/capacity and delay are considered to evaluate the overall effectiveness of a signalized intersection. It should be noted that, generally, a LOS E or F is considered a deficient condition, and mitigation or improvements to relieve the deficiency/delay should be considered. The average delays per vehicle and the respective levels of service are provided in Appendix A and are based on the following criteria:

Level of Service Criteria for Signalized Intersections		
Level of Service	Unsignalized Intersections Control Delay per Vehicle (Seconds)	Signalized Intersections Control Delay per Vehicle (Seconds)
A	≤ 10	≤ 10
B	> 10 and ≤ 15	> 10 and ≤ 20
C	>15 and ≤ 25	> 20 and ≤ 35
D	> 25 and ≤ 35	> 35 and ≤ 55
E	> 35 and ≤ 50	> 55 and ≤ 80
F	> 50	> 80

Utilizing the above methodology as indicated in the *Highway Capacity Manual 2000*, detailed capacity/level of service analyses were completed for the existing peak hour traffic volumes for all studied intersections. Levels of service and delay in seconds for the 2012 existing traffic volumes are provided in Appendix A, as reported in the 2012 Existing Conditions Peak Hour Level of Service analysis. Also provided are the seconds of delay a motorist might experience with the 2012 existing conditions traffic volumes.

The existing traffic analysis revealed that motorists at all studied intersections, experience significant delay during both the AM and PM peak hours analyzed. Worth noting; Chalfont Borough obtained grant funding to provide intersection improvements at North Main Street/Park Avenue and North Main Street/Sunset Avenue along with the installation of a Traffic Adaptive System for all analyzed intersections as part of the 202 Parkway ancillary improvements and Intelligent Transportation System (ITS) initiative by PennDOT. The opening of the 202 Parkway and the installation of the Traffic Adaptive System has alleviated much of the delays and queues experienced in Chalfont Borough.

Transit Ridership

SEPTA offers Chalfont Borough direct access to the Lansdale/Doylestown Regional Rail Line (previously identified as the R-5 Line), which stops regularly at the Chalfont Station located off Main Street and Sunset Avenue. The Chalfont SEPTA Station includes on-site parking facilities offered at a low cost. On most weekdays the surface lot is filled to capacity. On October 17, 2012, the Delta team distributed a transit survey for weekday commuters, asking for input on the existing transit facilities. Results of the survey are presented in Section 3.3 of the Market Study.

Bucks County Transport provides shared ride transportation to persons with disabilities at a discount rate for trips in both Bucks County and the surrounding counties of Philadelphia, Montgomery, Northampton, or Lehigh. Riders are required to complete an application prior to service, obtain tokens in lieu of cash, and schedule rides two days in advance of going to their desired destination.

Doylestown DART provides public transportation in and around the nearby Doylestown area, connecting both the Doylestown Station and the SEPTA Route 55 Bus Line. The Doylestown DART service runs shuttles several times a day to various high-profile locations with courtesy flag stops available on the line. The DART service runs from 8:30 a.m. to 5:00 p.m. and is Americans with Disabilities Act (ADA) accessible. Notably, the Doylestown DART service does not provide service to Chalfont Borough; the closest DART transit stop is at the Delaware Valley College campus, located off Butler Avenue/SR 202/SR 6202 in Doylestown Township/New Britain Borough.

2.7 Utilities

Utilities and community facilities provide the foundation for community activity and economic growth. These facilities include public water supply, sanitary sewer systems, electric/gas supply, stormwater management systems, and roadways. These facilities require periodic maintenance and replacement in order to safely and efficiently serve the needs of the community. The following utilities were identified within the project limits and are included on the utility assessment map below.

1. Public Water Supply

Potable water is available to all properties within the study area. Water service is provided by Aqua Pennsylvania-Chalfont and serves over 6,000 customers within Chalfont Borough and surrounding municipalities. The water is supplied by five groundwater wells that are located in three municipalities. The Aqua Pennsylvania-Chalfont water service also has an interconnection with the North Wales Water Authority (NWWA). Additional water can be purchased from NWWA, if necessary.

2. Sanitary Sewer System

A public sewer is available throughout the study area. The Chalfont New Britain Joint Sewer Authority operates the collection system and treatment plant that is located in Doylestown Township. The plant is currently constructing an expansion to increase its capacity from 4 million gallons per day to 4,625,000 gallons, an increase of over 15 %. There are sewer interceptor lines that run parallel to the north and west branches of the Neshaminy Creek, as well as Pine Run Creek. The West Branch Interceptor was recently replaced and recreational trails were constructed within its easement. This trail connects to a neighboring residential community and the Borough's park system.

3. Electric Service

PECO provides electric service to customers within the study area. Service is generally provided via overhead wiring on utility poles within the road right-of-ways. The Borough has recently upgraded its facilities, including changing street lights to more energy-efficient bulbs. One hundred fifty-five street lights were converted to low energy use LED lamps. This energy efficiency upgrade was completed through a Pennsylvania Conservation Works Grant, in partnership with neighboring New Britain Borough.

4. **Natural Gas Service**

PECO supplies natural gas service throughout the study area. Supply lines exist within the road right-of-ways. Through the Pennsylvania Conservation Works Grant, the Borough also converted the HVAC system in its public works building to gas, which previously utilized oil as its fuel source.

5. **Stormwater Systems**

The study area lies within the Neshaminy Creek Watershed, having outfall points to the west branch of Neshaminy Creek, north branch of Neshaminy Creek and Pine Run Creek. All development within the Neshaminy Creek Watershed is required to comply with the Neshaminy Creek Watershed Act 167 Stormwater Ordinance, which was enacted by Chalfont Borough in 2011. This ordinance sets forth strict requirements for stormwater management, aimed at improving water quality, increasing infiltration, minimizing impervious surfaces, preserving natural drainage systems, and preventing scour and erosion of stream banks and stream beds. Implementation and maintenance of Best Management Practices (BMPs) are required. The existing stormwater facilities within public right-of-ways are maintained by Chalfont’s Public Works Department.

Utility Assessment



2.8 Parking

Current Parking Conditions

From our site observations and information provided by the Borough, the following is the current parking conditions in the Borough of Chalfont:

Location	Supply	Occupancy *	Rate	Time Limit
SEPTA Train Station	53 Daily	100% 0% ADA	\$1/day Sat. & Sun Free	5am – 1am Pre-arrange overnight
Church Leased Lot	30 Permit	77%	\$20/month	Monday – Fridays No time limit
On-Street	Secondary streets	0%	Free	2 hrs from 8am-4pm No overnight parking between 1am-6am

**Based on latest occupancy observation of -Wednesday November 27, 2012 at 9:10am*

We conducted our latest site observation on Wednesday, November 27, 2012. During this visit, we noted that there are 55 spaces available in the leased church lot. However, we understand that SEPTA have capped their permit sales to 30 spaces. The occupancy for Daily spaces at the train station was 100% with the exception of 3 ADA spaces. Furthermore, we observed three onstreet parked cars on the townhouse residential street a block away from the station.

2.9 Land Use and Zoning

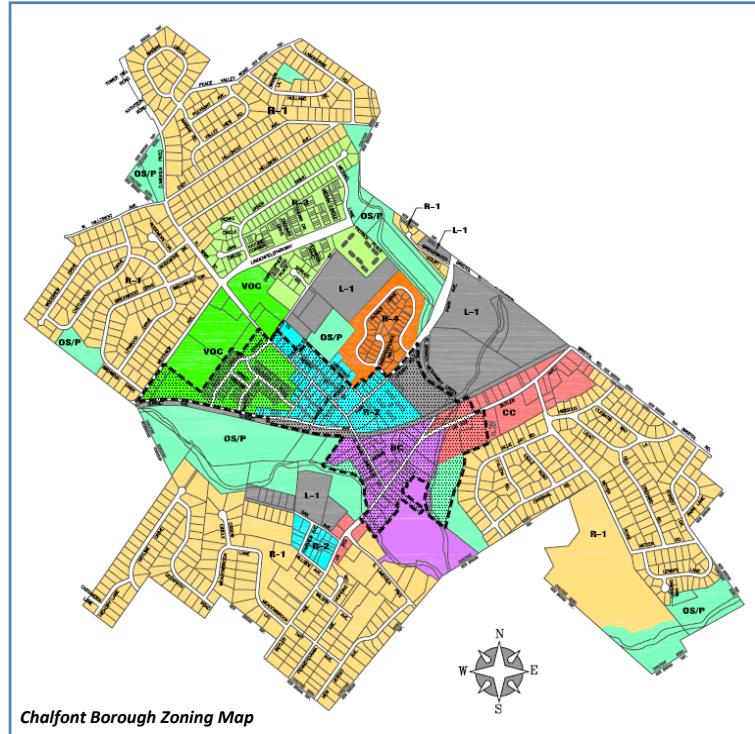
Chalfont comprises a mix of residential, commercial, institutional, and industrial uses within nine zoning districts: Low-Density Residential (R-1), Village Residential (R-2), Planned Residential (R-3), Small Lot Single-Family Residential (R-4), Borough Commercial (BC), Corridor Commercial (CC), Light Industrial (L-1), Village Office Commercial (VOC), and Open Space/Parkland. The Borough also includes a historic district, which was added to the National Registry of Historic Places in 2006, and is overseen by the Historic Architectural Review Board (HARB).

Recent land use and development trends have focused commercial and residential development primarily outside the downtown core at the Borough’s periphery and along Butler Avenue and North Main Street. Such development patterns have resulted in disinvestment in the traditional community center, causing increased vacancies and a reduction in downtown amenities and sense of place.

Historic District

Since its adoption in 1996, The Chalfont Borough Historic District Ordinance (Historic Ordinance) has provided protection for the Borough’s significant historic resources. The Historic District covers most of the Borough’s core and includes a significant number of late nineteenth-century Victorian structures, as well as architectural examples of older styles, including several early stone buildings.

The Historic District provides a layer of regulatory protection for over 100 buildings determined to be architecturally or culturally significant and contributing to the historic character of the district. Development in the district must be deemed appropriate to the Borough’s historic character and is overseen by the HARB. The HARB is tasked with reviewing all alterations to the exteriors/facades of buildings in the Historic District that can be seen from the public right-of-way and providing recommendations to the Borough Council. A property owner wishing to make alterations to the exterior of a building in the Historic District must receive a Certificate of Appropriateness (COA) from the



Borough Council prior to receiving a building permit. The HARB reviews any changes to design, materials, or texture that are visible from the public right-of-way and provides a recommendation to the Borough Council. The Historic Ordinance provides critical protection for the historic character and scale of the Borough and ensures the retention of these important resources for future generation. While the Historic Ordinance provides necessary protection for the Borough’s character, it also requires additional time and expense for development projects and creates certain limitations, which present a collective challenge to encouraging private investment and redevelopment of buildings in the Historic District.

Chalfont also contains an area listed on the National Register of Historic Places. While a significant recognition of Chalfont’s historic character, this designation does not carry any regulatory control or necessary approvals unless federal dollars have been utilized on the property.

Residential

In 2008, residential uses in Chalfont constituted the largest single use of land at 49.9% of land cover. The majority of homes are single-family, detached structures, accounting for over 500 acres and 47.5% of the Borough’s land cover, in Low-Density Residential or Medium-Density Residential classifications zoned R-1, R-2, or R-4. These homes are primarily concentrated at the periphery of the community in traditional suburban, subdivision developments, but they also occur along portions of the Historic District on and surrounding Main Street.

Those homes located at the periphery of the Borough are concentrated in several low-density subdivisions zoned R-1 with curvilinear streets and densities of up to 2.35 units per acre and lots of approximately 20,000 square feet.

Medium-Density Residential areas contribute to both the older residential neighborhoods as well as new homes and include those zoned R-2 along and surrounding the northern portion of Main Street, as well as homes zoned R-4 in the neighborhood north of Park Avenue. These R-2 and R-4 zoned areas include approximate lot sizes of 9,000 square feet and allow densities of 4.8 and 4 units per acre, respectively.



Historic Single Family Homes

Source: Delta Development Group, Inc.

With a much smaller concentration of land use, at 25.5 acres and only 2.4% of land in the Borough, are multifamily dwelling units consisting primarily of townhomes that are complemented by a few apartment buildings. These higher-density residential areas consist of multifamily housing units at densities of four or more units per acre. One such higher-density neighborhood is the Lindenfield development area. Containing both townhomes and multiplexes, this development is zoned R-3 and allows a density of four units per acre. Within a R-3 Planned Residential District an individual parcel may have a maximum of eight units per acre of a single dwelling type as long as the collective density of all parcels in the development do not exceed 4 units per acre.

Pine Creek Condominiums on the southern side of Park Avenue, east of its intersection with Main Street, provide additional higher-density dwelling units. At 15 units per acre, this development currently far exceeds the allowable 4.8 units per acre of its existing R-2 zoning classification. Additional townhome developments have been constructed in recent years along Hamilton Street behind the post office and on the eastern side of Main Street, south of Lindenfield. Both of these developments are zoned Village Office Commercial (VOC), which allows office parks by right and additional uses, including planned village developments, offices, and commercial development as conditional uses. Planned village developments are only permitted when built on a minimum of 20 acres or more.



Modern Multi-Family Homes

Source: Delta Development Group, Inc.

Commercial

Commercial uses in Chalfont account for 6.6% of total land cover and approximately 69 acres. These uses are found predominantly along Main Street in the historic core and extend outward along Butler Pike. The majority of commercial uses fall under the categories of professional services, small retail, banks, and restaurants, with a few chain retail stores, restaurants, or convenience stores.

The Borough’s core, centered at the intersection of SR 152 and SR 202 and delineated by the north and west branches of the Neshaminy Creek, is the heart of the BC zoning district. Along Main Street in the Historic District, the principal commercial uses are home office and service industries, along with a few retail businesses. Retail and restaurant options in the downtown core are limited but do exist and include, among several others, Borghi’s restaurant, Manhattan Bagel, and a strip retail development known as Chalfont Plaza. With the exception of Chalfont Plaza, many commercial uses in the Borough’s core are located in historic single-family homes converted to commercial or mixed uses.



Mixed-use and adaptive reuse commercial structures

Source: Delta Development Group, Inc.

The primary concentration of retail amenities is mostly located along Butler Avenue, extending east and west out of the Borough. The underlying zoning of this primary commercial corridor is a combination of BC near the downtown core and Corridor Commercial (CC) as Butler Avenue extends east to the Bristol Road intersection. To the east of downtown is the second of two primary shopping centers, Chalfont Square, which combines with Chalfont Plaza to account for many of the Borough’s retail uses. Future planned developments for the area surrounding the Butler Avenue and Bristol Road gateway intersection include a Giant to Go, a drug store, a bank, multifamily apartments, and additional commercial uses along with associated landscaping and roadway improvements. These planned commercial developments will strengthen this area as a prime commercial node and will help to establish an eastern gateway presence.



Examples of existing commercial uses

Source: Delta Development Group, Inc.

Additional commercial development in the Borough is provided in the Borough’s VOC zoning district located on the southern side of the intersection of North Main Street and Westview Avenue. A new townhome development, a bank, a new fire station, and two office buildings have all been constructed in the VOC zone along the eastern side of North Main Street, south of Lindenfield Parkway, in recent years. Along the western portion of North Main Street and south of Westview Avenue, a new post office and additional residential and commercial development has recently occurred. The area, formerly Moyer Farm, now known as Chalfont Green, includes townhomes and a new office building.

Mixed Use

Mixed-use development represents the smallest, single land use in the Borough, with only 6.7 acres of development and .6% of the overall land cover. This type of development is primarily found in the Borough’s core where historic and other buildings have been converted to accommodate commercial uses on the first floor with residential apartments above.



Mixed-use and adaptive reuse commercial structures

Source: Delta Development Group, Inc.

Industrial

Industrial uses are limited within the Borough and account for only 2.6% of land cover and 27 acres of development. These uses are located primarily in three areas: south of Hamilton Street, south of Park Avenue, and east of Oak Avenue. While limited in number, these uses provide key local employment opportunities and substantial tax revenue for the Borough.

Institutional

Institutional uses make up 5.9% of land cover in the Borough and include schools, churches, and municipal and federal government buildings located on a total of 62 acres.

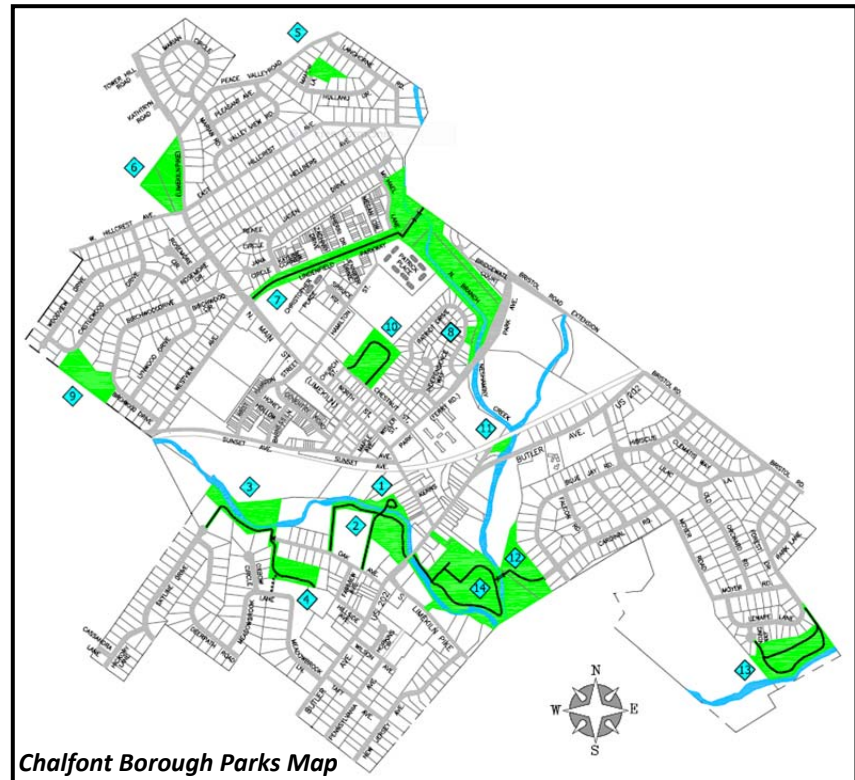


Institutional uses

Source: Delta Development Group, Inc.

Open Space

Parks and recreation contribute 15% of land use in the Borough for a total of 170.8 acres. Of these acres, approximately 90 are used as active recreation areas in municipal parks and approximately 80 acres are utilized for passive recreation and resource preservation. There are four major parks – Fairview Park, Kelly Park, Krupp Park, and Twin Streams Park – that exist primarily within the floodplain surrounding the north and west branches of the Neshaminy Creek. There are also several additional open space areas, including those



dedicated to municipal recreation, trails and paths, preservation areas, vegetated medians, and supplemental green space amenities. In addition, Chalfont Borough, New Britain Borough, and New Britain Township have collaborated on a Tri-Municipal Master Trail Plan, which includes a tri-municipal trail network.

While the current park system provides good access to both passive and active recreation for the Borough, additional features such as those mentioned above would strengthen the effect these parks have on the community's quality of life. This Plan supports the recommendations of the 2011 Parks Master Plan that sought, among other things, to accomplish the following:

- Increase access through parking, ADA compliance and features, and additional trails
- Enhance connectivity both physically through new trails and connections and visually through common elements including signage
- Create a mixture of active and passive recreation (Krupp Park and Fairview Park are more active and Kelly Park and Twin Streams Park are more passive)
- Natural area enhancements and native habitat restoration
- Krupp Park – Create better access and connection to Main Street and pedestrian paths/trails

2.10 ASSETS/OPPORTUNITIES AND CONSTRAINTS/LIMITING FACTORS

2.10.1 Assets/Opportunities

Chalfont Borough has many desirable qualities and assets that lay a strong foundation for redevelopment. These assets, including historic character, an existing SEPTA station, a proactive community, and more, should be capitalized on and leveraged for the successful development and implementation of the Revitalization and TOD Plan. The following key assets have been identified:

- **Historic character/architecture** – A historic core provides a foundation for a unique sense of place and a focus node for infill redevelopment
- **Residential neighborhoods with high spending potential** – Provides a stable community and “captive audience” for the market
- **SEPTA train station** – Provides significant regional access and has the potential to attract new residents as well as new commercial investment and amenities for existing residents
- **Location near important regional transit routes** – Provides high volume of potential retail shoppers and high visibility for prospective developments
- **Location near local attraction and County seat of Doylestown**
- **Proactive business community** – Business owners have expressed a commitment to revitalization, providing broad community support for new initiatives
- **Proactive local government** – Open-minded and committed public officials who will take an active role in revitalization
- **Robust park system and trails** – Provide recreational opportunities, opportunities for pedestrian connections, and enhances community quality of life
- **Several well-placed, vacant/underutilized parcels** – Creates the opportunity to encourage mixed-use and infill development to establish the downtown as a community anchor
- **Existing downtown businesses** – Proactive business owners and many key establishments provide a commercial base to build on
- **Planned development along eastern end of Butler Avenue** – Giant to Go and additional development will help establish an Eastern Borough Gateway
- **Presence of Delaware Valley College students and professionals**
- **Safety** – The Borough is seen as a safe community with good schools

2.10.2 Constraints/Limiting Factors

While there are many assets and opportunities present in Chalfont, there are also a number of potential issues or constraints that will, to some degree, limit or affect the Borough’s options for redevelopment. Identifying these potential issues and limiting factors early in the planning process allows the development of the final plan to focus on overcoming and/or accommodating these constraints with targeted strategies and actions. Several key limitations to development, which will be instrumental in determining realistic strategies and recommendations, are listed below:

Environmental Limitations

- **Neshaminy Creek** – Presents grading challenges, floodplain restrictions, and wetland preservation considerations
- **Environmental contamination** – Limits redevelopment potential of the Hellberg Greenhouse redevelopment site
- **Existing parks/open space** – Open space that utilizes federal funding must remain park space in perpetuity

Regulatory Constraints

- **Restrictive regulatory environment** – Current Borough ordinances are potentially limiting redevelopment options and at times may discourage adaptive reuse and infill development.
 - Historic Ordinance provides essential protection of historic resources but also limits development opportunity in the Borough’s core.
 - TOD and mixed-use development opportunities are limited by Borough zoning provisions, including setback, density, and parking requirements.
 - There is a high parking requirement (5 spaces per 1,000 square feet of commercial development).
- **Lack of code enforcement** – Property maintenance deficiencies, code violations, and abandoned structures on several key parcels cause negative impressions and unwelcoming gateways. Residents and business owners have expressed a belief that code enforcement is not occurring properly.
- **Rail right-of-way** – Restricts development of certain parcels
- **Lack of incentives for developers and property owners** – Currently, few incentives are offered to encourage infill and adaptive reuse development within the Borough.

Limited Amenities

- **Limited retail/restaurant/recreational opportunities**
 - Lack of store anchors and retail – Majority of businesses are home offices; many residents travel outside the Borough for services, causing a significant market leakage for retail and restaurant uses.
 - Considerable spending potential from a relatively affluent community is not captured locally, creating a large market gap in these spending categories.
 - Public demand for additional options is clear from stakeholder engagement and market analysis.
- **Lack of pedestrian amenities/safety** – Lack of pedestrian amenities, key crosswalks, and a continuous sidewalk network create an unsafe environment for residents and for school children in particular. The following items also limit the appeal of the downtown for additional private investment:
 - Broken connections and sidewalk gaps
 - Unsafe crossings
 - Excessive curb cuts along Main Street and Butler Avenue

- Narrow sidewalks
- Limited amenities in some areas (street trees, street lighting, benches, etc.)
- **Lack of welcoming Eastern and Western Gateways** – Current major East and West Gateways are underutilized and harm visitor impressions of the Borough. The Western Gateway is currently diminished by an abandoned car wash with significant fire damage, and the Eastern Gateway features a former bowling alley with surrounding undeveloped or underutilized parcels. The Eastern Gateway will soon be enhanced by planned commercial development; however, it will be important to ensure that a welcoming gateway is established at this key intersection through additional future development and Borough initiatives.

Heavy Traffic, Limited Parking, and Walkability Impediments

- Traffic congestion and lack of parking limit the opportunity for additional residential development; there is no capacity for additional cars.
- Traffic congestion also presents challenges for patron access to new and existing retail/commercial centers.
- Heavy traffic, narrow sidewalks, and lack of pedestrian buffers increase the risk for pedestrians, bicyclists, and children.
- Limited alternate circulation routes are available to disperse traffic.
- Limited parking in downtown commercial areas makes it difficult to park and walk to shops.
- Lack of connectivity – Amenities are segregated and require automobile travel in most cases.
- Existing development with parking in the front disrupts the streetwall and pedestrian realm, limits the opportunity for shared parking, and increases curb cuts.

Perception of Train Station as Not Important/Highly Used

- While the train station is one of the Borough's key assets and one that provides significant potential as a retail node and catalyst for private development, there is a perception among some residents and businesses that the train station is underused and not an asset to focus redevelopment initiatives.

Available Parcel Challenges

- While there are several well-placed development sites, they remain scattered throughout the Borough and may present challenges for shared parking, synergistic development, or larger-scale development.
- Difficulty of acquiring some key parcels
- The St. James Church Cemetery represents a legal and physically limiting factor for development, as well as inviting perception and sensitivity considerations.
- Large development sites have zoning or physical challenges:
 - Environmental issues at the large Hellberg Greenhouse site
 - Floodplain and possible wetland considerations

2.11 Redevelopment Site Opportunities

Increasing activity in the Borough's public spaces and creating a vibrant downtown can be accomplished with the encouragement of infill and adaptive reuse development of select parcels focused around a mixture of uses. A combination of infill, adaptive reuse, and redevelopment of key sites will frame the public realm, strengthen the Borough's sense of place, and increase economic vitality. Mixed-use developments should feature multiple housing types, including higher-density compact units where appropriate, with pedestrian connections to commercial offerings, recreational uses, and active public spaces. Key redevelopment sites in the downtown are presented on the map below and include the following:

1. Brighten Place
2. St James Church
3. Eastern Gateway: Water Authority Site at the intersection of Butler Avenue and Bristol Road
4. Former Fire Station
5. Old Forge Site
6. Manhattan Bagel Site
7. Open space adjacent to Car Wash
8. Western Gateway: Car Wash Site at the intersection of Limekiln Pike and Butler Avenue
9. Chalfont Plaza
10. Schoolhouse Apartments
11. Hellberg Greenhouse Site

Redevelopment Site Opportunities

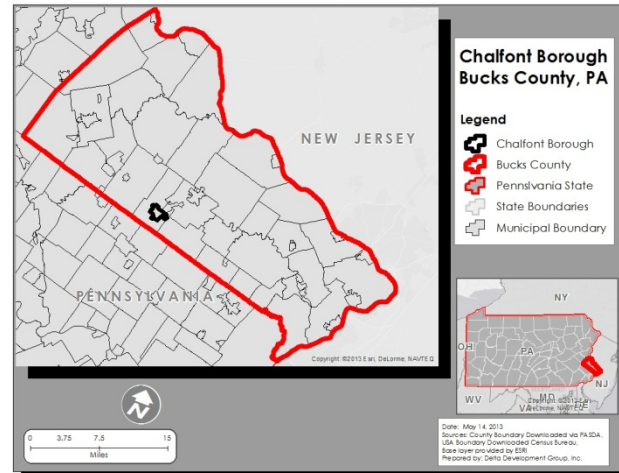


3. Market Study

3.1 Demographic and Economic Context

3.1.1 Introduction

Chalfont Borough (hereinafter referred to as the “Borough” or “Chalfont”), whose name was derived from the North Penn Railroad station located within the community, was incorporated as a Borough in 1901. The Borough is located approximately 18 miles north of Philadelphia and 16 miles from the New Jersey border. Chalfont lies between Interstate 476 and State Route 611, both of which provide direct access to northern portions of eastern Pennsylvania and to Philadelphia to the south. The Borough is also only about 13 miles from the Pennsylvania



Turnpike, which is the primary east-west travel corridor in the state. Two major roads, SR 202 and PA 152, also intersect in the Borough. Both of these routes serve regional vehicular traffic. These factors have helped lead Chalfont to become an extremely active bedroom community for people who work in Philadelphia or New Jersey but choose to live in Philadelphia’s suburbs.

In addition to the Borough’s access to a significant number of regional roadways, it is also the location of the Chalfont Station, which serves the Southeastern Pennsylvania Transportation Authority’s (SEPTA) Lansdale/Doylestown Regional Rail Line. The Lansdale/Doylestown Regional Rail Line is SEPTA’s second most active regional rail line with more than 15,000 weekly passengers and 4,385,000 annual passengers, according to SEPTA’s 2012 Annual Service Plan.

Chalfont is comprised of a substantial mix of commercial and industrial (manufacturing) facilities with a predominance of single-family, owner-occupied housing. Roughly 85% of housing in the Borough is owner-occupied. Commercial and industrial uses are primarily located along Main Street and Butler Avenue (Route 202). The downtown neighborhood, located at the intersection of Main Street and Butler Avenue, lacks the high-density development typically found in a downtown or central business district (CBD) due to the presence of the Borough’s historic district and local zoning/codes. The Borough includes a substantial historic district extending along Butler Avenue and Main Street, which has consistently attempted to retain the character and scale of the downtown.

3.1.2 Demographic Profile

In order to understand market demands and potential for both the Borough and the area identified as the transit-oriented development (TOD) area, it is critical to determine the demographic and socioeconomic character of the target areas. In order to identify critical data for Borough-wide and TOD-centered evaluations, information was collected on a variety of scales. Data will be collected to provide details on demographic and socioeconomic information unique to the TOD area while information collected on a broader basis will be used to evaluate market data for the community as a whole. Data will be collected and evaluated by geographic boundaries, drive time, and walking distance. Market areas for the data will include the following:

State of Pennsylvania – Data will be evaluated at the state level in order to gauge how socioeconomic and demographic information for the Borough matches up with the state as a whole. This will assist in identifying characteristics and/or trends that may be unique to Chalfont when compared to the state.

Bucks County, PA – Data will be evaluated at the county level in order to gauge how socioeconomic and demographic information for the Borough matches up with the county as a whole. This will assist in identifying characteristics and/or trends that may be unique to Chalfont when compared to the county and the greater Chalfont region. This includes economies and markets that typically interact and influence each other on a regular basis.

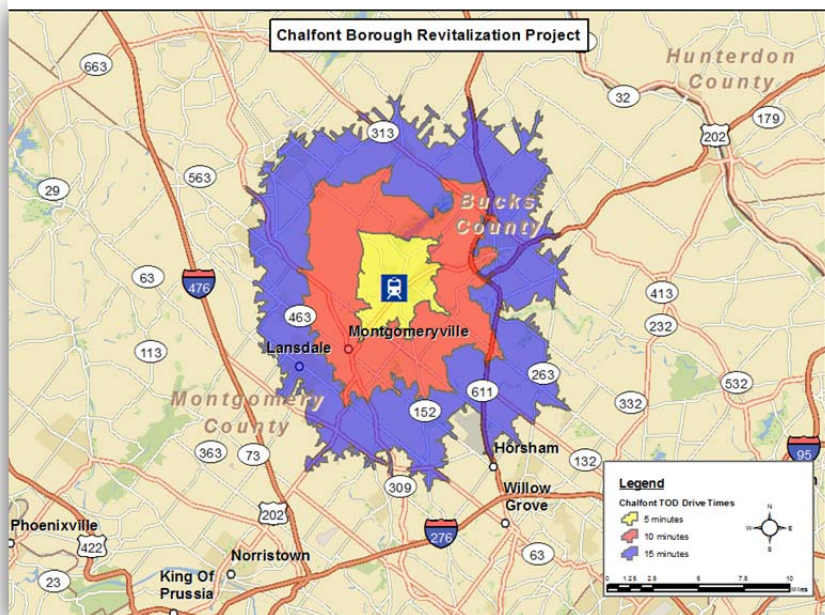
Chalfont Borough, PA –

Data for the Borough will be critical in identifying the community’s socioeconomic and demographic makeup. This information will not only assist in analysis of the Borough, but will also be used to compare characteristics and trends with other geographies in order to identify features unique to the Borough.

Drive Times, Chalfont

Station – Delta has used drive times to analyze the commuter/trade areas centered around the existing train station and the potential TOD area.

FIGURE 1 – DRIVE-TIME MAP



The drive-time commuter/trade area is based on the fact that people today utilize transit by convenience and therefore, measure distance in time, not miles. The drive-time area is the surrounding geography of the project’s center point, where individuals in a household can reach that site within the set amount of time. These individuals are those most likely to use the train station as an accessible means to get to work. These commuters will therefore be some of the people best served and most likely to capitalize on TOD around the station. Delta has analyzed the following trade areas:

- 0- to 5-Minute Drive Time
- 0- to 10-Minute Drive Time
- 0- to 15-Minute Drive Time

Part A – Population

Population Change

The population of all target geographies have steadily increased since 2000 and are projected to increase until 2016, except in the Borough, as can be seen in Table-1. While Chalfont did experience population gain between 2000 and 2010, it is projected that the population will basically hold steady with a decline of only seven people (-.20%) between 2010 and 2017. In contrast, the area immediately surrounding the Borough within the 0- to 5-minute drive time is projected to experience growth similar to that of the county at 1.5% and 1.4%, respectively. Both of these growth rates are less than the state rate of 2.3%. The greater suburban region around the Borough, however, will experience significantly more growth. Both the 0- to 10-minute and 0- to 15-minute drive times are estimated to experience a minimum of 3.0% growth between 2010 and 2017. This is almost double the growth in the 0- to 5-minute drive time and far exceeds the population loss anticipated for the Borough. Without significant change, particularly regarding economic development, Chalfont will lack the amenities and services needed to entice individuals and families to settle in the community.

TABLE 1 – POPULATION TRENDS

POPULATION TRENDS					
MARKET AREA	2000 (ACTUAL)	2010 (ACTUAL)	2012 (PROJECTED)	2017 (PROJECTED)	2010-2017 % CHANGE (PROJECTED)
0-5 MINUTE DRIVE TIME	15,611	15,991	16,067	16,234	1.5%
0-10 MINUTE DRIVE TIME	63,678	70,095	70,840	72,304	3.2%
0-15 MINUTE DRIVE TIME	202,465	224,372	231,127	231,127	3.0%
CHALFONT BOROUGH	3,900	4,009	3,975	4,002	-0.2%
BUCKS COUNTY	597,632	625,249	629,397	633,763	1.4%
PENNSYLVANIA	12,281,054	12,702,379	12,807,296	12,997,575	2.3%

Source: ESRI

Population by Age

Population numbers by age are analyzed in five-year increments up to age 24. Beyond age 24, the increments increase to 10-year intervals. This data will be analyzed across all previously listed geographies.

The population data regarding age provides significant insight into the makeup of the Chalfont community and is included in Table 2 below. The information indicates a strong concentration of families with children in the Borough. While the median age of individuals in the Borough (40.2) is on par with county (41.9) and state (40.1) median ages, the distribution of age is much different. The Borough contains notable differences in populations for children ages 10-14 and 15-19, as well as working-age adults, 35-44 and 45-54. The Borough contains higher percentages of individuals in these age groups than in either the county or the state. This is indicative of a concentration of families with parents in the 35-54 age range and children in the 10-19 age range. Concentrations of individuals in these age ranges are then contrasted with the lower percentage of older residents when compared to state and county data. The Borough remains several percentage points behind both the county and state when comparing residents in the 65-74, 75-84, and 85+ age groups. While much of the data regarding children and working-age adults is similar between Chalfont and the larger region, including all of the drive-time areas, the lower percentage of older residents in the Borough is somewhat unique to Chalfont. All of this data indicates that Chalfont maintains a concentration of young families made up of working parents and school-age children. The Borough does not appear to have the same draw for retirement-age individuals that the greater surrounding rural and suburban communities do.

TABLE 2 – POPULATION BY AGE, 2010 (ACTUAL)

AGE GROUP (BY YEARS)	MARKET AREA					
	0-5 MIN. DRIVE TIME	0-10 MIN. DRIVE TIME	0-15 MIN. DRIVE TIME	CHALFONT	BUCKS COUNTY	PA
TOTAL POPULATION	15,991	70,095	224,372	4,009	625,249	12,702,379
MEDIAN AGE	41.2	41.2	41.2	40.2	41.9	40.1
0-4	5.6%	5.5%	5.6%	5.6%	5.5%	5.7%
5-9	6.7%	6.9%	6.6%	6.7%	6.2%	5.9%
10-14	7.8%	7.7%	7.3%	8.0%	6.9%	6.2%
15-19	7.5%	7.2%	6.7%	8.0%	6.7%	7.1%
20-24	4.8%	5.0%	5.1%	4.3%	5.3%	6.9%
25-34	9.3%	9.4%	10.4%	10.0%	10.6%	11.9%
35-44	14.7%	14.7%	14.2%	16.3%	13.4%	12.7%
45-54	18.3%	17.7%	17.3%	18.7%	17.4%	15.3%
55-64	12.4%	12.1%	12.2%	11.9%	13.4%	12.8%
65-74	7.0%	7.3%	7.4%	5.7%	7.6%	7.8%
75-84	4.2%	4.5%	4.9%	3.6%	4.9%	5.4%
85+	1.6%	2.0%	2.3%	1.1%	2.1%	2.4%
18+	74.8%	75.3%	76.0%	74.1%	77.0%	78.0%

Source: ESRI

Part B – Households and Families

The number of households in a community typically follows the same trends that overall population numbers have. As can be seen in Table 3, this same trend occurs across all geographies regarding households and overall population.

Table 3 – Household Trends

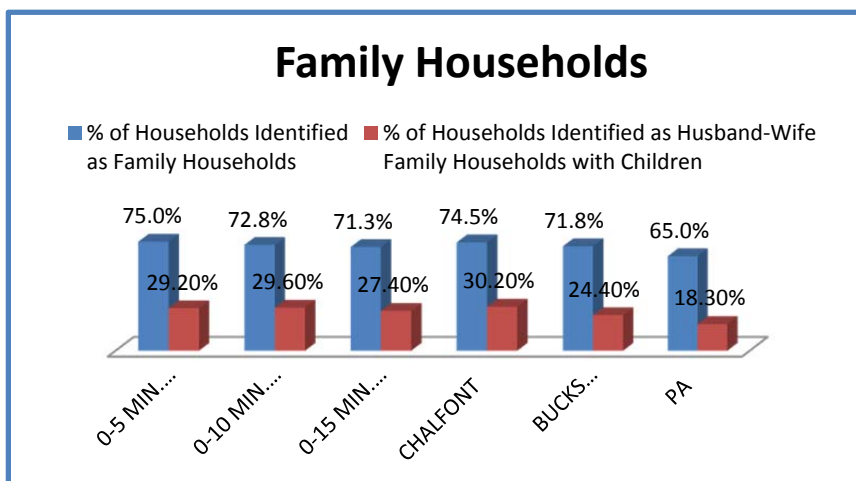
HOUSEHOLD TRENDS				
MARKET AREA	2000 (ACTUAL)	2010 (ACTUAL)	2017 (PROJECTED)	2010-2017 % CHANGE (PROJECTED)
0-5 MINUTE DRIVE TIME	5,578	5,867	5,960	1.6%
0-10 MINUTE DRIVE TIME	23,209	25,800	26,744	3.7%
0-15 MINUTE DRIVE TIME	74,482	83,630	86,266	3.2%
CHALFONT BOROUGH	1,382	1,469	1,476	0.5%
BUCKS COUNTY	218,724	234,849	239,153	1.8%
PENNSYLVANIA	4,777,003	5,018,904	5,142,006	2.5%

The most significant component of the household data pertains to the type of households within the community. Based on the age distribution data, households were evaluated based on family status and presence of children. This will help verify the makeup of households and families in the community. This will also provide significant insight into the purchasing trends and consumer profile for the community.

Chart 1 indicates that Chalfont, and the area immediately surrounding the Borough, maintain a much higher percentage of family households, particularly married partners with children, than either the county or the state. The Borough and the surrounding area, within the 0- to 5-minute drive time, contain more than 74% of their households identified as family households, while the county contains approximately 72%, and the state only 65%. More notably, the Borough and its immediate surroundings contain roughly 30% of

CHART 1 – FAMILY HOUSEHOLDS

the households consisting of husband-wife families with children. This is significantly higher than the county or state at 24.4% and 18.3%, respectively. This is clearly indicative of a high concentration of families, particularly married couples with children, residing in the greater Chalfont region.



3.1.3 Housing Profile

Part A – Housing Trends

Chalfont has witnessed a greater increase in the number of housing units between 2000 and 2010 than either the county or the state. Over the 10-year period, Chalfont experienced a 10.8% increase in the number of housing units. The suburbs surrounding Chalfont witnessed even larger increases in the area within the 0- to 15-minute drive time, experiencing a 14% increase in the number of housing units during the same time period. This indicates a growing, economically stable region that currently supports an increasing consumer base.

TABLE 4 – HOUSING UNITS

MARKET AREA	2000 (ACTUAL)	2010 (ACTUAL)	RATE OF CHANGE 2000 - 2010
0-5 MINUTE DRIVE TIME	5,656	6,061	7.2%
0-10 MINUTE DRIVE TIME	23,822	26,770	12.4%
0-15 MINUTE DRIVE TIME	76,710	87,422	14.0%
CHALFONT BOROUGH	1,404	1,556	10.8%
BUCKS COUNTY	225,497	245,956	9.1%
PENNSYLVANIA	5,249,750	5,567,315	6.0%

Source: ESRI

Part B – Housing Units: Ownership, Rentals, and Vacancies

Chalfont is generally on par with the surrounding region and county regarding the percentage of occupied housing units. Chalfont has the highest vacancy rate in the region at 5.6% compared to the county and the greater Chalfont region (0- to 5-minute drive time) at 4.5% and 3.2%, respectively. The Borough does have a significantly lower vacancy rate than the state at 9.9%. While the Borough has a slightly higher vacancy rate than the surrounding region, it maintains a substantial owner-occupied housing rate of 80.6%. The high owner-occupied housing rate reinforces the fact that the area is relatively economically stable.

TABLE 5 – HOUSING UNITS: OWNERSHIP, RENTALS, AND VACANCIES

MARKET AREA	OWNER-OCCUPIED HOUSING UNITS 2010 (ACTUAL)	RENTER-OCCUPIED HOUSING UNITS 2010 (ACTUAL)	VACANT HOUSING UNITS 2010 (ACTUAL)
0-5 MINUTE DRIVE TIME	85.3%	11.5%	3.2%
0-10 MINUTE DRIVE TIME	80.8%	15.6%	3.6%
0-15 MINUTE DRIVE TIME	74.2%	21.5%	4.3%
CHALFONT BOROUGH	80.6%	13.8%	5.6%
BUCKS COUNTY	73.6%	21.9%	4.5%
PENNSYLVANIA	62.7%	27.4%	9.9%

Part C – Median Home Values

In addition to strong housing market indicators such as high owner-occupancy rates, Chalfont also maintains significantly higher home values than both the county and the state. In 2000, the median value of housing in the Borough (\$171,686) was 6.0% higher than the county (\$161,893), and 81.1% higher than the state (\$94,817). The elevated home values are projected to be characteristic of the housing market in Chalfont into the future with values estimated at 6.6% and 71.7% more than the county and state, respectively.

Despite having higher housing values, Chalfont is estimated to see values increase at a much lower rate than the state. While values increased significantly - more than 70% across all geographies - during 2000 and 2012 the rate is expected to slow drastically. Median home values in the Borough are expected to increase the least among all of the study market areas over the next five years. While values at the state level are expected to increase by almost 10%, values in the Borough are anticipated to increase by only 3%.

TABLE 6 – MEDIAN HOME VALUES

MEDIAN HOME VALUE	2000 (ACTUAL)	2012 (PROJECTED)	2017 (PROJECTED)	ANNUAL RATE OF CHANGE 2000 - 2012	ANNUAL RATE OF CHANGE 2012 - 2017
0-5 MINUTE DRIVE TIME	\$176,737	\$308,731	\$318,950	74.7%	3.3%
0-10 MINUTE DRIVE TIME	\$184,596	\$324,061	\$339,344	75.6%	4.7%
0-15 MINUTE DRIVE TIME	\$174,841	\$310,032	\$324,440	77.3%	4.6%
CHALFONT BOROUGH	\$171,686	\$301,663	\$310,784	75.7%	3.0%
BUCKS COUNTY	\$161,893	\$281,704	\$291,479	74.0%	3.5%
PENNSYLVANIA	\$94,817	\$164,826	\$181,096	73.8%	9.9%

Source: ESRI

Part D – Housing Demand

As part of the analysis of the housing market Delta staff conducted interviews with several developers and property managers to identify housing demand and the impact of the train station as a recognized amenity by prospective residents. One of the most significant factors impacting housing development in the Borough is the fact that there is very little available developable land. While demand for housing may be high, as was indicated by interviewees, there is just no space to develop housing. This is most significant for larger scale, higher density housing such as apartments, condos, townhouses, garden apartments, and other large scale housing development which needs more land for development. This is particularly important considering the type of housing people are looking for in the Chalfont region.

Community Characteristics Summary

- Stagnant population growth within the Borough
- Households earning higher incomes
- Population concentrations among children and working-age adults
- Predominance of family households
- Stable, growing housing market

As was indicated during the interview process, just because demand for higher density housing, particularly apartments and townhouses, is high does not mean that any development of this type will be successful. While demand for housing is high and rentals are absorbed very quickly, interviewees indicated that people looking to live in the Chalfont region have specific amenities and characteristics in mind when moving to the area. These amenities were broken into two categories 1) Facility and 2) Community and include:

Facility

- Open space
- Security
- Walkability or proximity to goods and services
- Modern, aesthetically pleasing (no large brick, block style apartments)
- Plenty of parking
- Places for kids to play
- Energy efficiency

Community

- Good schools
- Small town feel is becoming increasingly popular
- Transit accessibility
- Access to passive and active recreation

In addition to identifying the level of demand and types of facilities and amenities people may be looking for the demographic make-up of seeking housing in the Chalfont area was also discussed. Those seeking home ownership in the area typically include white, middle aged couples, often with children. However, there is not a particularly high turnover rate on housing in the area and many of the structures are dated and somewhat less appealing than newer housing development located in the surrounding municipalities. The greater potential for housing development lies with limited higher density housing in the Borough. According to interviewees there is a significant mix of people looking for apartments including singles, young couples and some older individuals as well. The young couples usually are made up of at least one professional. The demand for condos typically consists of singles and young couples who often work in the general suburban area around Chalfont. Townhouses of often sought out by middle income earning couples with more significant commute times such as New Jersey or Philadelphia.

One of the interesting aspects regarding the availability of the train station is the fact that people are identifying it as an attractive amenity beyond a transit means to and from work. Interviewees indicated that while many prospective residents look to utilize the train station as a method of transit to and from their workplace many recognize its benefit in providing access to the amenities of Philadelphia including theaters, dining, entertainment, cultural events, etc. It was even indicated that in some cases the station's appeal was strictly for accessibility to amenities in the greater Philadelphia region rather than for transit accessibility to work places.

3.2 Employment Profile

Employment data is the key indicator regarding the economic stability of a community. This information not only helps identify employment levels, but also assists in recognizing the industries in which residents are employed. One of the key indicators regarding employment correlates to educational attainment. Educational attainment data helps provide insight regarding the industries in which residents are employed and the level of income they earn.

Part A – Educational Attainment

Educational attainment can be indicative of many characteristics within a community. Typically higher levels of educational attainment are associated with higher paying jobs, professional careers, reduced crime, and community stability. Information was analyzed for the target market areas based upon the United States Census Bureau 2005-2009 American Community Survey (ACS) data in the absence of updated Census Bureau 2010 data. The Census Bureau 2005-2009 ACS data is also being utilized because it is the most recent data available for all market areas, including drive-time regions, being evaluated.

The data indicates that Chalfont and its surrounding region is comprised of a significant number of residents who have attained higher levels of education and maintain a minimal percentage of residents with less formal education. Chalfont contains a much smaller percentage of residents obtaining limited education, 12th grade or less (3.2%), than both the county (8.8%) and state (13.1%). Additionally, approximately 40% of the Borough’s residents have obtained some degree in higher education, including a Bachelor’s, Master’s, Doctorate, or some other professional degree. This is substantially higher than the county and state at 34.1% and 26%, respectively. One of the most significant components to note regarding the information is the fact that nearly 50% (47.7%) of residents in the greater Chalfont area, 0- to 10-minute drive time, have some level of degree in higher education.

TABLE 7 – EDUCATIONAL ATTAINMENT, 2005-2009 CENSUS ACS

MARKET	LESS THAN 9 TH GRADE	9 TH TO 12 TH GRADE	HIGH SCHOOL GRADUATE	SOME COLLEGE	ASSOCIATE DEGREE	BACHELOR’S DEGREE	GRAD OR PROFESSIONAL DEGREE
0-5 MINUTE DRIVE TIME	1.6%	3.6%	24.1%	18.4%	8.1%	25.8%	18.4%
0-10 MINUTE DRIVE TIME	1.5%	3.7%	24.7%	15.8%	6.6%	27.5%	20.2%
0-15 MINUTE DRIVE TIME	2.0%	4.8%	26.4%	16.6%	7.0%	26.0%	17.2%
CHALFONT BOROUGH	0.5%	3.2%	25.9%	23.3%	7.1%	22.1%	17.9%
BUCKS COUNTY	2.7%	6.1%	31.9%	17.8%	7.4%	21.0%	13.1%
PENNSYLVANIA	4.1%	9.0%	38.1%	15.6%	7.2%	16.1%	9.9%

Part B – Employment and Income

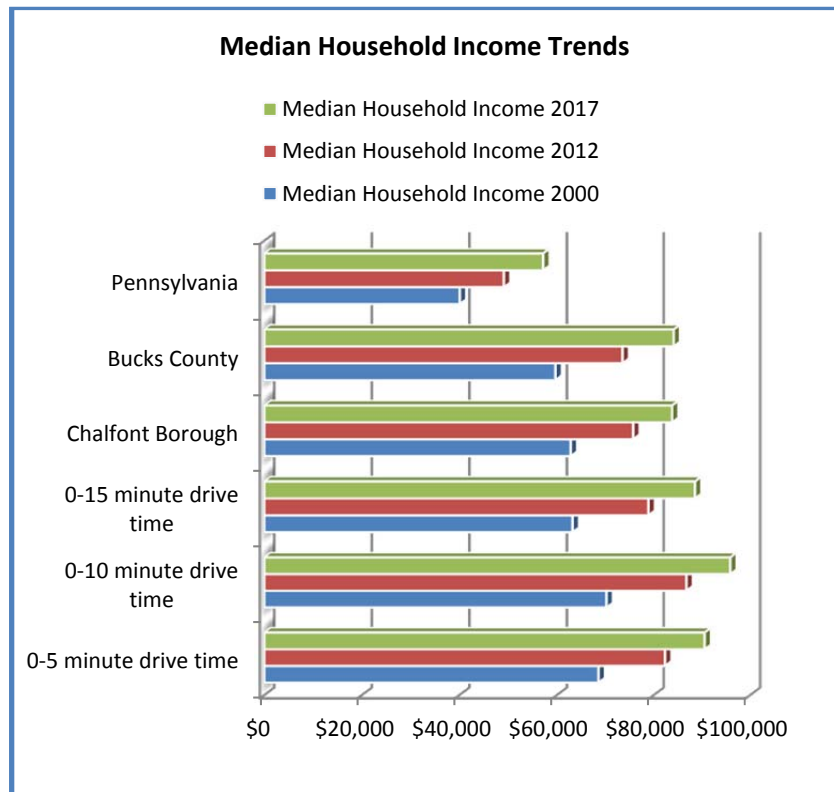
Data was collected from a variety of sources in order to develop a clear picture as to the employment and economic character of the community. Data was collected from both the Bureau of Labor Statistics (BLS) and the Census Bureau 2005-2009 ACS. These two sources were utilized because the BLS typically has more accurate employment data reported, but the Census Bureau allows for reporting at a much more local level. In order to identify how accurate recent Census information is at the local level, the state and county data can be analyzed against the BLS data. As can be seen in Table 8, the difference in data is no more than 0.5%, indicating that the 4.0% unemployment rate for the Borough is a fairly accurate estimate by the Census Bureau. Both the BLS and Census data indicate that the county has a slightly lower unemployment rate than the state. More significantly, Chalfont has an unemployment rate considerably less than either the county or the state. The Borough’s unemployment rate is 2.7 percentage points less than the county’s rate, and almost half the rate of the state. The price of housing and presence of more highly educated residents would indicate that salaries are most likely higher in Chalfont when compared to other regions in the state.

TABLE 8 – UNEMPLOYMENT

MARKET	BLS UNEMPLOYMENT OCTOBER, 2012	CENSUS 2005-2009 ACS UNEMPLOYMENT
CHALFONT BOROUGH	NA	4.0%
BUCKS COUNTY	6.9%	6.7%
PENNSYLVANIA	7.4%	7.9%

Source: Bureau of Labor Statistics and Census Bureau Unemployment

Median household incomes in Chalfont and the surrounding region have consistently been higher than both the state and county median incomes. In 2000, Chalfont’s median household income of \$62,875 was more than \$20,000 greater than the state (\$40,108) and roughly \$3,000 greater than the county (\$59,726). Income in the Borough is projected to continue to exceed the state median



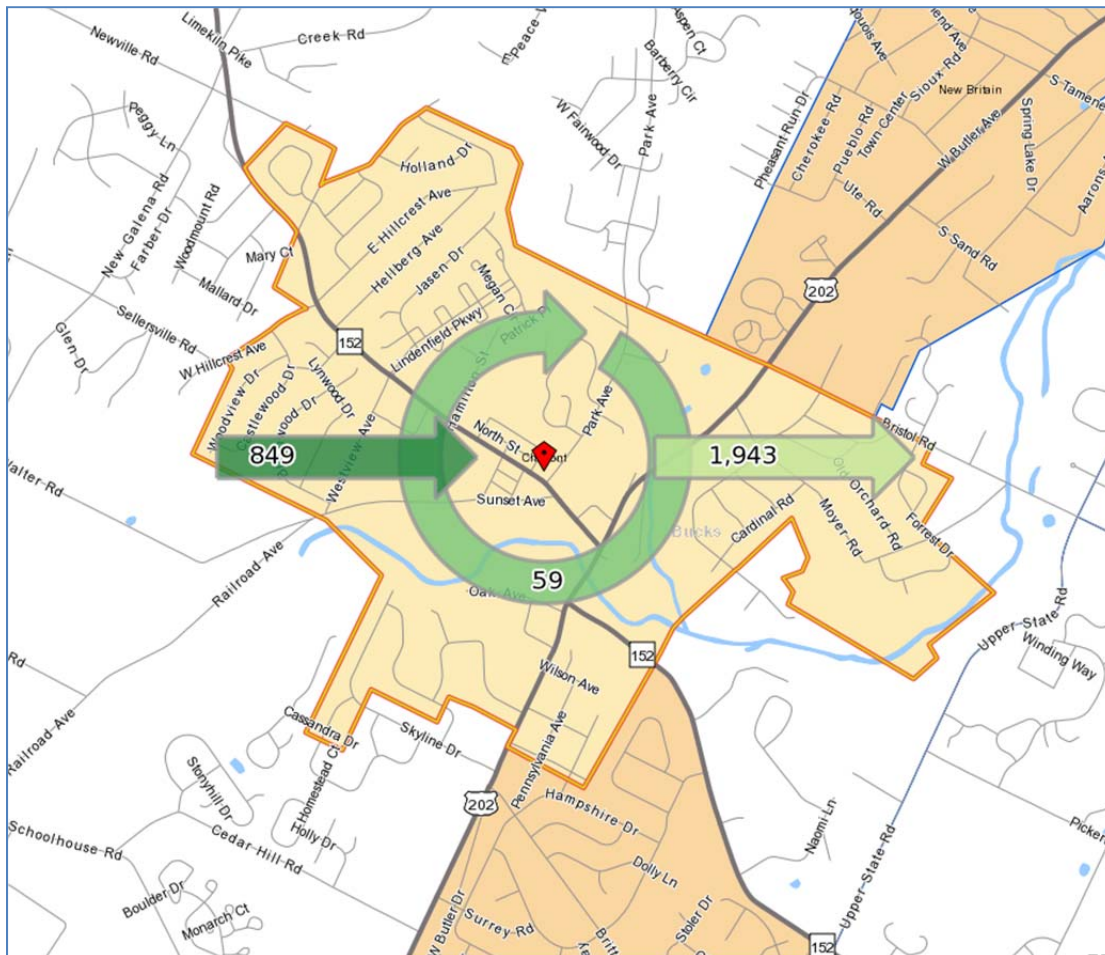
household income into the future with 2017 projections for the Borough and state at \$83,821 and \$57,204, respectively. It is estimated, however, that the median household income of the county (\$84,159) will surpass that of the Borough (\$83,821) by 2017.

High median household incomes such as these indicate that Chalfont maintains a strong potential consumer base. Additionally, the area around the Borough is comprised of households with even more substantial incomes, which could help support business growth within the community. The 2012 estimate for median household income in the 0- to 10-minute drive time area is \$86,770, which is more than \$10,000 higher than both the Borough (\$75,745) and the county (\$73,557), and more than \$40,000 greater than the state median household income.

Part C – Worker Inflow/Outflow

When analyzing the economy and market within a community, it is very helpful to identify where local residents work. This is often measured by the inflow and/or outflow of workers. Inflow is the amount of workers who work within the community but reside outside of the community. Outflow is the amount of workers who are employed outside the target area, in this case the Borough of Chalfont. One of the key items to recognize is whether or not the residents of the Borough have access to jobs within their community, which is indicated by the level of retention of residents who live and work within the community. Additionally, by identifying the level of inflow, a community can quantify the number of potential additional consumers available in the municipality on a regular basis beyond local residents.

MAP 1 - WORKER INFLOW/OUTFLOW



Source: ESRI

The information provided in Map 1 indicates that Chalfont primarily functions as a bedroom community. A bedroom community is typically defined as a community without any significant employment centers where residents typically commute fairly long distances to get to work. The most significant factor to consider is the large number of residents who work outside of the Borough (1,943) compared to those who commute into the Borough to work (849). More than twice as many people reside in the Borough but work somewhere outside of the community, than live anywhere outside the community but work within the Borough. This means that worker outflow far outweighs worker inflow. Additionally, very few people who live within the Borough work in the community (59), which indicates an extremely low-worker retention rate. This is not uncommon in suburban communities and is in fact why many people locate themselves in these areas. The communities often have a residential focus with smaller businesses providing local services and goods. The lack of a concentration of businesses often allows for more spacious development and less traffic within the community. Wealthier households seeking single-family homes on larger lots of land typically find this very appealing at the cost of additional commuting time and distance.

The presence of such significant outflow indicates a substantial commuter population. With so many people commuting, there may be a demand for alternative commuting options. This information is particularly vital in identifying whether or not investment and development of the train station and alternative travel methods is worth the money and effort. Knowing that a significant commuter population exists is only the first step in addressing these issues. Other factors that must now be identified and defined include the following:

- Where are residents' work destinations located?
- Are the work destinations train accessible?
- Do residents find their commute to be burdensome (time, distance, traffic, cost)?
- Would residents utilize transit options?
- Are there reasons residents currently don't utilize transit options?
- These items are examined in further detail in Part E – Work Location, provided below.

Part D – Workers, Industries, and Occupations

In order to help identify the resident and worker profile within the community, an analysis was conducted to identify the industries workers are employed in and their occupations. Identifying whether or not a population is white collar or blue collar and what industries and occupations they make up can help to identify potential consumer characteristics and entertainment/recreation trends. Data for industry and occupations was analyzed based upon Census 2005-2009 ACS data as provided by ESRI. This data is the most recent data available that provides information for all target geographies, including the drive-time level.

The three industries in which the working population, age 16+, are primarily employed for both the Borough and the 0- to 5-minute drive-time region are: Healthcare and Social Assistance; Manufacturing; and Professional, Scientific, and Technical services. This is very similar to the county and state except that Retail Trade surpasses Professional, Scientific, and Technical services occupations. This indicates that many of the jobs in the Borough and surrounding region are in industries primarily providing white-collar jobs with the exception of Manufacturing. However; upon closer review of the occupational data provided in Table 9, most of the jobs for Chalfont residents (approximately 60%) are white-collar occupations, including Office and Administrative Support; Management; Sales and Related Services; Education, Training, and Library Services; and Healthcare Practitioner, Technologists, and Technicians.

TABLE 9 – OCCUPATIONS

	0-5 MINUTE DRIVE TIME	0-10 MINUTE DRIVE TIME	0-15 MINUTE DRIVE TIME	CHALFONT	BUCKS COUNTY	PENNSYLVANIA
Management	13.4%	13.8%	13.2%	10.8%	11.6%	8.9%
Business and financial operations	5.3%	6.2%	6.3%	4.4%	5.5%	4.3%
Computer and mathematical	4.0%	3.9%	3.3%	4.0%	2.9%	2.2%
Architecture and engineering	2.3%	2.4%	2.3%	2.8%	2.0%	1.8%
Life, physical, and social science	2.6%	2.4%	2.1%	2.5%	1.5%	1.1%
Community and social services	1.5%	1.2%	1.3%	2.5%	1.2%	1.9%
Legal	0.7%	1.5%	1.3%	1.2%	1.2%	1.1%
Education, training, and library	8.2%	7.0%	6.7%	9.0%	6.6%	5.8%
Arts, design, entertainment, sports, and media	2.5%	2.3%	2.0%	3.1%	2.0%	1.6%
Healthcare practitioner, technologists, and technicians	7.4%	8.3%	6.7%	7.4%	6.3%	6.1%
Healthcare support	0.8%	0.8%	1.3%	0.0%	1.5%	2.6%
Protective service	1.6%	1.4%	1.1%	2.5%	1.2%	1.9%
Food preparation and serving related	2.7%	3.1%	3.8%	1.9%	4.5%	5.4%
Building and grounds cleaning and maintenance	1.1%	1.8%	2.3%	0.9%	2.7%	3.5%
Personal care and service	2.9%	2.8%	2.6%	2.0%	2.5%	3.0%
Sales and related	13.4%	13.5%	13.1%	10.7%	13.1%	10.7%
Office and administrative support	16.1%	14.1%	14.8%	21.9%	15.0%	15.0%
Farming, fishing, and forestry	0.0%	0.1%	0.1%	0.0%	0.2%	0.4%
Construction and extraction	4.5%	3.5%	4.0%	3.3%	5.2%	5.2%
Installation, maintenance, and repair	2.8%	2.5%	2.7%	2.9%	3.2%	3.5%
Production	2.8%	3.7%	4.9%	2.1%	5.2%	7.1%
Transportation and material moving	3.6%	3.5%	4.0%	4.1%	5.0%	7.0%

Source: ESRI

As can be seen in Table 9, the top five occupations remain the same among all drive times, the Borough, and the county. At the state level, however, occupations shift to more blue collar types of work. The Education, Training, and Library Services and Healthcare Practitioner, Technologist, and Technicians occupations, which were more significant at the smaller geographies, are replaced by Production and Transportation and Material Moving at the state level. Approximately 40% or more of occupations at the county level study area or smaller are a combination of Management, Sales and Related Services, and Office and Administrative Support. When evaluating the occupations compared to the industries, it becomes evident that the Manufacturing industry jobs identified as significant employment categories in the Borough and the immediate surrounding region, are actually primarily white collar as well. This is evident by the small percentage of blue-collar-related occupations such as Construction, Production and Maintenance. This indicates that residents are primarily employed in white-collar jobs despite working in industries that are typically associated with blue-collar labor.

Part E – Work Location

In order to identify the potential strength of a TOD initiative, several factors, as identified in the Worker Inflow/Outflow section, must be considered. In order to justify the use of transit by workers, the geographic area in which residents work must be identified to verify whether distances and accessibility are conducive to transit. Additionally, the locations where residents work must then be examined to identify whether or not transit is available for workers. Tables 10 and 11 indicate in which counties and county subdivisions, respectively, residents work.

TABLE 10 – JOB LOCATIONS BY COUNTY

Jobs Counts by Counties Where Workers are Employed – Primary Jobs		
	Count	Share
All Counties	2,116	100.0%
Bucks County, PA	840	39.7%
Montgomery County, PA	717	33.9%
Philadelphia County, PA	119	5.6%
Delaware County, PA	57	1.6%
Lehigh County, PA	51	1.1%
Berks County, PA	37	1.0%
Chester County, PA	23	0.9%
Mercer County, NJ	19	0.8%
Burlington County, NJ	18	0.4%
Ocean County, NJ	17	0.4%
All Other Locations	46	4.7%

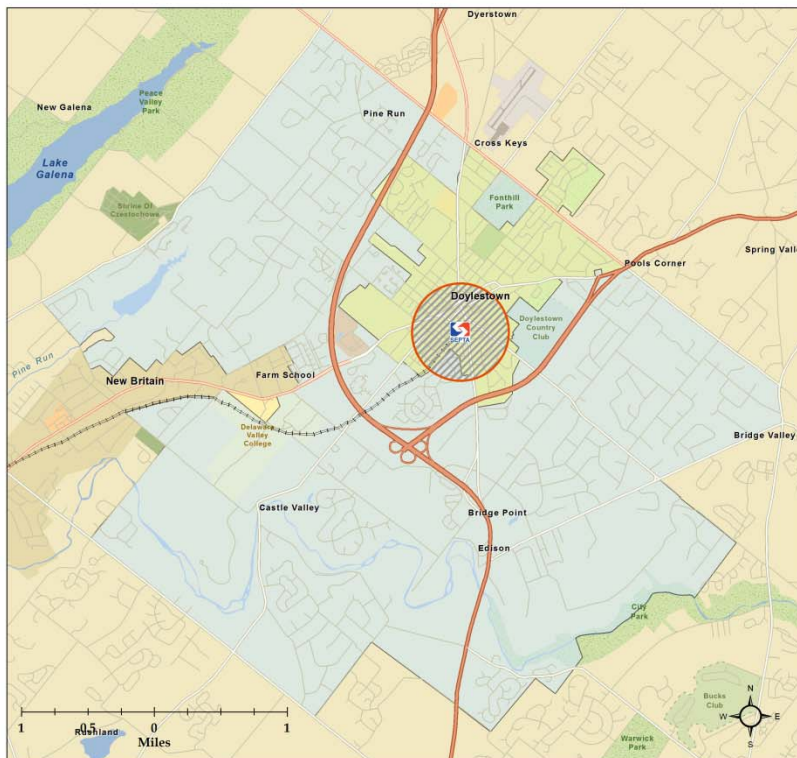
TABLE 11 – JOB LOCATIONS BY COUNTY SUBDIVISION

Job Counts by Places Where Workers are Employed – Primary Jobs		
	Count	Share
All Counties	2,116	100.0%
Doylestown Twp., PA	130	6.1%
Horsham CDP, PA	121	5.7%
Philadelphia City	119	5.6%
Doylestown Boro., PA	117	5.5%
Warrington, PA	68	3.2%
Chalfont, PA	59	2.8%
New Britain Twp., PA	53	2.5%
Hatfield, PA	50	2.4%
Upper Gwynedd, PA	43	2.0%
Whitpain, PA	43	2.0%
All Other Locations	1,313	62.1%

As can be seen in Table 10, a majority (73.6%) of residents work within Bucks and Montgomery Counties. This indicates that most workers are employed within a reasonable geographic distance of Chalfont since the Borough is located in Bucks County and Montgomery County borders Bucks County to the south.

With so many residents employed within these counties, it is now important to identify which communities they work in and the transit availability in those communities. Both Doylestown Township and Horsham have access to train stations, but a variety of factors prevent these train stations from being viable transit locations. The station near Doylestown Township is actually located in Doylestown Borough. Access to businesses in Doylestown Township is more than one and one-half miles from the station, which far exceeds the typical, acceptable commuter walking distance of a half mile. Horsham has access to the SEPTA station located in Hatboro, but there is no direct SEPTA route to allow access. Commuters would have to take the southbound train in Chalfont to the Glenside Station, and transfer back to a northbound train on the Warminster line in order to head back up towards Hatboro. This is neither time- nor cost-effective when considering transfer costs and backtracking travel time. This means that while Chalfont residents can take the train to stations near these communities, the distances and geography they would have to walk, combined with costs and time lost during transfers to Hatboro, are just not reasonable for most transit riders.

MAP 2 – CHALFONT/DOYLESTOWN WALKABLE SEPTA COMMUTER DISTANCE

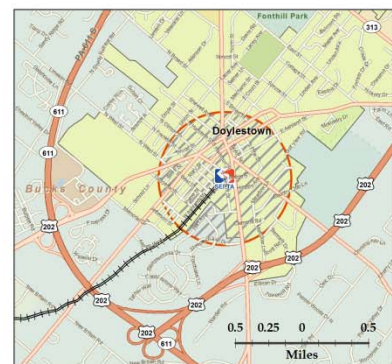


**Doylestown SEPTA Station
1/2 mile walking buffer**

Legend

Doylestown Boundaries

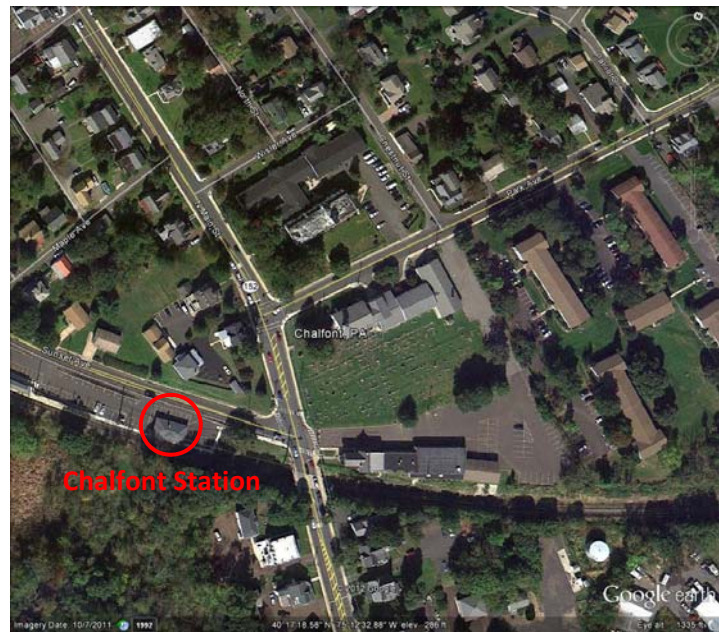
-  Doylestown Township
-  Doylestown Borough
-  Doylestown SEPTA Station
-  Doylestown SEPTA Station 1/2 Mile Buffer
-  Railroads



Two transit locations that are ideal for commuters, as identified in Table 11, include Doylestown Borough and Philadelphia. Doylestown Borough is somewhat more densely developed than many of the more rural communities in Bucks County, and is also the County Seat. This results in a much higher density of businesses located within Doylestown Borough, most of which is within the half-mile commuter walking distance of the train station. The City of Philadelphia is the third-highest county subdivision where residents of Chalfont are employed (119). The existing train line provides direct access to Center City Philadelphia and surrounding areas. The city also provides a wide variety of transit options once commuters reach the city in order to transfer them to job locations. This indicates that there is some potential for residents working in Doylestown Borough and Philadelphia to utilize the train to access jobs.

3.3 Transit Profile

The only transit option, beyond personal vehicles, effectively available for Chalfont residents is the Southeastern Pennsylvania Transportation Authority (SEPTA) regional rail system. The Borough is served by the line commonly referred to as the Lansdale/Doylestown Regional Rail Line or R5 line, which provides access to Center City Philadelphia and Philadelphia's northern suburban communities. The train is accessible from the Chalfont Station located at the intersection of Sunset Avenue and Main Street. This neighborhood is a predominantly residential area with a mix of multi- and single-family homes. On the northeast side of the intersection, across the street from the station, is located a large vacant church and a substantially sized graveyard. This site is currently for sale. Information on the station and ridership was collected through site visits, SEPTA data, and rider surveys of 25 riders.



Source: Google Earth

3.3.1 Chalfont Station (SEPTA) Profile

The Lansdale/Doylestown Regional Rail Line is the second-highest performing line of the 13 lines recorded by SEPTA’s FY 2011 Route Operating Ratio Report. This line averaged 14,980 weekday passengers and 4,269,160 annual passengers. The Lansdale/Doylestown Regional Rail Line contains 27 stops with the Chalfont Station being the fourth to the last stop along the route.



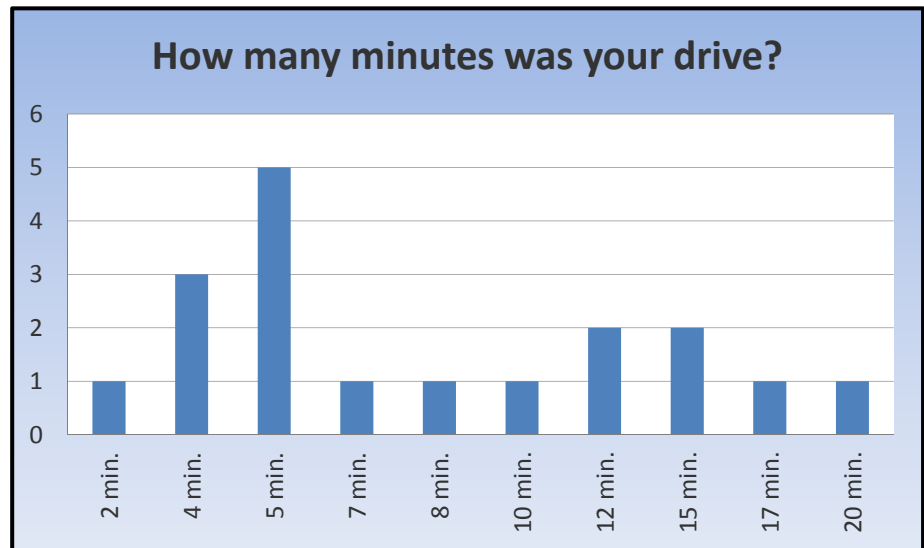
Chalfont SEPTA Station
Source: Delta Development Group, Inc.

The station is located in walking distance of downtown Chalfont. The site consists of a loading platform, a covered waiting area, two bike racks, and on-site parking. The parking

includes 53 daily spaces and 48 permit spaces. No other amenities are available at the site. The train stops at the station about once an hour for each direction. The Chalfont Station schedule is provided in Table 12.

Part A – Ridership Data

SEPTA currently maintains approximately 150 stations/stops for its regional rail line. The Chalfont Station has the 27th lowest ridership with an average of 139 boardings each weekday according to SEPTA’s 2011 Regional Rail Ridership Census. In order to identify potential TOD opportunities, as well as



factors that may inhibit the use of the regional rail system, surveys of riders at the Chalfont Station were conducted. A vast majority of those utilizing the station (92%) arrive at the station by vehicle with only one respondent arriving by walking. The most common amount of time cited as the typical drive time to the station was five minutes with a majority of commuters (89%) traveling no more than 15 minutes.

This information strongly reinforces the drive-time methodology utilized during the market analysis. Typical train utilization occurred in the early mornings and evenings, conforming to standard commuter work schedules. More than 70% of those surveyed board the train at the 6:23 a.m. and 6:52 a.m. arrival times. These boardings are for the Philadelphia-bound transit line. Only one respondent recorded boarding times that might include northbound travel towards Doylestown. The surveys also indicated that more than half (58%) of those surveyed indicated that they return on the 5:15 p.m. or the 5:46 p.m. return trips from Philadelphia.

With a better understanding as to the status of the station and ridership data, it is now vital to understand where riders are traveling and why. The data provided through the surveys clearly identified “Center City” Philadelphia as the primary destination for transit riders. The primary destinations identified by riders were one of the three rail transit stations - 30th Street, Suburban, and Market East - located in downtown Philadelphia. In addition, the primary reason for traveling, as identified by those completing the survey, is for work (84%). Besides work, the next most common answer (12%) for using the train was for school. As was anticipated based on community characteristics (white-collar workers, upper-middle class, working age, well educated), local residents primarily utilize the train to access jobs in “Center City” Philadelphia. The individuals utilizing the train identified three primary factors for which they ride the train rather than take their own personal vehicle:

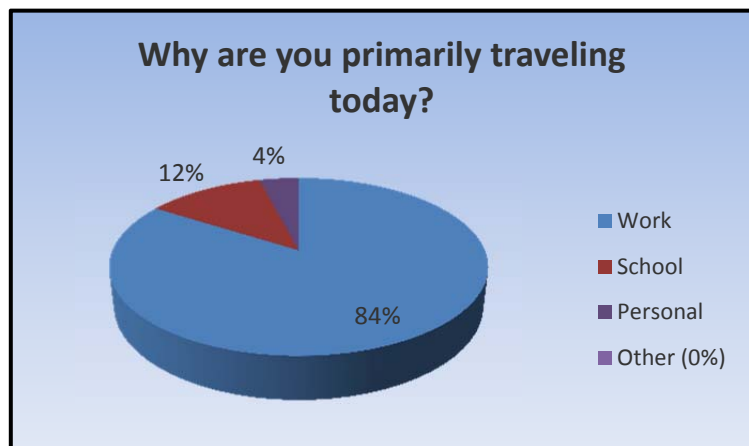
These factors for using the train are extremely important to note. Since gas prices are expected to continue to rise over the long term and the Philadelphia suburban communities continue to grow, issues such as traffic congestion and travel costs are anticipated to increase. This could result in greater ridership trends as many of the train conveniences outweigh the flexibility of driving one’s own vehicle to work.

- More affordable than driving
- More pleasant ride
- Able to multi-task

TABLE 12 – CHALFONT STATION SCHEDULE

	To Center City	To Lansdale/ Doylestown
A.M.	5:35	
	6:23	
	6:52	
	7:14	7:32
	8:04	8:30
	9:08	9:18
	10:05	10:30
P.M.	11:07	11:30
	12:07	12:30
	1:07	1:30
	2:07	2:30
	3:07	3:30
	4:05	4:31
	5:33	5:15
		5:46
		6:23
		6:49
	7:52	
	8:58	8:00
		9:00
	9:59	10:01
10:59	11:02	

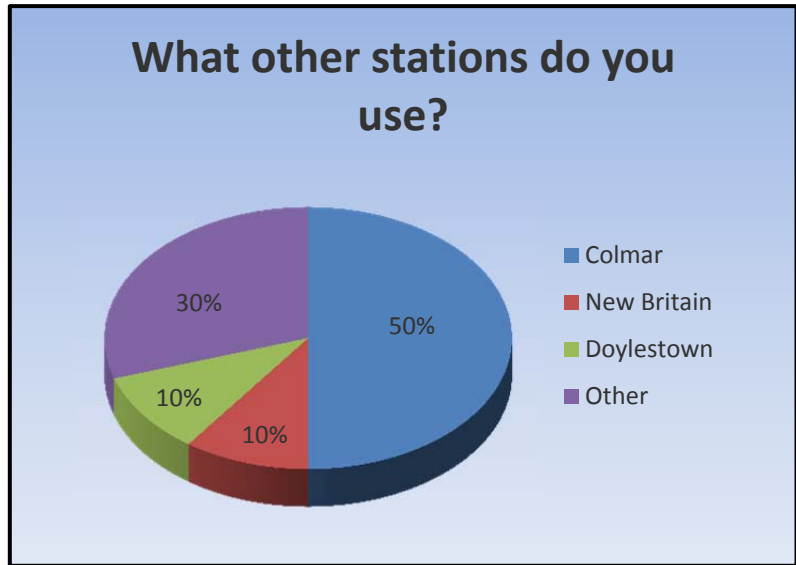
CHART 5 – COMMUTER DESTINATION



Part B – Station Functionality

In addition to establishing baseline data for the station and identifying ridership information, research was also conducted to evaluate the perception and functionality of the station by transit users. This began by identifying whether or not transit users exclusively utilize the Chalfont Station. Almost a quarter (24%) of the respondents indicated that they do not always utilize the Chalfont Station when accessing the regional rail line. Due to such a considerable percentage, it was important to discover which stations were being utilized and why. The most common station utilized by residents other than Chalfont’s is the Colmar Station. This station is two stops south along the line. Some riders were willing to travel

CHART 6 – ALTERNATE STATIONS



as far as 10 stops further down the line to Fort Washington rather than try to use the Chalfont Station. The primary reason (83%) for utilizing other stations was due to lack of parking. Due to parking being the primary factor for riders to utilize other stations, two significant questions arose concerning the functionality of the Chalfont Station:

1. ***How many commuters consistently utilize other stations for travel due to the existing parking issues?***
2. ***Are there residents that would utilize the station that currently don't due to parking issues?***

To try to obtain further clarification regarding this issue, an analysis was conducted of the neighboring stations extending north to Doylestown and south to Fort Washington. This would include evaluating ridership numbers regarding parking availability. In the case of Chalfont, it is safe to assume that a parking issue exists as it was identified as such in the surveys, resulting in riders utilizing alternate stations. The lack of parking accessibility is actually an issue for many stations along this route. As Table 13 indicates, 10 of the 12 stations being accessed by Chalfont commuters have daily parking spaces and four have permitted parking spaces. Only four of those with daily spaces have any availability, with Pennbrook having the only availability in the municipal lot. All four sites offering permit parking are full.

	Boardings	Daily Parking Spaces	Daily Availability	Permit Parking Spaces	Permit Availability
Doylestown	388	169	15	NA	NA
DVC*	64			30	FULL
New Britain	52	39	15	NA	NA
Chalfont	139	53	FULL	28	FULL
Link Belt	52	NA	NA	NA	NA
Colmar	302	291	130	NA	NA
Fortuna	104	33	FULL	NA	NA
Lansdale	1,336	497	FULL	NA	NA
-municipal lot		93	FULL	NA	NA
Pennbrook	503	84	FULL	NA	NA
-municipal lot		116	25	NA	NA
North Wales	899	230	FULL	188	FULL
Gwynedd Valley	227	118	FULL	NA	NA
Penllyn	199	55	FULL	NA	NA
Ambler	896	496	65	123	FULL
Fort Washington	1,029	369	FULL	204	FULL
* - Parking is provided by permits through the college					
Source: SEPTA					

Chalfont has parking available for approximately 58% of its average daily ridership, but has no daily or permit spaces available. Colmar, on the other hand, has parking available for roughly 96% of its average daily boardings and has about 45% of its daily parking spaces available. Stations with parking availability based upon boardings, averages out as follows:

- Doylestown – Parking for roughly 44% of its average daily boardings (15 spaces available)
- New Britain – Parking for roughly 75% of its average daily boardings (15 spaces available)
- Pennbrook – Parking for roughly 40% of its average daily boardings (25 spaces available)
- Ambler – Parking for roughly 69% of its average daily boardings (65 spaces available)

Both Pennbrook and Ambler have three times as many boardings as Chalfont, while Doylestown and Colmar have more than twice as many. Chalfont’s location between Doylestown and Colmar, combined with the higher ridership numbers than neighboring stations and known parking issues, indicates that there is potential to increase station utilization by providing increased access.

In addition to the parking situation, several other significant issues were identified, which may be contributing to underutilization of the train station by potential commuters. Issues include:

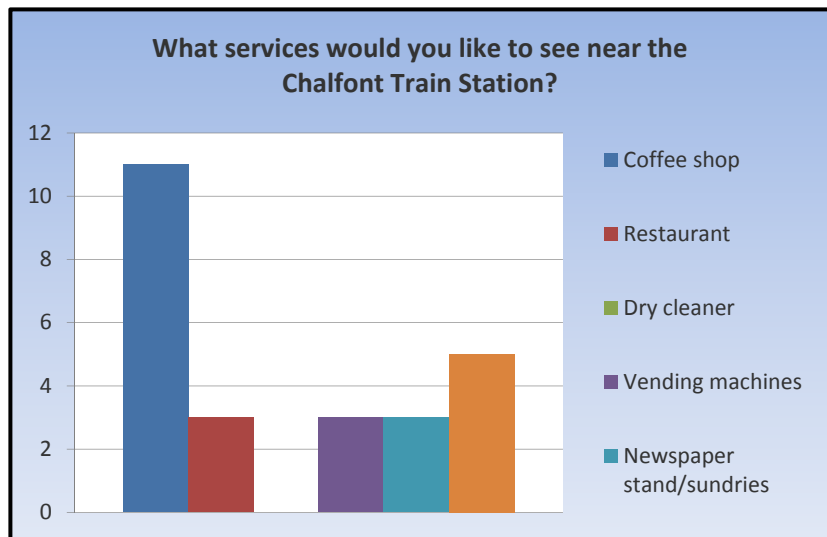
- Lack of walkability and pedestrian safety
- No restrooms
- Lack of a clock with arrival times and an inadequate announcement system
- Poor accessibility due to rush hour traffic

Some of these issues are fairly minor, but may have been initial deterrents for individuals trying to utilize the Chalfont Station. It is crucial that a train station be convenient and make information available and clear to transit riders. The nature of the train system is to provide convenience for commuters; accessibility and communication are vital in promoting effective and efficient transit operations, particularly for work commuters.

Several of the riders who completed the survey indicated that walking to the station would be preferable, but is inhibited by a lack of sidewalk accessibility, lighting, and general pedestrian safety. It was also cited that the walk to the station is not particularly appealing due to the presence of abandoned structures and the conditions of buildings “marring the landscape.” This, once again, provides insight into the potential loss of transit riders due to negative influences that deter the appeal or convenience of the facility. In order to increase the appeal and convenience of the station, many TOD components can be utilized to help promote the station and ridership without committing to complete investment in a TOD initiative.

In addition to the amenities provided at the station, the survey also asked riders if there were any services that they would like to have access to in proximity to the train station. Knowing what types of businesses commuters may look to utilize near the train station will help gauge the level of support by riders for the TOD concept. As can be seen in Chart 7, there is a significant demand for the provision of coffee shop and light fare types of services. The availability of services such as newsstands, coffee shops, and eateries can help make the utilization of the train station much more appealing for potential commuters while also providing services and goods to local neighborhoods. It must be noted, however, that many of the respondents who indicated “Other” regarding services, used this option to emphasize the point that no additional services should be provided until the parking issue is resolved as this would only increase the problem.

CHART 7 – STATION SERVICES



3.4 Consumer Profile

Part A – Community Tapestry Segmentation

Community Tapestry Segmentation, provided by ESRI, is a market segmentation that classifies U.S. neighborhoods into 65 segments based on their socioeconomic and demographic variables such as age, income, home value, occupation, household type, education, and other consumer behavior. The segmentation system operates on the theory that people with similar tastes, lifestyles, and behaviors seek others with the same tastes.

TAPESTRY SEGMENTATION DETAILS	
<p style="text-align: center;"><u>Demographic</u></p> <p><u>Sophisticated Squires</u></p> <ul style="list-style-type: none"> • Live on urban fringe and engage in longer work commutes • Married-couple families • Households contain children ages 3-18 • Most residents are Baby Boomers aged 35 to 54 • Median age is 39.7 years • Lacks racial or ethnic diversity; primarily white <p><u>Pleasantville</u></p> <ul style="list-style-type: none"> • Middle-aged married couples • Typically families with children • Average family size is 3.3 • Median age is 40.5 years • Diversity is similar to that of national average 	<p style="text-align: center;"><u>Residential</u></p> <p><u>Sophisticated Squires</u></p> <ul style="list-style-type: none"> • Live in less densely populated areas • Approximately 90% of housing is single-family homes • Most housing built between 1970-1990 • Own at least 2 vehicles • Drive compact and full-size SUVs and minivans <p><u>Pleasantville</u></p> <ul style="list-style-type: none"> • Live in single-family homes • Housing primarily built between 1950-1970 • Enjoy where they live • Most have lived in the same house for at least 15 years • 12% commute an hour or more to work • Maintain 2 or more vehicles
<p style="text-align: center;"><u>Socioeconomic</u></p> <p><u>Sophisticated Squires</u></p> <ul style="list-style-type: none"> • Residents are educated • More than 1/3 of those age 25+ hold a bachelor’s degree • Most work in white-collared jobs • Median household income \$83,079 • Nearly 90% of households earn wage or salaried income <p><u>Pleasantville</u></p> <ul style="list-style-type: none"> • Employed in a variety of occupations • Median household income is \$76,642 • Approximately 20% receive retirement income • 44% of households receive additional income from interest, dividends, or rental property 	<p style="text-align: center;"><u>Preferences</u></p> <p><u>Sophisticated Squires</u></p> <ul style="list-style-type: none"> • Do-it-yourselfers • Enjoy barbequing and baking • Invest in future through stocks, bonds, and life insurance • Attend sporting events • Own multiple cell phones, personal computers, and video game systems • Enjoy outdoor activity <p><u>Pleasantville</u></p> <ul style="list-style-type: none"> • Hire contractors for maintenance and remodeling work • Warehouse and value shoppers • Shop for upscale items at department stores • Entertainment includes playing cards and games, dining out, and attending sporting events • Engage in vacations, beach trips, cruises, and visit theme parks • Watch news, listen to news/sports radio, and read the paper

Most communities typically have three tapestry segmentations identified for their neighborhoods; however, in the case of Chalfont, only two segmentations were identified. This data supports previous demographic information indicating a significant lack of diversity within the community. The two segmentations identified by ESRI, which make up the community, are Sophisticated Squires (75%) and Pleasantville (25%). These are typically upper-middle class, white households living in single-family homes. Households are typically identified as family households with working-age adults and school-age children. A summary of these tapestry segmentations are divided into four categories: Demographic, Residential, Socioeconomic, and Preferences.

Part B – Spending Potential Index (SPI)

The SPI measures spending per consumer household for a product or service and compares it with the corresponding expenditure for that product/service nationally. The number 100 is the national average for spending on the product/service; therefore, anything greater than 100 indicates the percentage more than the national average that the community purchases goods/services. Numbers less than 100 indicate the percentage less than the national average. This data is extremely useful and assists with the following:

- Identifying the general purchasing power of a community
- Indicating the strength of the consumer base (presence of wealth and/or disposable income)
- Identifying key goods/services consumed by a community
- Clarifying the types of goods and services that should be promoted through economic development initiatives based on consumer trends

Data was collected for Chalfont and the immediate surrounding area (0- to 5-minute drive time from the train station). Of the more than 70 retail goods and services categories identified in the SPI, only four categories were below the national average in expenditures (men's apparel, women's apparel, footwear, and telephones and accessories), with only footwear holding a score less than 90. The fact that there is such significant spending when compared to the national average indicates a significant amount of disposable income available within the community.

CHART 8 – PRODUCTS/SERVICES WITH GREATEST SPI SCORE

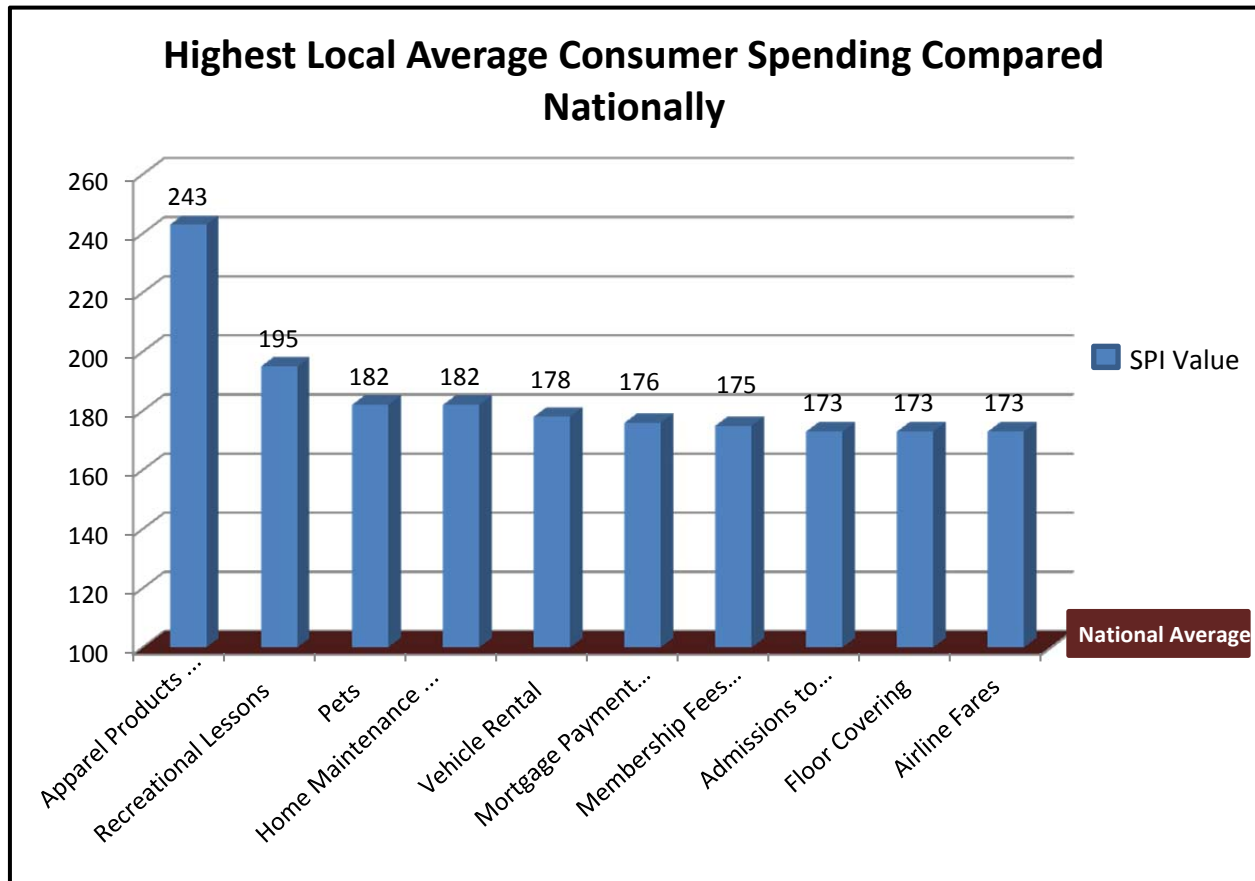


Chart 8 provides a summary of products/services that have some of the highest average consumer spending amounts for the local community when compared nationally. The largest consumer difference was in Apparel Products and Services, which includes material for making clothes, sewing patterns and notions, shoe repair/services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair. Consumer spending for these products and services is almost 1.5 times as much as the national average. Recreational Lessons also ranks very high, which in upper-middle class communities with children typically indicates participation in children’s recreational activities such as:

- Sports (Little League, football, hockey)
- Martial arts classes
- Music lessons
- Dance classes (ballet, tap)
- Gymnastics

The last product/service requiring explanation is the category of Pets, which includes pet supplies and accessory items.

The SPI can also be used to verify whether or not TOD-related products/services are being consumed in significant quantities. Below is a list of TOD-related products and services and their corresponding SPI score to help identify potential business development opportunities.

TABLE 13 – SPI TOD-RELATED PRODUCTS/SERVICES

PRODUCT/SERVICE	SPI
TOD-RELATED LOCAL AVERAGE CONSUMER SPENDING COMPARED NATIONALLY	
APPAREL PRODUCTS AND SERVICES	243
READING	154
FOOD AWAY FROM HOME	145

Apparel Products and Services, which has the highest positive consumer spending difference, is an ideal TOD business. This is particularly true for dry cleaning, tailoring, and laundry services. Commuters often utilize these services before or after work (drop off/pick up) due to convenience and accessibility. The Reading category is also particularly pertinent to TOD because it includes items such as news and magazine stands. The goods provided by these businesses are particularly sought after by commuters since they can be utilized during the commute. Finally, Food Away from Home includes a wide variety of businesses, including restaurants, cafés, and coffee shops. These businesses are perfect for commuters who may be seeking meals before a trip into work (breakfast, coffee) or returning home from work (lunch, dinner).

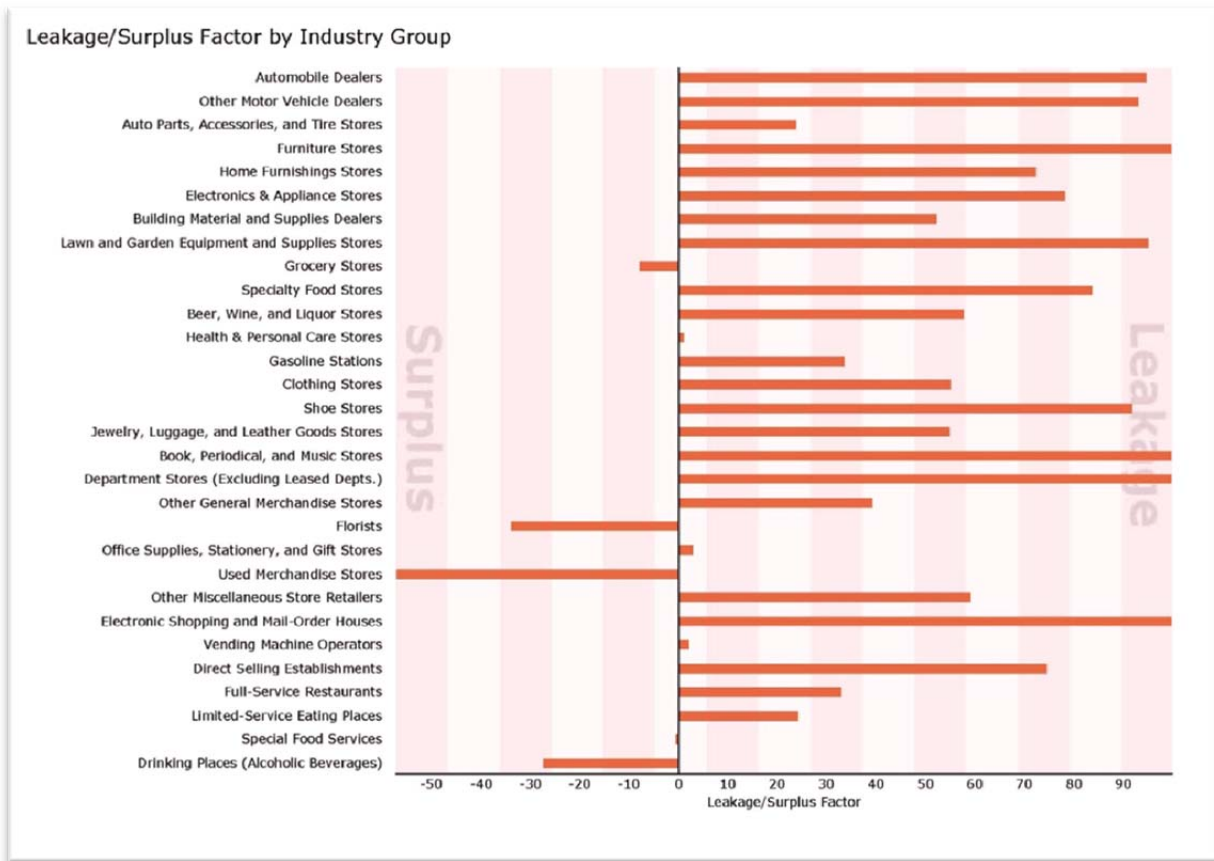
The fact that there is such high average consumer spending indicates that there is potential for significant economic development. In order to verify this, a review of the gap analysis by industry groups is required.

Part C – Gap Analysis

With so much spending potential, an evaluation can be conducted to identify those industries that are underrepresented by comparing the amount spent by households on specific items to the amount sold by local vendors. The gap analysis can assist by evaluation of the leakage or surplus of a particular service or product based on an imbalance between supply and demand. The amount of product/service purchasing that is lost due to failure of supply to meet demand is identified as leakage. Surplus is the amount of product/service that exists beyond purchasing demand of the local community. Demand is measured by retail potential while supply is measured by retail sales. Data was collected for Chalfont and the immediate surrounding area (0- to 5-minute drive time from the train station).

The analysis identified only five industries of the 30 evaluated that have surplus factors. These include Grocery Stores, Florists, Used Merchandise Stores, Specialty Food Services, and Drinking Establishments. While most industries indicate a leakage factor, market influences and community characteristics must be considered when evaluating economic development opportunities. Despite having a high leakage factor for Automobile Dealers, this industry would not be a viable economic development opportunity due to the presence of the Doylestown “auto mall”. The leakage exists because a substantial industry provider already exists outside of the community. Additionally, some industries experiencing leakage don’t meet the character of the community, such as Department Stores. The rural character, building scale, community profile, and lack of infrastructure to handle Department Store consumer capacity eliminates consideration of these options.

CHART 9 – LEAKAGE/SURPLUS



The key leakage industries that pose the greatest potential for economic development opportunities within the Borough, which match the scale, character, and market potential include the following:

- Specialty Food Stores
- Furniture Stores
- Full-Service Restaurants
- Limited-Service Eating Places
- Book, Periodical, and Music Stores
- Lawn and Garden Equipment and Supplies Stores
- Building Material and Supplies Dealers

Despite having a high leakage factor, Shoe Stores are not a truly viable option considering that footwear was one of only four product/service categories to have an SPI factor less than the national average. It is important to consider that most of the industries listed for development potential can be established in smaller-scale structures that conform to the community’s scale.

3.5 Market Recommendations

The Borough of Chalfont and its immediate market area (5-minute drive time) have a significant number of assets and positive community factors that provide a strong foundation for community and economic development opportunities in the Borough. The character and makeup of the community is the primary asset available for development opportunities. The three prime factors include a concentration of family households, substantial household incomes, and high levels of consumer activity by residents. Factors such as higher household incomes and significant consumer activity support strong economic development potential, especially considering the substantial amount of leakage regarding consumer spending. This indicates that there is a substantial amount of spending on goods and services by local residents; however, a majority of this spending occurs outside of the community. The prevalence of family households also lends to supporting a variety of economic as well as community development

opportunities. While the leakage data helps identify gaps in particular industries, the strong presence of families in the community helps define specific businesses that may best serve local residents and households.

In addition to these assets, the community also has a variety of factors that limit certain development opportunities. These three prime factors include market competition, a desire to retain existing community character, and traffic and accessibility issues. Market saturation or excessive competition such as the presence of the “auto mall” in Doylestown makes certain industries, such as car dealerships, exceptionally poor options to



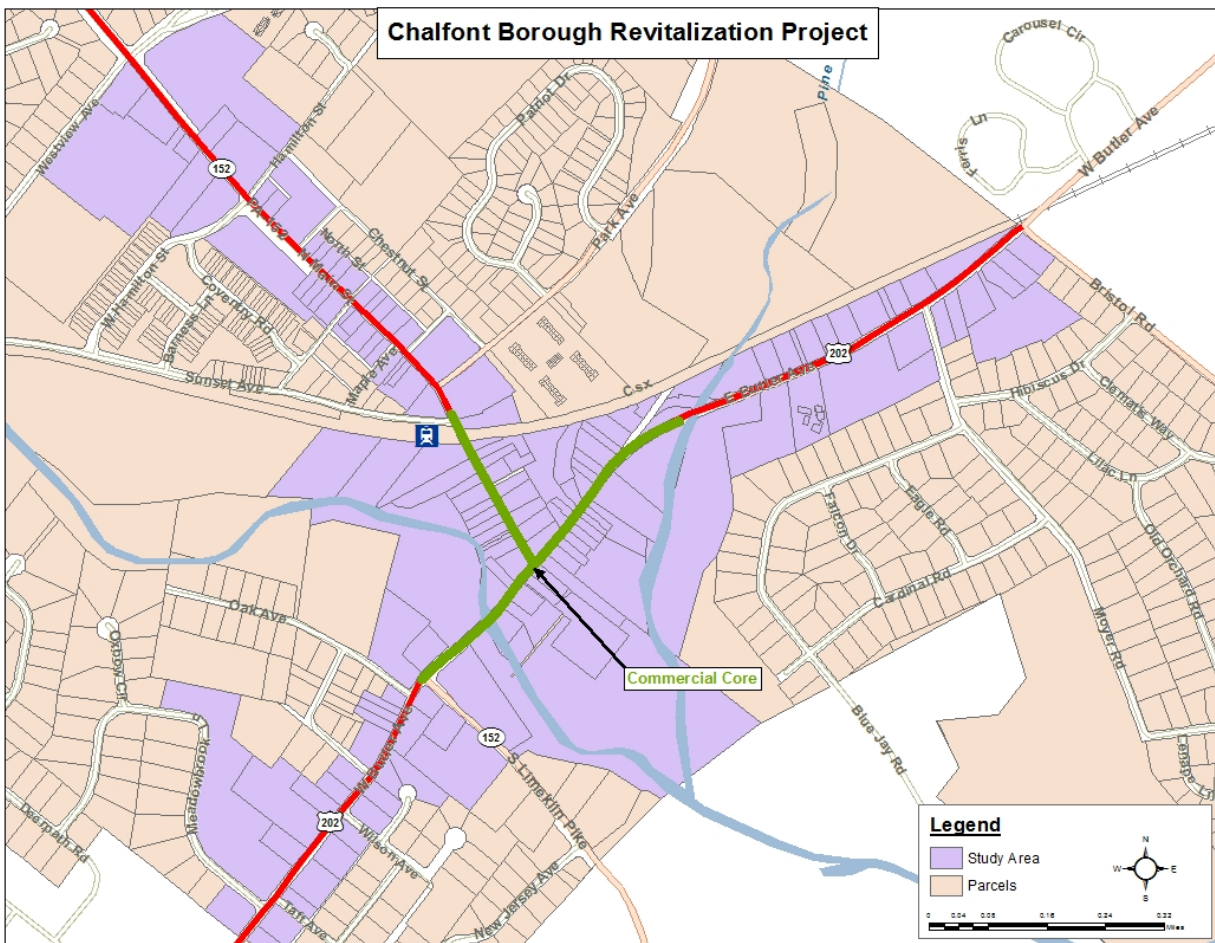
consider. Despite high consumer spending and leakage, a car dealership just won’t compete with an established industry center such as the auto mall. In addition, industries such as the auto mall do not match the character of the community and actually runs counter to this factor. Issues such as scale and density can play very important roles in communities trying to maintain a particular character. Finally, due to existing traffic and parking issues, many larger-scale or high-volume businesses are incompatible with existing infrastructure.



Part A – Meeting Community and Market Needs

Based upon the previous gap analysis, it was discovered that there are substantial industry leakages within Chalfont. This means that existing local businesses do not adequately serve the needs of the residents and that economic growth potential exists. Butler Avenue currently exists as the primary corridor serving the needs of the local market. Main Street, particularly between Butler Avenue and Park Avenue, also acts as a commercial corridor leading to the downtown at the intersection of Main and Butler. These serve as the primary commercial corridors within the community. In order to strengthen the corridors, provide services and goods to local residents, and establish a more formal downtown, the Borough should focus on adding new retail within the Commercial Core combined with improved infrastructure and public spaces. These key elements will serve as anchors and can help define and reinvigorate the Commercial Core.

MAP 3 – COMMERCIAL CORE



In order to identify the businesses with the most market potential, which will best serve the needs of the community, several factors were analyzed in reference to the Borough’s economic development assets and constraints. This is key to identifying businesses that will not only succeed, but will also serve the community’s needs and desires.

<u>Tapestry Segmentation</u>	
<p>Includes the following key community characteristics:</p> <ul style="list-style-type: none"> • “Do-it-yourselfers” (home improvement and gardening) • Households comprised of families with children (family-oriented businesses) • Household incomes are typically higher compared to other populations • Heavily involved in recreational activity (after-school and weekend activities) • Often dine out 	
<p>Industry Leakage (0- to 5-minute drive time)</p> <ul style="list-style-type: none"> • Building material and supply dealers (\$5 million+ in leakage) • Full-service restaurants (\$5 million+ in leakage) • Limited-service eating places (\$3 million+ in leakage) 	<p>Spending Potential Index (SPI)</p> <p>High SPI scores:</p> <ul style="list-style-type: none"> • Apparel products and services (dry cleaners and tailors) • Home maintenance and remodeling material • Lawn and garden • Food away from home

Part B – Economic Development Recommendations

Several key industries and businesses have been identified as potential opportunities within the Borough. The most important factor to consider regarding economic development in the Commercial Core is that it must be something unique to create a draw to the downtown. The existing Commercial Core is not a destination place like many downtowns are; therefore, significant economic development will only occur with a combination of unique businesses developed in a cluster, which compliment each other. These businesses will not only fill market needs in the Commercial Core, but will also compliment the character and develop a downtown feel for the neighborhood. While these more unique or niche eating establishments often have slightly higher prices, the median disposable income of \$68,793 combined with spending trends indicates that residents are willing to pay for establishments with greater character and quality of food.

Restaurants

The residents within the 0- to 5-minute drive time of the SEPTA train station, those that will most commonly access businesses within the Commercial Core, spend 45% more than the average American on dining out. In 2010, residents within this study area spent more than \$10.5 million on full-service restaurants with only \$5,379,372 being spent on restaurants within the 0- to 5- minute drive time target area. This indicates that there was more than \$5,000,000 in leakage outside of the study area. Restaurants are the industry or business type with the most potential in Chalfont. This is supported not only by the market data previously provided, but also by the SEPTA commuter surveys and public feedback received at the public workshop held regarding the revitalization study.

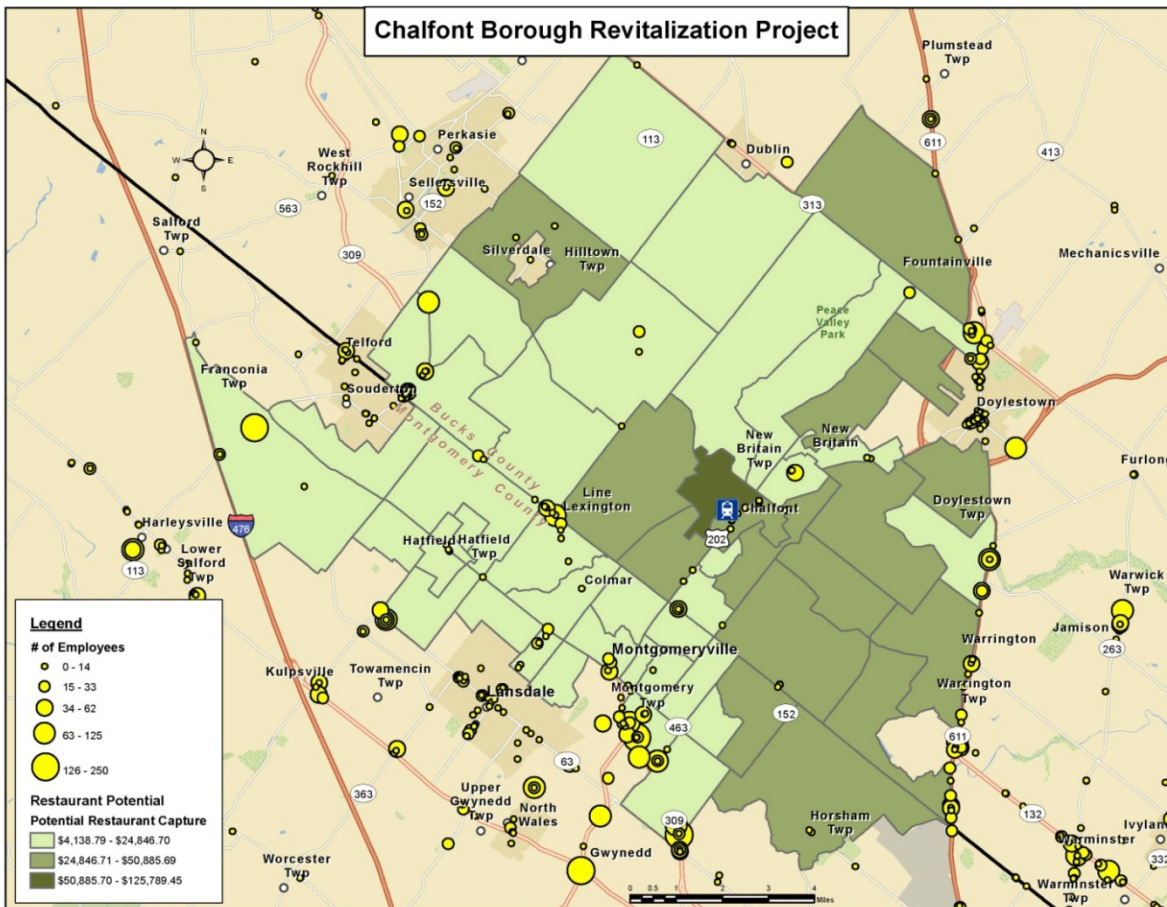
A gravity model was developed using ESRI Business Analyst and mapping software to identify the potential for restaurant development within the Borough based on business data for the region. The

gravity model utilized a variety of factors including distance and the number of employees or size of the restaurants in analyzing restaurant potential. This data could then be used to calculate the total square footage of restaurant space Chalfont could support. Based on 2011 data in the model, the Borough could support approximately 4,000 square feet of restaurant space, or one restaurant.

Potential Capture ÷ Median Sales per Square Foot = Supported Square Feet

$$\$1,223,633 \div \$322/s.f. = 3,800$$

MAP 4 – RESTAURANT GRAVITY MODEL



The gravity model estimates that \$1,223,633, of the total \$175,299,975 spent within the target area on restaurants, is capable of being captured by a restaurant in Chalfont. This analysis includes all monies spent on restaurants regardless of customer origin and therefore includes commuters, visitors, and locals patronizing restaurants in the region. Industry data indicates that median sales per square foot of dine-in restaurants is \$308. Considering an estimated capture of \$1,223,633, this would allow for a facility of approximately 3,000 square feet.

Since the gravity model was based on restaurant size, two significant factors must also be considered regarding the locations of restaurants in the Borough. The first, as can be seen in Map 4, is the extreme lack of restaurants in proximity to Chalfont. The convenience and demand for local eateries has been

made apparent by local residents during this study. Also, the type of eating establishment is not considered in the model, only the size. As was previously discussed, providing goods and services that are unique or different from surrounding options could greatly appeal to local consumers. Based on these factors, the potential exists to capture more than a single establishment for dining.

In addition to regional analysis leakage data indicates that there is \$5,328,767, approximately 50% of retail potential, being acquired outside the 0- to 5- minute drive time target area. While it would be impossible to capture 100% of restaurant sales within the Borough, there is potential to increase the capture rate. This would have to be done by utilizing a planned methodology to draw attention and increase appeal of the site and neighborhood where the eating establishments may locate. It must also be considered that the development of an eatery providing something different or unique in the area and promoting an inviting environment may draw consumers from outside the 0- to 5- minute drive time target area and reach into the larger region identified in the gravity model.

Considerations

Single-Site Development – In looking to support the development of a single eating establishment in the Borough, as identified by the gravity model, a variety of options exist.

- **Commercial Core**
- **Sandwich or Pizza Style Shop**
 - Dine-in feature is within walking distance to local businesses for residents
 - Proximity to businesses in Commercial Core allows for a convenient lunch location
 - The eat out or pickup availability caters to a large commuter population
 - Fare (hoagies, pizza, burgers) is convenient dining for families with children
 - Large custom order and pickup availability caters to recreationally active community with children for parties, practices, gatherings, etc.
 - Extremely compatible with Commercial Core character
- **Café Style Shop**
 - Dine-in feature is within walking distance to local businesses for residents
 - Proximity to businesses in Commercial Core allows for a convenient lunch location
 - The eat out or pickup availability caters to a large commuter population
 - Breakfast fare (coffee, bagels, muffins, etc.) serves local commuters and is walkable for small businesses
 - Extremely compatible with Commercial Core character
 - Outdoor seating adds to visual character and promotes consumer time invested in downtown
- **Full-Service, Dine-In Restaurant**
 - Dine-in feature is within walking distance for local residents
 - Establishment of unique eatery that caters to families (key businesses expanding into Pennsylvania that cater to this market include California Pizza Kitchen, Pizza Grille, 5 & Diner, and Melting Pot)
 - Dine-in feature is within walking distance to local businesses for residents, increasing lunch and dinner convenience
 - Ideal for infill of vacant/abandoned lots
 - Appropriate design and façade can significantly add aesthetic appeal to downtown
 - Lends to complimentary eating establishments such as ice cream parlors or yogurt shops



Source: www.chicagonow.com



Source: www.hiqhonadventure.com

- **TOD Compatible in Proximity to Train Station**
- **Sandwich or Pizza Style Shop**
 - Dine-in feature is within walking distance for local residents
 - Proximity to train station allows for convenient commuter service
 - The eat out or pickup availability caters to a large commuter population
 - Fare (hoagies, pizza, burgers) is convenient dining for families with children
 - Large custom order and pickup availability caters to recreationally active community with children for parties, practices, gatherings, etc.
 - Extremely compatible with neighborhood TOD character
- **Café Style Shop**
 - Dine-in feature is within walking distance for local residents
 - Proximity to train station allows for convenient commuter service
 - The eat out or pickup availability caters to a large commuter population
 - Breakfast fare (coffee, bagels, muffins, etc.) and walkability serves local commuters and residents
 - Extremely compatible with neighborhood TOD character
 - Outdoor seating adds to visual character of the neighborhood
- **Dedicated Coffee or Breakfast Fare Eatery**
 - Dine-in feature is within walking distance for local residents
 - Proximity to train station allows for convenient commuter service
 - Quick service time caters to large commuter population
 - Breakfast fare (coffee, bagels, muffins, etc.) and walkability serves local commuters and residents
 - Extremely compatible with neighborhood TOD character
 - Outdoor seating adds to visual character of the neighborhood
- **Main Street/Butler Avenue Commercial Corridor**
- **Full-Service, Dine-In Restaurant**
 - Establishment of unique eatery that caters to families (key businesses expanding into Pennsylvania that cater to this market include California Pizza Kitchen, Pizza Grille, 5 & Diner, and Melting Pot)
 - Dine-in feature is easily accessible along both thoroughfares
 - Ideal for infill of vacant/abandoned lots
 - Compatible with existing neighborhood commercial centers (strip malls)
 - Appropriate design and façade can significantly add aesthetic appeal to corridor
 - High visibility along thoroughfares

Cluster Development to Maximize Capture Potential - Trying to capture a more significant portion of the leakage requires a somewhat more complicated process. This involves developing a cohesive “cluster” of businesses centered within the Commercial Core that are not only aesthetically inviting but complement each other in their provision of goods and services. This development, while benefiting from high visibility along Main Street and Butler Avenue, will need to draw attention in an area where none currently exists. Improved infrastructure, streetscaping, and lighting combined with aesthetically appealing facades that compliment the historic neighborhood, will greatly contribute to the appeal of the target area. The intent is to create a defined character for the Commercial Core and create a destination place for local residents to dine and shop.

The provision of a restaurant or two will fill a significant need for eating establishments within the Borough, particularly something that caters to the character and lifestyle of the community. The presence of a significant commuter population, family households with children, and parents taking kids to and from practices, recitals, and activities, lends to a preference towards particular types of eating establishments. This often combines convenience, cost, and fare as the most significant factors in meeting community and market demand. However, eating establishments can also be utilized as anchors to help revitalize a downtown in these same communities. By taking a more comprehensive approach in capitalizing on existing market opportunities, a community can create a retail cluster that can become a destination center for the community.

Community Appeal

- Providing leisurely dining facilities that cater to families through fare, cost, and character
- Complimenting dine-in facilities with coffee and dessert shops within walking distance of restaurants provides convenience and appeal to families with children
- The provision of dessert and coffee shops, especially within walking distance of homes, draws kids and teenagers to downtown
- Outdoor seating appeals to young families and promotes a walkable downtown
- By taking a more comprehensive approach to economic development within the Commercial Core and creating a destination center in the downtown, this can help promote additional private market development. As the Commercial Core becomes more attractive to residents and consumers, they will be more willing to spend time and money here as it meets community needs and provides great convenience of proximity to residences. As is common in many small, walkable downtowns, businesses will be drawn to the consumers now visiting the downtown. Local businesses such as jewelers, book stores, and specialty shops will often arrive in order to capitalize on the new influx of patrons frequenting these establishments. This is the ultimate objective of the initial cluster development, to establish a foundation of anchor establishments that will draw complimentary businesses and casual shopping to the Commercial Core.
- In order to draw in and compliment potential businesses in the Commercial Core, an appealing environment must be established. This will consist of character, layout, design, and infrastructure that is not only inviting to businesses, but also to patrons. These assets and amenities within the Commercial Core will be described in Part C of this section.

Local Home Improvement/Garden Center

There are two substantial factors contributing to the consideration of a small-scale home improvement and/or garden center in the community. The first is the fact that the population has been identified as “do-it-yourselfers” and spend 60% more than the average Americans on home maintenance and remodeling materials, which includes landscaping.

Additionally, the target area of the 0- to 5-minute drive time, exhibited a significant leakage factor regarding building material and supplies. ESRI data for 2010 indicated that there was approximately \$6,268,896 in retail potential for these goods and services with only \$1,952,933 being spent within the Chalfont market. This means that there was potentially as much as \$4,315,963 in leakage for these goods and services outside the local market. The provision of neighborhood hardware stores providing limited landscaping/gardening goods may greatly serve local residents. Having access to home repair goods within walking distance or a very short drive would be extremely convenient in a community actively involved in home maintenance and restoration.

- **Communitywide**
- **Neighborhood Hardware/Garden Center**
 - Helps fill large market gap for “do-it-yourself” community
 - Accessibility and convenience lend themselves to active families
 - Ideal for infill of vacant/abandoned lots
 - Business type is very walkable
 - Conforms in scale and function to
- **residential neighborhoods**
 - Use contributes to local investment
- **in the neighborhood**
 - Adds character and functionality
- **to neighborhood**



Source: www.cpk.com



Source: Joan Land Davi from the collection of Helen Land

TOD Business

As was discovered in the analysis of the train station and its ridership, potential exists for economic development in the neighborhood surrounding the train station. These businesses will not only serve the commuters at the station, but are compatible and complimentary to the residential neighborhoods around the site. The businesses will not only benefit the station riders, but will also be able to serve the local residents within walking distance of the businesses. There are several key businesses that are not only TOD compatible, but ideally fit the market demand for the community. These industries were identified in Part A of this section while recognizing market and community needs.

- **Train Station TOD**

- **TOD Businesses**

- These businesses typically provide quick, efficient goods and services. Many of the goods can be consumed while utilizing transit or serve the needs of transit riders, particularly work/school commuters:
- Coffee shops
- Cafés
- Dry cleaners/tailors
- Books/magazines
- Restaurants
- Ideal for infill of vacant/abandoned lots
- Business types are very walkable
- Conforms in scale and function to residential neighborhoods
- Adds character to neighborhood



Source: U.S. Dept. of Housing and Urban Development

Part C – Community Development

There are several key community development factors that can be addressed to help increase the economic development potential of the community while catering to the lifestyle of the Borough’s residents. The prevalence of active family households contributes to promoting a walkable community with outdoor space available to families and children. This is particularly important in redefining the Commercial Core through clustering complimentary businesses. By providing improved infrastructure, aesthetics, and character, the Commercial Core will provide much greater appeal and will attract local residents while creating a more clearly defined identity within the downtown. While details and specific site locations are included later in this document, some of the key community development factors for consideration to redefine the Commercial Core as a walkable, family-oriented, destination place include:

- Improved sidewalks, including widening, utilizing materials that increase aesthetic appeal, and allowing for ADA accessibility
- Street lighting, which meets the neighborhood scale while reinforcing a sense of safety
- Planters, seating, and trash receptacles that are uniform in design and promote the character of the Commercial Core
- Provision of plazas or open space that provides centrally located areas for community activities and promotes spending time in the downtown
- Zoning that promotes a uniform character and scale that is inviting to residents and visitors
- Clearly defined crosswalks of materials other than the paved road surface
- Stoplight timing and pedestrian crossing signalization that limits traffic congestion and promotes walkability
- Clear signage with consistent placement to allow for a user-friendly and readable downtown
- Tree plantings that limit infrastructure impact but help soften the built environment

4. Fundamental Concepts

4.1 Foundation of the Plan

Recommendations developed for this Plan were based upon the following series of fundamental concepts that guided the planning process and helped to define the Plan's vision:

- **Public engagement and participation** throughout the planning and implementation process to ensure alignment with stakeholder values and objectives and to create significant community buy-in
- **Focus on implementation and realistic objectives** that are supported by a strategy that includes prioritization, phasing, strategic actions, and potential funding support
- **Market-based economic development planning** that utilizes economic realities and market conditions to ensure that all recommendations are attainable
- **A focus on featuring and strengthening an existing sense of place** by leveraging and highlighting assets, identifying and removing barriers, and establishing a clear identity that attracts and retains investment, residents, businesses, and visitors
- **Land use planning and redevelopment** that focuses on adaptive reuse, historic preservation, provision of amenities, framing the public realm, and encouraging a mixture of uses
- **Zoning and regulatory considerations** that encourage private investment in desirable redevelopment projects on key downtown parcels
- **Investment in the public realm** to enhance a sense of place, encourage private investment, and enhance the quality of life
- **Traffic mitigation and parking solutions** that address detriments to downtown revitalization, increase utilization of the SEPTA station, and enhance economic activity and business growth in the downtown core
- **Increased transit utilization** that leverages the Borough's access to rail transit and capitalizes on the growing demand for walkable communities with connections to large employment hubs
- **Creation of a flexible, illustrative vision** that will act as a practical guide for revitalization while also allowing for Borough discretion and flexibility in its application to reflect changing conditions and new opportunities

4.2 Transit Oriented Development

4.2.1 What is TOD?

TOD is mixed-use development in close proximity to a transit station. It is the creation of vibrant, compact, walkable communities. Developments are usually high density and are designed to encourage people to walk or use public transportation more and individual automobiles less. This makes it possible to live a high-quality life without complete dependence on a car for mobility and survival. TOD helps communities achieve transportation, environmental, and community development goals by

- supporting higher, more stable property values;
- promoting revitalization of mature neighborhoods;

- supporting a healthier lifestyle through a safe, pedestrian-friendly environment;
- reducing automobile use and emissions; and
- increasing mobility through public transportation.

High-density development does not only refer to high-rise buildings and tightly packed apartment complexes; it depends on the context in which it is used. In this case, high density refers to density that is simply higher than what is usually found in the existing community. TOD is a collection of concepts and it can be applied differently everywhere. What works in one community does not necessarily work elsewhere, which is why developments are unique to each community. TOD typically includes a tailored implementation of the following components:

- **Promotion of mixed-use development** that incorporates structures to support a mixture of active and complementary uses, including residential, office, retail, restaurants, and parking. Strategies include developing downtown areas with mixed-use residential above retail frontage to liven the streetscape and activate the downtown. Mixed-use areas also provide access to shops and services, open spaces, and public transit without the need for driving.
- **Promotion of housing choices** that provide existing and potential residents with a variety of housing options, including single-family homes and moderate- to high-density residential units near transit and parking.
- **Pedestrian-oriented design** focus promoting a vibrant walkable environment with enjoyable, safe sidewalks, and pedestrian right-of-ways connecting transit, parking, and destinations within a 5- to 10-minute walk. Encourages a network of streets with pedestrian-scale amenities, buildings that address the street, frame the pedestrian realm, and connect neighborhoods and transit with commercial areas.
- **Reduced traffic/car trips and increased mobility** through circulation improvements, creation of pedestrian connections, and implementation of parking solutions. Parking typically includes reduced off-street parking spaces by applying shared parking strategies and maximizing on-street parking.
- **Promoting transit choices**, including walking, biking, public transit, and private transit. Investment in a comprehensive transit network, including trails, bike paths, enhanced circulation routes, parking solutions, and public transit facilities, increases individual mobility choices and can reduce congestion and environmental impacts.
- **Create active, open public spaces** for play, entertainment, and community gathering opportunities that establish and reflect a unique community character.

4.2.2 Why use TOD?

There are tremendous shifts occurring nationally in demographics, consumer preferences, employer location strategies, and transportation infrastructure investments. National trends that support the growth of TOD are cited below:

- Increase in traffic congestion
- Growing interest in smart growth, sprawl reduction, and emission control
- Increased resistance against continued suburban sprawl
- Growing demographic interested in utilizing regional rail for work commute
- Demographic shifts: increasing singles, empty-nesters, and starting families later

- Growing desire for walkable communities with recreation, retail, and restaurant amenities within a 10-minute walk
- Focus of federal policy and funding initiatives

Better solutions are needed for these challenges created by changing demographics, dwindling natural areas, smog and public health issues, shrinking municipal budgets, and traffic congestion. Communities that answer these challenges will develop into great places to live. TOD provides a method to address these important issues. It condenses development and relieves traffic congestion. Since residential and commercial developments are more concentrated, TOD protects open spaces and helps prevent urban sprawl. It also helps create walkable, vibrant communities by placing attractions and amenities within walking distance. Consumers are choosing smaller, more compact housing in neighborhoods where shops and services are within walking distance, and where high-quality transit service is an option. TOD will be an effective way to build the community and attract investment.

4.2.3 Benefits of TOD

Benefits of TODs encompass social, quality of life, environmental, and economic aspects of urban life. TOD promotes vibrant downtown activity by opening up sidewalk space, increasing outdoor dining areas, and creating a safe environment for pedestrians and bicyclists. In developing an attractive, central place with a variety of amenities near each other, it allows for greater public enjoyment of civic space. This also promotes a strong sense of place by bringing neighbors together and creating a public space that is unique to the community. In addition, encouraging people to walk or bike rather than drive results in less crime due to more eyes on the street. When there are more people coming and going, it is more difficult for a criminal to act without being discovered.

TOD also reduces car use, traffic congestion, and emissions. It increases access to public transit, which promotes ridership. Fewer cars on the road means less traffic, faster commute times, and reduced emissions from vehicles. It also allows residents to spend less on transportation costs and consequently helps make housing more affordable. Higher-density development takes a smaller toll on the environment than lower-density development.

TOD requires fewer paved surfaces that pollute local water sources with runoff. It also preserves open spaces and resources that are at the core of a community's character. Placing new development into already urbanized areas that are equipped with all the basic infrastructure like utility lines, police and fire protection, schools, and shops eliminates the financial and environmental costs of stretching those services farther away from the core community. Compact urban design reduces driving and smog and preserves the natural areas that are assets of the community: watersheds, wetlands, working farms, open space, and wildlife corridors.

Local economic benefits of TOD include increasing and appreciating the tax base with less investment per capital, and encouraging infill development. Higher-density development means that more people can live and/or work in a smaller amount of space. Instead of each household occupying a separate lot and spreading out, the same number of people can live in a much smaller area and the municipality can spend less per capita on utilities, roads, and other resources. The property tax paid by apartment owners, which is usually a higher commercial real estate tax rate, may help subsidize public services required by schools. Additionally, when the transit hub or central business district is more attractive, businesses want to move in. The assured foot traffic, landscaping, and proximity to amenities makes the area a desirable place to locate.

4.2.4 Case Studies: TOD in Historic Areas

TOD does not mean modern, carbon-copy construction in all places. It can be catered to the community in which it is located, including historic areas that wish to preserve their existing character. Following are examples of how three communities implemented successful TOD plans while maintaining their historic character.

Shaker Heights, OH

Shaker Heights is a city located east of Cleveland and was developed as a garden-city suburb in the early 1900s. The founders of the city built a streetcar line and eventually built a trolley line for faster travel. This line was connected to the Cleveland Union Terminal in 1930, and smaller paths for local travel supported horse and automobile traffic.

Shaker Square was built in 1929 and featured a retail center and trolley station. Surrounding the Square was a walkable network of shops, office space, and apartments. Nearly 50 years after the completion of construction, the Square and its surrounding apartment complexes were listed on the National Register of Historic Places but business was waning. Vacancies increased and small business owners struggled to keep up with competition from larger stores.

A local development company (CenterPoint Properties) sought to redevelop the Square with a mix of uses that would best serve the residents of Shaker Heights. The high average household incomes and discretionary spending habits of residents shaped the types of tenants CenterPoint hoped to attract. The Greater Cleveland Regional Transit Authority (GCRTA) was enthusiastic about a proposal for a McDonald's to replace the previous tenant in the transit station, but it was sharply opposed by residents, who instead suggested a hometown diner as an alternative. A proprietor invested \$150,000 toward rehabilitation of the diner and the GCRTA contributed \$35,000 in funds to transit station renovation.

During the development that followed, CenterPoint was largely invested in community outreach. The development team was sensitive to community and design issues and strongly supported saving the Square. The project began in 2000 and most of the space was rehabilitated and leased within 12 months. Tenants include grocery stores, boutiques, restaurants, and specialty stores. All façade updates were approved by the historical review board, and the walkability was enhanced by the addition of outdoor café space, programmed outdoor events, and occasional street performers.

Funding sources included conventional debt and equity sources; public-private partnerships involving state, local, and county officials and community development organizations; and tax increment financing. Vacancy has been significantly reduced; average rents have nearly tripled; and anecdotal evidence suggests that the project has generated new trips to see the renovated area. The transit station is integrated into a shopping and service complex at the center of a moderate- to high-density residential community, which continues to provide the foundation for both shop patrons and transit ridership. Community outreach helped form a basis for community support in renovation plans and ultimately patronage of transit and stores.

Bryn Mawr, PA

Located along the historic Main Line rail line, now the Amtrak Keystone Corridor, the village of Bryn Mawr had the infrastructure in place to create development around transit. The village developed around the Bryn Mawr station along the Main Line beginning in 1869. By the end of the twentieth century, approximately 300 homes were located within a one-mile radius of the railroad station.

In recent years, several studies noted that businesses in the retail district were not reaching their full potential. The studies recommended improvements to the retail corridor and reinvestment strategies. Redevelopment opportunities became possible due to Bryn Mawr Hospital's expansion, and business and property owners became interested in an organization to support the many businesses in the community. The development of a Transit Revitalization Investment District (TRID) provided the financing plan and organizational structure needed to accomplish revitalization objectives while supporting public transit.

In 2007, Bryn Mawr incorporated TOD-supportive principles and policies into its Master Plan and included recommendations for TOD overlay zoning and TRID as a key funding strategy. The TRID district encompasses a number of historic buildings, and the patchwork zoning that existed was not conducive to maintaining the historic character or creating a TOD. Key criteria considered in the analysis that led to zoning revisions were use, density, form, and parking. A new zoning district was created, and specific objectives of the new zoning ordinance are consistent with goals of TOD while also promoting the historic character of Bryn Mawr. The new district allows for greater flexibility in the mix of uses and their location in the village. The dimensions of the development capture the form of the current compact village, and additional density is allowed as a bonus in the key redevelopment areas close to the transit station.

Gaithersburg, MD

Gaithersburg, Maryland, is located to the northwest of Washington, D.C. It was once the freight center of a growing agricultural community but now maintains a low-scale, historic character. As suburban development expanded during the 1950s and onward, retail and commercial centers located on the perimeter of the downtown pulled business revenue away until downtown businesses declined. Large anchor businesses no longer met market demand and smaller stores lost patrons. When revitalization efforts began in the 1990s, many businesses were just holding on.

In revitalizing Gaithersburg's historic downtown, town officials sought ways to create a mixture of land uses downtown; attract new business patrons, workers, and residents; make better use of existing and often historic properties; and stimulate complementary infill projects that reinforced the traditional small-town character. The city hired a town planner to conduct a community survey and help create a comprehensive downtown plan.

One of the main development concerns was providing enough parking for the automobile-dependent town, while maintaining the historic character of the downtown. A key concept to the plan was providing parking to the side and rear of buildings whenever possible, which supported the restoration of historic properties and maintained the pedestrian feel of the street. A second concept for integrating parking was investment in municipal parking garages. Vertical parking relaxed the pressure to demolish buildings for parking lots, left opportunities to redevelop vacant and underutilized lots, and provided a buffer from train noise.

A development company, DANAC, proposed an office project to bring employment opportunities to Gaithersburg's downtown. In order to compete with the spacious offices available in the suburban areas, DANAC offered lower rents and high-quality office design. The city contributed property to the project, as well as a \$1 million loan to ensure that quality building and streetscape design would retain the historic character of the downtown. All of the office space was leased by the time the facility opened, and DANAC entered into another contract to develop an adjacent parcel. This development would house rental apartments and commercial/retail space, and an office building with a portion held in reserve to accommodate future business. Although higher in density and scale than the surrounding buildings, the project was carefully designed to complement the character of the town and its historic district.

Funding for the office, residential, and commercial projects (about one-third of the total cost) was provided by the developer. The remaining two-thirds were raised from public funds. The city used its capital accounts and lobbied county and state officials for support. All office space in the second development was leased on or before schedule and met or exceeded rent expectations. Apartments were also rented quickly and at higher rents than projected. Tenants cited the proximity to the commuter line to be a consideration in their decision to take the space. The parking garage's brick façade and decorative tower complement the historic district, and the development and streetscape projects have brought new investment to the downtown while retaining the small town charm desired by residents.

4.2.5 Relevance for Chalfont

It is important to remember that TOD is a concept and is not implemented exactly the same in all places. The concepts need to be tailored to each community's unique context. Density does not have to be large-scale high-rise apartments but can include mixed-use apartments situated over retail establishments that have the appropriate scale and character for Chalfont. Higher densities in the Borough's core will accomplish the following:

- Increase foot traffic
- Activate public spaces
- Maximize SEPTA as an asset
- Encourage additional infill investment in the downtown
- Increase property values

Implementing TOD will increase mobility in Chalfont by increasing circulation, pedestrian connections, and parking. The Borough already has some nice pedestrian areas, trails, and park space. The proposed changes in the TOD development will add pedestrian walkways and park space. In addition, the Borough clearly expresses the desire to reduce traffic and improve connectivity and the pedestrian environment. The Borough's Comprehensive Plan points out that the main roads in the area are at or over capacity due to large volumes of traffic at peak times. TOD will help alleviate this issue and promote alternative modes of transportation.

Chalfont promotes mixed uses in the downtown area. Some mixed-use development already exists, and there is existing architecture that is well suited for adaptive reuse. The local interest in more amenities also supports the growth of mixed-use development because keeping the amenities in close proximity to one another makes them more convenient to access without the use of a car.

Presently, Chalfont has a fairly walkable core. The downtown urban framework is present but needs reinvestment. Pedestrian enhancements such as pedestrian realm extensions, lighting, and connections to assets will make the downtown even more safe and pedestrian friendly. When residents feel secure, they will be more apt to walk around town rather than drive a vehicle. The increase in people walking may be one reason that high-density housing is burglarized less often than low-density housing: more people out and about means more people to hide from in an attempted crime.

While many TOD concepts are supported by the market and local residents, the one factor that is missing and could be a challenge is density. The community has expressed a negative reaction to this, and while it does not fit everywhere in Chalfont, we think there are some key development parcels where it could work. Attractive, well-designed, and well-maintained higher-density development attracts good residents and tenants and fits into the existing communities. People of all income groups often choose higher-density housing: 41% of renters rent by choice rather than out of necessity, and households making more than \$50,000 per year were the fastest-growing segment of the rental market from 2002 to 2005. Across the country, appealing mixed-use town centers have been wildly popular with the public. The key to attracting customers and community acceptance is to produce attractive properties that complement their surroundings.

TOD fits perfectly into Chalfont Borough, as it satisfies goals outlined in the Comprehensive Plan.

- Chalfont seeks to improve **mobility**. The Comprehensive Plan states that arterials in the Borough are at or above capacity due to large volumes of traffic, and that traffic calming is important to increase the safety of pedestrians and bicyclists. A TOD satisfies these goals by providing alternative modes of transportation and increasing access to public transit, reducing the number of vehicles on the road.
- Chalfont seeks to promote **business vitality**. TOD is a way to provide workers and residents with a variety of services in a compact area. It seeks to create a destination, not just a place to go for an errand. St. Louis, Shaker Heights, and Gaithersburg all experienced economic growth in their TOD development areas by bringing in businesses that were desired by residents and providing office and residential spaces that were different from what the suburbs had to offer. Gaithersburg also offers a model on providing adequate parking to suit the needs of downtown businesses and visitors.
- Chalfont wishes to preserve its **historic core**. Shaker Heights, Bryn Mawr, and Gaithersburg were all able to implement a TOD and simultaneously retain their historic structures and character. Reuse of existing structures and focusing on the historic architecture helped maintain a uniform appearance throughout the transit center development. Since Chalfont does not regulate the interiors of buildings, they can be designed in ways to suit different uses.
- Chalfont wants to promote **Smart Growth**. TOD is nearly synonymous with Smart Growth. Both of these concepts focus on compact, walkable centers; a mix of land uses; and increased access to alternative modes of transportation. Promoting denser development will help Chalfont relieve pressure to develop what little vacant land remains in the Borough and preserve the green spaces.

5. RECOMMENDATIONS

This revitalization effort aims to establish Chalfont’s downtown as a pedestrian-oriented, safe, vibrant destination with new amenities, active public spaces, and redevelopment that respects and complements the existing Borough character. Through collaborative sessions, public engagement, and the incorporation of all analysis and key findings, a series of recommendations have been developed to achieve this vision.

These recommendations aim to leverage Borough assets, address barriers to redevelopment, and ultimately raise the quality of life for existing and future residents. This can be accomplished by enhancing streetscapes and the pedestrian realm, redeveloping underutilized sites, providing appealing civic spaces, assisting with improvements to existing structures, attracting new amenities, and increasing safety and mobility. Recommendations are grouped into the following seven categories:

1. Organize for action
2. Establish a regulatory environment and cooperative framework to encourage revitalization
3. Create a safe, connected, and active public realm
4. Leverage assets and create a stronger sense of place
5. Promote infill and adaptive reuse development of priority sites focused on a mixture of uses
6. Actively recruit businesses to the downtown
7. Create transit, circulation, and congestion improvements
8. Provide for innovative and practical parking solutions

5.1 Organize for Action

5.1.1 Clearly Define the Implementation Role of Borough Departments

Borough Council and Staff

Borough staff and Council members will play a critically important role in the successful revitalization of Chalfont’s downtown. Borough officials are positioned to offer assistance to small businesses, neighborhood groups, nonprofits, faith-based organizations, large businesses and housing developers alike and to be instrumental in structuring partnerships to advance the goals of the Plan.

As it relates to the implementation of the Chalfont Borough Revitalization and TOD Plan, Borough officials should be responsible for the following functions/initiatives:

- Changes to the zoning and regulatory environment
- Investments in the public realm
- Creating public-private partnerships
- Business development
- Securing and assisting with public funding

Business Development

To encourage business growth, it is recommended that the Borough of Chalfont provide a one-stop shop for resources and services to assist individuals with business startups and expansions. Providing these services allows an interested business/individual to connect with significant resources with a single phone call. Borough staff and professionals experienced in planning and development can assist individuals in identifying locations with tax, loan, and grant and other incentivized advantages; assisting new businesses with financing; and helping navigate through the process of zoning, licensing, inspections, permits, and historic district considerations. The Borough should be ready to assist with project management, development assistance, location search, networking, marketing, funding, and sponsorships.

Role in Implementation

Borough officials will play a key role in the implementation of the Chalfont Borough Revitalization and TOD Plan:

1. Working to identify potential developers and business owners to locate in the Borough core
2. Assisting small business owners with accessing low-interest loans for startup funds
3. Assisting developers with identifying and accessing potential public funding sources for projects in line with Borough goals
4. Considering acquiring key parcels and creating public-private partnerships to implement projects in line with Borough goals
5. Developing and executing a branding and marketing campaign
6. Developing a public relations campaign
7. Assisting developers and business owners in navigating through plan review, permitting, licensing, and historic review

Planning Commission, Zoning Hearing Board, HARB, and Borough Council

The mission of the Planning Commission, Zoning Hearing Board, HARB, and Borough Council is to provide direction for the future growth, development, and redevelopment of the Borough. These entities are responsible for guiding and overseeing Community and Economic Development Planning, Zoning Permitting and Enforcement, Land Development and Subdivision Plan Review, Historic Preservation (including the administration of the Borough's Historic District Ordinance), and Neighborhood Planning and Coordination.

Role in Implementation: The Planning Commission, Zoning Hearing Board, HARB, and Borough Council will be instrumental in moving forward all recommended zoning and regulatory changes to promote revitalization:

1. Adopting an official map that incorporates the public infrastructure and improvements from the Plan into an official document that preserves the rights-of-way for the improvements
2. Adopting zoning changes to allow and encourage the redevelopment envisioned in this Plan
3. Implementing recommended development, historic preservation, and adaptive reuse incentives

Building and Zoning Department

Chalfont Borough has contracted with Keystone Municipal Services to administer the duties of the Building and Zoning Department. Keystone Municipal Services is responsible for reviewing applications and issuing all zoning permits on behalf of the Borough. This department also oversees code enforcement and issuing of building permits.

Role in Implementation: Work with developers and businesses in securing proper permits for developing and building business within Chalfont Borough as envisioned within this Plan.

Parks and Recreation Department

The Parks and Recreation Department is instrumental in establishing a high quality of life for the Borough's residents by providing and maintaining amenities such as parks, recreational fields and facilities, and the trail network, all of which activate public spaces and encourage healthy lifestyles.

The Parks and Recreation Department will play a key role in the implementation of the Revitalization and TOD Plan with respect to the trails, civic space, and other public space amenities recommended for the Borough.

Role in Implementation: The Parks and Recreation Department will be responsible for ensuring that the trails and recreational fields and facilities are funded, maintained, and programmed for future use. The department should have the following specific roles:

1. Working with the Borough's Planning Commission to properly lay out the trails and recreational areas
2. Identifying funding opportunities when they are announced through the Pennsylvania Department of Conservation and Natural Resources (DCNR) or other state and federal agencies
3. Submitting grant applications within specified time requirements of all grant programs
4. Scheduling special events within the Borough to encourage public use of the community's public areas

Public Works Department

The Public Works Department consists of the following bureaus:

- Engineering
- Building Maintenance
- Water Resources
- Solid Waste/Recycling
- Streets
- Traffic Planning/Control

The goals of the department are to provide safe drinking water for the public, manage refuse removal and recycling, provide roadways for the efficient and safe movement of individuals and cargo throughout the community, and to provide care and maintenance of Borough-owned structures.

Role in Implementation: The Public Works Department should work with the Bureau of Planning and the Parks and Recreation Department to survey and obtain all rights-of-ways for areas to be used for trails, recreational areas, and rights-of-way for streets and public spaces.

5.1.2 Strategically Prioritize Actions Using This Plan As a Guide

This Plan is a flexible, illustrative vision for revitalization that is intended to guide implementation while also allowing for Borough discretion and adjustment in its application to reflect changing conditions and new opportunities. As implementation proceeds, it is critical to continually assess changing conditions and alter strategies and priorities accordingly. The Borough should determine a prioritization of actions based upon an ongoing assessment of the following:

- Relative importance for achieving the established vision
- Strength of connection to priority needs
- Assessed feasibility
- Interrelation with other objectives and strategies
- Availability of funding assistance

5.1.3 Establish a System of Connections to Enable Collaboration between Community Associations, Neighborhood-Based Groups, and Borough Departments

The Borough should work to create a coordinated communication network with community organizations, neighborhood groups, and stakeholders. This may include the creation of task forces or committees with representation from different groups and segments of the population in addition to regular communication through print, website, and social media. Open communication and structured cooperation will support efforts to identify and address issues of public concern, ensuring that information on recent projects and initiatives is widely disseminated and will support the creation of community events and collaborative initiatives.

5.1.4 Pursue Public Funding Opportunities

The identification and pursuit of key funding opportunities to finance priority projects is an integral component of the implementation process. County, state, and federal programs provide critical support for local projects that can jumpstart revitalization and encourage private investment. Potential sources of funding that align with the recommendations of this Plan have been identified and included in Section 6.9 of the Implementation Strategy.

Borough staff, in coordination with the Borough Implementation Team, should develop application materials and contact state and county officials to support requests for funding. As necessary, the Borough should consider hiring consultant teams to assist in application development, lobbying, and drawdown services to ensure successful funding for key projects.

In addition, Borough staff should collect up-to-date information on funding programs that are available for home and business owners. In particular, many state programs are available that provide assistance for home owner improvements and funding for small businesses. The Borough should encourage residents and business owners to apply for appropriate programs and assist as necessary with application materials and guidance.

5.1.5 Create a Borough Implementation Team

The creation of a Borough Implementation Team is recommended to guide select implementation components of the Revitalization and TOD Plan and assist in achieving both short- and long-term goals for redevelopment. Due to the complexity and anticipated multiphase redevelopment timeline, the Implementation Team will oversee a comprehensive vision and marketing effort while also helping to facilitate the coordinated efforts and investments of numerous public- and private-sector interests.

The Implementation Team should be managed by a nine-member board made up of Borough business owners, property owners, representatives from community organizations, and leading professionals with experience in marketing, planning, architecture, engineering, land development, business, or related disciplines. A partnership of public- and private-sector stakeholders will allow for long-term stability and continuity of management, as well as create a focal point for information and decision making without placing a burden on existing Borough staff.

Purpose

The intent of the Implementation Team is to promote economic and community development through the administration, coordination, and oversight of select components of the implementation strategy. Through a general advisory role for development/redevelopment projects and the establishment of diverse initiatives, including a branding and marketing strategy, business recruitment plan, permitting and approvals facilitation, and agency coordination, the Implementation Team will successfully enhance the quality of existing and future neighborhoods, encourage economic growth, and aid in the realization of a revitalized downtown. To this end, the Implementation Team will guide public and private investment, market and brand the Borough as an attractive location to live and work, organize and host special events, manage area cleanup, and conduct other programs aiming to enhance the quality of the community.

Functions

Generally, the Implementation Team will provide comprehensive coordination, oversight, and administration of key components of the overall development strategy, including planning, marketing, business recruitment, and permitting and approval facilitation initiatives.

Key Functions:

- Branding and marketing
- Agency coordination
- Permitting and approval facilitation
- Central resource of information for developers and businesses

- Coordination and hosting of special events
- Implementing and overseeing Borough workshops, seminars and cleanup initiatives
- Public and community outreach
- Internal committees and task forces to respond to specific needs

Appointed board members will primarily consist of and be representative of Borough property owners, business owners, and institutions, and will be appointed through Borough Council. Board membership terms will be staggered, with expected terms of four years. In the first year, it is anticipated that three members will be appointed for a one-year term, three members will be appointed for two-year terms, two members will be appointed for a three-year term, and one member will be appointed for a full four-year term. It is also anticipated that the Implementation Team as a whole will appoint a secretary and any other officers as needed.

5.2 Establish A Regulatory Environment and Land Use Program That Promotes Revitalization

A cooperative framework and regulatory environment sets the stage for successful revitalization. The Pennsylvania Municipal Planning Code provides the Borough with significant authority over regulatory measures to encourage and incentivize development in line with community priorities and goals that will catalyze the revitalization effort.

The following recommendations leverage the Borough's authority to enact physical, regulatory, and organizational changes to promote economic vitality and encourage infill, mixed-use, and adaptive reuse development of the appropriate scale, character, and density for the downtown core and in the vicinity of the SEPTA station. Collectively, these actions will spur investment in the Borough core and will create a framework for the creation of additional amenities for residents, increased tax revenue, and continued protection of the historic character.

5.2.1 Develop and Adopt an Official Map

The Borough should create an official map detailing appropriate elements of this Plan and the Comprehensive Plan with regard to public lands and facilities. When complete, the official map will illustrate a cohesive plan for future public improvements. The official map will allow the Borough to identify land necessary for future improvements and will provide for a coordinated approach between multiple municipal agencies. Areas identified for future public use should include the following:

- Existing and proposed streets, parking, watercourses, and public grounds
- Existing and proposed public parks, playgrounds, and open space reservations
- Pedestrian ways and easements
- Flood control basins, floodways and floodplains, stormwater management areas, and drainage easements
- Support facilities, easements, and other properties held by public bodies

5.2.2 Consider Adopting Zoning and Regulatory Changes That Encourage Private Investment in Desirable, Context-Sensitive Redevelopment Projects on Key Downtown Parcels

To encourage development in the Borough core and create cost-effective revitalization properties, several changes to the regulatory provisions in the downtown are recommended for consideration. As properties outside the core often have less-restrictive zoning, no historic requirements, and lower development costs, it is imperative to create an attractive context to encourage redevelopment in the downtown rather than at the periphery.

Current provisions of the Borough Commercial District limit downtown revitalization and the ability for mixed-use development projects that will bring additional amenities, activate the downtown, and frame the public realm. The Borough Commercial District should establish a village atmosphere with commercial and mixed-use buildings near the street in the appropriate scale and character of the historic district. To this end it is recommended that the Borough consider changes to setback, parking, density, and area provisions of the Borough Commercial Zone and Historic Ordinance to encourage mixed-use, adaptive reuse, and a healthy mixture of housing types, including higher densities in the historic Borough core.

Encouraging appropriately scaled, mixed use of residential space located over commercial development supports business growth and success by providing financial assistance for business owners through the opportunity for additional rent and capitalizes on the growing demand for housing with close proximity to commercial and recreational amenities and public transit. A focus on a mixture of commercial and residential uses will increase retail and restaurant choices for existing residents, create walkable destinations, and activate the downtown.

The following regulatory changes are suggested to set the stage for revitalization:

- Remove the minimum of a 30-foot setback to encourage buildings that frame the public realm. Consider including a maximum setback or requiring a build to lot line provision.
- Allow more than four units per acre. Consider increasing to 6-10 units per acre.
- Allow a greater Floor to Area Ratio (FAR) than one. Consider increasing to 1.5 or 2.0
- Expand the BC District to include St. James Church, Brighten Place, the former fire station, and the SEPTA station.
- Consider changes to Section 27-515 under subsection 3B(4) of the Historic Ordinance to allow greater than 7,500 square feet of gross floor area within a building – Consider increasing to 12,000 square feet
- Consider changing the commercial parking requirement to allow for fewer than five spaces per 1,000 square feet of commercial space when associated with shared parking.
- Allow higher densities near the SEPTA station to capitalize on growing demand for housing near transit.

The Borough has several options for implementing the above recommendations including:

- Amend the BC zone or create a Downtown Commercial Overlay permitting higher density and FAR, smaller setbacks, and reduced parking requirements as of right.
- Permit higher densities, reduced setbacks, and increased Floor to Area Ratios as conditional uses or special exceptions
- Implement density bonuses. Refer to Section 5.2.3 below for additional detail.

Providing for these types of development as conditional uses or special exceptions, but not as of right, would allow for a case-by-case, in-depth review process to ensure that only desirable projects consistent with Borough goals, principles, and character are approved. This process allows potentially unwanted consequences to be carefully considered and mitigated prior to conditional use approval, including increased traffic, neighboring property value considerations, incompatibility with community character, and any impacts on public health and welfare. Not only will these changes encourage private redevelopment projects, but they will also allow the Borough to require additional public benefit features as conditions for approval. Such improvements could include the provision of public or open space or other such community amenities.

The Borough should consider the creation of a Zoning and Design Committee to assist in determining the final zoning changes for the Borough. The Committee should consist of members of the Chalfont Planning Commission, Bucks County Planning Commission, local architects, and other design professionals.

5.2.3 Incentivize Desirable Redevelopment Projects on Key Parcels in the Downtown Core

The Borough has the capability to jump start revitalization by providing incentives to encourage private investment in targeted development areas. Incentivized development should complement the existing character, be of exceptional design and provide amenities and quality-of-life improvements for residents and business owners. Unless otherwise motivated, developers typically select project sites that are the easiest to develop and that provide the greatest return on investment. As a result, undeveloped “greenfields” that are removed from established downtown centers are increasingly enticing due to a combination of lower property values, limited site preparation costs, and simpler land development and approval processes.

The Borough’s authority to implement subdivision, land development, and zoning processes, as granted by the Pennsylvania Municipal Planning Code, provides a key opportunity to combat this trend by focusing redevelopment back toward the traditional downtown core. By creating and utilizing incentives that offer cost and time benefits to developers, the Borough can spur private investment in infill and adaptive reuse developments in the downtown. Redevelopment of key parcels into mixed-use projects will anchor the community, activate the downtown, and provide key ratables and community amenities.

The following are potential incentive programs and strategies that could help catalyze reinvestment in the downtown:

Expedited and Consolidated Permit Approval Process for priority projects furthering the goals of this Plan. Communities in many areas of the country have utilized expedited permitting processes as an incentive to encourage redevelopment in target areas. Offering a “one stop shop” for approvals reduces the amount of necessary applications and meetings for developers and expedites the overall process timeline. This process should be managed by a permit coordinator who acts as a single point of contact for developers, scheduling all meetings and facilitating the review of project materials by all appropriate officials. Reduced waiting periods, meeting schedules and increased cost savings as a result of this process represent significant incentives to the development community.

Fee Waivers for costs associated with permitting and approval processes. Waiving fees for priority projects leading to community benefits will complement expedited approval processes and further encourage redevelopment in the downtown.

Flexible Zoning Incentives that allow higher-than-zoned density or reduced requirements for priority projects and those creating public benefit. These incentives should be utilized as bonuses specifically for mixed-use projects providing for community amenities in and around the SEPTA station and for key development sites in the downtown. Recommended incentives include:

- Density bonuses for civic goals: Provision of additional public/civic gathering space, improved streetscaping, etc.
- Density bonuses for mixed-use, infill development of key parcels in the downtown
- Reduced or eliminated parking requirements for mixed-use, infill development of key parcels and particularly those creating mixed-use TODs around the SEPTA station. If eliminating parking requirements, the developer should first provide a parking study showing the impact of planned development on existing parking infrastructure.

Payment in Lieu of Parking Program to allow developers of priority projects to pay a fee rather than construct parking. This strategy allows for the creation of a borough revenue stream that can be utilized for improvements, shared parking facilities or structured parking. See Section 5.7 for a more detailed explanation of a Payment in Lieu of Parking Programs.

Property Tax Relief for Priority Projects:

- The Borough should consider creating a Local Economic Revitalization Tax Assistance Program (LERTA). The LERTA Act, Act 76 of 1977, P.L. 237; 72 P.S. § 4722, provides a creative tool for municipalities to encourage property owner driven revitalization by offering a tax incentive for property improvements. The Borough should consider creating a LERTA Program to encourage rehabilitation -and redevelopment of key sites in the downtown core by offering tax abatement for the value of all improvements. This program would provide abatement for priority projects over a limited period of time not to exceed 10 years.
- Differential assessment or pre-improvement tax rate cap for historic properties and key redevelopment sites – Assessing properties at pre-improved values will encourage improvements that are currently being deferred to prevent increased taxes. Consider including a maximum number of years for this benefit.
- Tax abatement for a defined duration for priority infill and adaptive reuse projects
- Tax credit for incremental improvements to historic structures – Provides a local tax credit for additional costs associated with rehabilitating or repurposing historic homes and commercial structures. Tax credits for historic homes will encourage homeowners to improve structures, while tax credits for commercial buildings will help to offset the additional costs associated with repairs that must meet the Secretary of the Interior’s *Standards for Rehabilitation* in order to qualify for federal tax credits.

Federal and State Historic Tax Credit Assistance – Provide technical assistance/guidance to property owners wishing to utilize historic tax credits for commercial structures

Public Funding Assistance: Provide assistance to private parties in identifying and pursuing public funding programs for eligible project costs, including site acquisition, preparation, remediation, and construction

5.3 Create a Safe, Connected, and Active Public Realm

The need for improvements to the Borough’s public realm, including additional pedestrian amenities and safety features, was identified during both the public engagement process and the existing conditions analysis. Deficiencies in the public realm substantially reduce the quality of life and discourage the use of public spaces and additional private investment. To address this and increase safety and walkability, a variety of public realm improvements are recommended, including safety enhancements, quality-of-life amenities, and mobility features. A quality public realm combined with development incentives and an appropriate regulatory environment creates an advantageous environment for private investment and downtown revitalization.



Pedestrian realm in Shippensburg, PA
Source: Delta Development Group, Inc.

Public improvements can be costly and involve long project timelines. The Borough should seek public funding through county, state, and federal programs to support improvements and should prioritize and phase projects over a period of time to make the process affordable and manageable. Sections 6.4 and 6.9 of the implementation strategy suggest priorities and phasing and funding opportunities to support the implementation of necessary public improvements.

5.3.1 Implement Public Realm Safety Features

A growing concern among residents and business owners is the lack of pedestrian safety in the downtown, particularly along the two primary corridors: Butler Avenue and Main Street. Increased traffic, an incomplete sidewalk network, and a lack of crosswalks and other safety features have all contributed to this issue. A combination of safety improvements should be implemented to ensure pedestrian safety and increase walkability in the Borough's downtown.

Recommended safety enhancements include the following:

- Pedestrian crosswalks should be installed at key intersections and other points of pedestrian crossing. A particular focus for new crosswalks is recommended for crossings over Main Street and Butler Avenue.
- Curb extensions that are located at intersections and other applicable areas create safer pedestrian crossings, protect parked cars, provide traffic calming, and allow for increased landscaping opportunities. Curb extensions and all curbs at crosswalks should incorporate curb ramps that are ADA-compliant. In particular, it is recommended that the Borough strategically place curb bulbouts on the northeast side of Main Street, northwest of Wisler Avenue. These improvements will reduce pedestrian crossing distance and improves visibility prior to crossing.
- Decorative pavers should be installed for traffic calming and aesthetic appeal at key intersections, including the intersection of Butler Avenue and Main Street and the intersection of Main Street and Sunset Avenue.
- Wider sidewalks and grass or vegetation barriers should be installed that provide a greater buffer between traffic and pedestrians. In particular, it is recommended to provide a grassy verge between roadway and pedestrian sidewalks near Butler Avenue to improve pedestrian safety and encourage pedestrian activity in the downtown.
- Vegetated medians should be considered where possible for Main Street, in order to calm traffic and provide for safer crossings. In particular it is recommended that grass median segments are installed along Main Street and Butler Avenue to reduce the speed of vehicular traffic, improve pedestrian safety, and encourage pedestrian movement



Safe Crosswalks

Source: Gilmore & Associates



Decorative Intersection Paver

Source: Haydon Building Corp

These improvements are necessary to provide safe crossings over arterial streets (Butler Avenue and Main Street) and to connect pedestrians to downtown amenities. When complete, these features will safely connect neighborhoods with downtown amenities, encourage shopping and dining in local businesses, activate public spaces, encourage additional transit ridership, and provide appealing travel alternatives for residents and children.

5.3.2 Create Additional Public Realm Amenities and Implement Recommendations of the 2011 Parks Master Plan

An amenity-rich public realm is a key element of memorable placemaking and a healthy community. In addition to a direct positive impact on the lives of residents and business owners, establishing enjoyable, attractive public spaces helps to portray a community’s character and signals local care and investment to potential residents, developers, and business owners.

These amenities also encourage foot traffic and activity in public spaces, which enliven the community and reduce vehicular trips and congestion.

The Borough should invest in quality-of-life amenities:

- Street trees for shade and visual appeal
- Attractive context-sensitive street lighting such as cast iron “coach lanterns” to complement the historic character and aid in establishing a sense of place
- Streetscape elements such as trash receptacles, attractive pavers, and benches to improve the pedestrian experience. Brick pavers should be considered that evoke historic charm and complement Chalfont’s character.
- Streetscape Plantings – New planter areas should be considered to accommodate additional street trees and accent plantings that define the public realm.
- Gateway features near the three primary community gateways along North Main Street, East Butler Avenue near the intersection with Bristol Road, and West Butler Avenue at the intersection with Limekiln Pike

The inclusion of new public parks and outdoor recreation and athletic areas is also recommended to encourage an active public realm and provide opportunities for community gathering and recreation. New public spaces will complement the existing park system as well as those recommendations of the 2011 Parks Master Plan and will help provide a balance of active and passive recreation opportunities. As appropriate, new open and civic space should be provided by development in the downtown core as requirements of conditional use approvals.



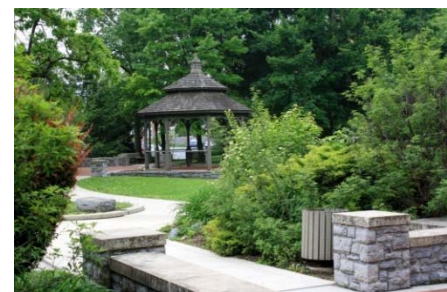
Pedestrian realm in Burlington City, NJ
Source: Burlington City TCDI TOD Study



Pedestrian realm in Shippensburg, PA
Source: Delta Development Group, Inc.



Pocket Park in residential neighborhood
Source: Congress for the New Urbanism



Civic space in Hershey, PA
Source: Delta Development Group, Inc.

Key recommendations from the 2011 Parks Master Plan are cited below:

- Increase access through parking, ADA compliance and features, and additional trails
- Enhance connectivity both physically through new trails and connections and visually through common elements including signage
- Create a mixture of active and passive recreation (Krupp and Fairview Parks are more active, and Kelly and Twin Streams Parks are more passive)
- Krupp Park – Increase access and connection to pedestrian paths/trails

These public amenities will bring the downtown to life and will be the foundation of a unique sense of place that appeals to potential consumers, developers, and residents.

5.3.3 Invest in Public Realm Mobility Enhancements

Chalfont Borough’s downtown has great potential as a walkable community destination. To realize this potential, the pedestrian network should be expanded to include additional walking routes and connections to Borough assets. Improvements should aim to create a comprehensive pedestrian network that connects neighborhoods with schools, parks, recreation areas, shops, restaurants, churches, and the SEPTA station. Priority initiatives should

- fill gaps in the sidewalk network to create additional pedestrian connections,
- provide wayfinding elements to Borough destinations, and
- consider additional connections to and extension of the existing trail network.

New pedestrian connections and additional wayfinding and signage directing foot traffic to the downtown core and other community destinations will activate the public realm, increase SEPTA ridership, and provide a boon to local businesses.



Visible and Safe Pedestrian Connections
Source: Gilmore & Associates



Wayfinding Signage in Gettysburg, PA
Source: Delta Development Group, Inc.

5.3.4 Reduce Main Street Curb Cuts between Butler Avenue and the SEPTA Station

The Borough should actively work to reduce the number of curb cuts along Main Street between the intersection of Butler Avenue and the SEPTA station. These numerous individual access points disrupt pedestrian mobility, increase pedestrian danger, and contribute to ongoing circulation and congestion issues. Combined with a shared parking strategy, a reduction in curb cuts will control vehicular access onto Main Street, helping to alleviate congestion and allowing for safer, more comfortable pedestrian connections between the downtown, the SEPTA station, residential neighborhoods, and other Borough destinations such as schools, churches, and public spaces.

5.3.5 Consider Creating a Tax Increment Financing (TIF) District

The Borough should consider the creation of a TIF District to pay for improvements and encourage private investment. Tax increment financing, as authorized under the Tax Increment Financing Act of July 11, 1990 (53 P.S. § 6930.1 et seq.), was enacted in Pennsylvania to provide an alternative financing method for redevelopment authorities to use in their efforts to conduct revitalization under the Urban Redevelopment Law. The underlying purpose of TIF is to provide additional resources to finance public facilities and infrastructure improvements as well as residential, commercial, and industrial revitalization and development.

Tax increment financing utilizes future incremental tax increases to support current public improvement projects that will allow for and encourage redevelopment. This process does not cost the Borough existing tax dollars and does not cause a “loss” of future taxes, as the increased tax revenue would not be realized without the public improvements to begin with.

To accomplish this, the TIF Act provides for the creation of a tax increment district in which all or some of the tax increment generated by the development in that district can be used to finance public or private improvements associated with the development. Generally, the incremental increase in real estate taxes resulting directly from a development project is used to support a revenue bond issued by a municipal authority created under the Urban Redevelopment Law. However, the tax increment financing can also include any tax increase resulting from the increase in commercial activity as a result of the project, including hotel, amusement, business privilege, and parking taxes. The increment generated by the project may be used to finance a bond issuance; however, it may also be used to underwrite a direct loan or some other appropriate financing structure.

If the Borough wishes to implement a TIF District, officials will need to partner with the Bucks County Redevelopment Authority per State requirements. See Section 5.3 Step Five of the Implementation Section of this Plan for a detailed description of procedures for establishing a TIF District in Pennsylvania.

The following image represents a vision for Main Street improved by a combination of public realm safety and mobility enhancements as well as active front yard uses and quality of life amenities.



Conceptual representation of an improved pedestrian realm along Main Street in the Borough Core

5.4 Leverage Assets and Create a Stronger Sense of Place

Placemaking is critically important to a community’s success, both to foster local pride and to combat the homogenized developments associated with sprawling suburban growth. Creating a sense of place that leverages the assets of a community and highlights its unique qualities leads to memorable experiences for visitors, a more appealing development environment, and a stronger sense of community.

Chalfont Borough has numerous assets from which to build on to create a clear identity that attracts and retains investment, residents, businesses, and visitors.

Historic character and small town qualities provide a strong starting point from which investment in the public realm, branding, community building, and redevelopment projects of appropriate style and scale will build upon to solidify the Borough’s identity and evoke a stronger sense of place.



Annapolis, MD
Source: Delta Development Group, Inc.

5.4.1 Reevaluate Property Maintenance Code and Enforcement Procedures

A frequent comment from stakeholders during the public engagement process was that code enforcement is not working as intended in the Borough. The Borough has adopted the International Property Maintenance Code and should work with its Code Enforcement Officer to evaluate current enforcement procedures to ensure that all structures are being maintained as required. The Borough should closely evaluate its options for remedies against buildings that are in a state of considerable disrepair. Unmaintained or deteriorating properties negatively affect quality of life, property values and generally lead to escalating deterioration and community disinvestment.

The International Property Maintenance Code establishes that all vacant structure shall be maintained in a clean, safe, secure, sanitary condition so as not to cause a blighting problem or affect public health/safety. The independent analysis conducted for this Plan identified existing structures that may be in need of repair to comply with the provision of the property maintenance code. It is recommended that immediate action be taken against any structure found to be in violation. Unsafe structures under the property maintenance code include among others those with deteriorating structural members, exterior walls not free of holes, cracks, breaks or rotting material, and roofing that is not in good repair with signs of deterioration. It is recommended that the Borough collaborate with the Bucks County Redevelopment Authority and other appropriate organizations to seek the redevelopment of any properties found to be in a state of disrepair.

In addition, the Borough should consider providing a formal response within a guaranteed time frame to those who submit complaints, unless they specifically request that a response not be provided. The current process provides a response if requested; however, providing a default response within an established time frame will ensure that residents know their complaint has been investigated in a timely manner.

Throughout the public engagement process, the frequency of stakeholder commentary on the lack of property maintenance appears to exceed the volume of formal complaints received by the Borough. This suggests that many who vocalize dissatisfaction with property maintenance enforcement are not actively submitting complaints to the Borough. The Borough should consider providing an educational outreach initiative, including meetings and printed materials that inform residents of code provisions, the availability and location of complaint forms, and what to expect after submitting a complaint.

5.4.2 Create and Promote a New Brand for the Borough

The Borough should pursue the creation of a comprehensive branding campaign. A strong brand becomes the foundation of a broader marketing campaign to attract business and development and also enhances local pride and sense of community. The branding and marketing campaign should include brochures highlighting key features and assets of the Borough. These materials should then be used in conjunction with the market analysis to actively recruit targeted businesses. More detailed recommendations for creating and promoting a Borough brand are included in Section 6.5 of the Implementation Strategy.

5.4.3 Create a Special Events Organization and Calendar

The Borough should consider the creation of a Chalfont Marketing & Special Events Committee that will lead a branding campaign, implement marketing initiatives and support the development of civic events. This organization should consist of volunteers from all segments of the community and will coordinate a variety of events and activities. Activities could be included on a civic events calendar that is mailed or emailed to residents and featured on the community website. Potential events could include movies in the park, garden contest, bike tours, fall festivals, holiday tree lighting ceremony among others that would activate public spaces and foster a greater sense of community.

5.4.4 Assist Homeowners with Funding and Technical Assistance for Maintenance, Repairs, and Improvements

When appropriate, it is important for municipalities to assist with the improvement of individual buildings throughout the community. Often when home owners and business owners fail to actively maintain and improve structures, it is due to a lack of knowledge, resources, or both. Buildings that are not maintained detract from neighboring property values and impact the quality of the community. The Borough should consider implementing a Façade Improvement Program to provide assistance to property owners for the improvement of building appearance. The Borough has submitted requests for assistance through the State's Keystone Communities Program and should continue working to secure this important funding. Grants should match property owner funding at a 1:1 ratio.

While funding for the Façade program is being secured, it is also recommended that the Borough provide technical assistance and education for property owners to assist with improvements. For those property owners with the financial means but without the knowledge to conduct repairs, seminars, workshops and even assistance with tools and equipment should be considered to actively promote improvements to local buildings. The Borough should also work to match individual property owners with additional funding to encourage redevelopment and rehabilitation projects. Funding could include connecting owners with local banks to provide rehabilitation loans and identifying potential state and federal funding programs including historic tax credits.



Historic Retail Façade in Annapolis, Md
Source: Delta Development Group, Inc.

5.4.5 Support Property Owners in Activating Front Yard Spaces and Providing Additional Amenities (Trees, Civic Space, Etc.)

Street trees and landscaped areas provide diverse benefits to communities. Adding more street trees has been shown to not only appeal visually but also provide numerous practical benefits, including shade to improve the pedestrian experience and lowering energy costs by naturally cooling properties. Street trees and landscaped areas can also increase property values and even calm traffic.

The Borough should assist individual property owners willing to invest in these amenities. Suggested means of assistance include creating partnerships with local garden and horticulture businesses to provide technical assistance and information on trees and landscaping. The Borough should also consider offering technical workshops and providing maintenance services on a limited basis to encourage additional street trees.



Front Yard Civic Space in Gettysburg, PA
Source: Delta Development Group, Inc.

Where appropriate, and particularly along Main Street between Butler Avenue and the SEPTA station, property owners should be encouraged to create active front yard uses and landscaping. Uses include small gardens and civic spaces with seating and shade. These uses will help to make this area a more appealing pedestrian experience and will encourage mobility between residential areas, downtown businesses, and the SEPTA station.

5.5 Promote Infill and Adaptive Reuse Development of Priority Sites Focused on a Mixture of Uses

The Chalfont Borough Revitalization and TOD Plan envisions a vibrant downtown neighborhood embodied with a mixture of uses that not only complement and enhance existing residential and commercial uses, but also create additional community amenities and a welcoming environment for new commercial, residential, and mixed use development. The availability of several underutilized sites in the downtown core offers a key opportunity to create a vibrant downtown by encouraging infill and adaptive reuse development focused around a mixture of uses.



Mixed use historic downtown in Gettysburg, PA
Source: Delta Development Group, Inc.

A combination of infill, adaptive reuse, and redevelopment of key sites will frame the public realm, strengthen the Borough's sense of place, increase activity in public spaces, and support economic vitality. Mixed-use developments should feature multiple housing types, including higher-density compact units where appropriate, with active ground-floor uses, parking located behind the building, and pedestrian connections to commercial offerings, recreational uses, and active public spaces.

5.5.1 Encourage Redevelopment of Vacant and Underutilized Sites in the Downtown Core and Creation of Welcoming Gateways

One of the Borough's strong assets is a group of potential redevelopment sites in the downtown that should be the focus of early redevelopment efforts. Redevelopment projects with the potential to create immediate and significant improvement in the Borough core should be prioritized to anchor the community with a vibrant, attractive place to live, shop, and spend time. Additional priority sites are those with owners actively seeking developers or the sale of the property. Redevelopment in the downtown should focus on addressing underutilized sites, filling gaps in the built environment, framing the public realm, and creating additional destinations and amenities. Priority redevelopment projects should include the following:

Redevelopment of the Manhattan Bagel site to frame the pedestrian realm and create an active signature corner

The current site of the Manhattan Bagel at the corner of Butler Avenue and Main Street represents one of the top commercial corners in the Borough. At the center of the downtown, the site’s high visibility, appropriate size, and lack of historic structures make it a key opportunity for redevelopment. While the current use provides a desirable service for the community, it remains significantly underutilized.



Existing Manhattan Bagel Site
Source: Delta Development Group, Inc.



Outdoor dining in Gettysburg, PA
Source: Delta Development Group, Inc.

A redevelopment concept for this site should include a commercial use built closer to the sidewalk to frame the public realm and establish a strong corner presence and downtown feel. This site has great potential as a restaurant featuring outdoor dining that will activate the space and create a much-needed amenity for the community.

Redevelopment of Chalfont Plaza to provide active first-floor uses that frame the public realm with shared parking in the rear

Chalfont Plaza provides important commercial space in the Borough; however, the design and site plan for the current development is not supportive of a walkable, active downtown. The existing commercial development exhibits features of a more auto-oriented design with parking in the front and strip retail set back away from the street. This property should be considered for redevelopment with a design that positions buildings next to the sidewalk with active first-floor uses and potential for residential above.

The scale and character of this development should reflect the Borough’s character and historic qualities and should consider including between 6 and 10 apartments in addition to quality retail space to support local businesses. This design will help establish a continuous streetwall along Butler Avenue that frames the pedestrian realm and creates a downtown village



Existing Chalfont Plaza
Source: Delta Development Group, Inc.

feel. Parking should be located behind the building and can be incorporated into a shared parking concept to benefit Borghi’s restaurant and additional commercial uses associated with the recommendations for the Schoolhouse Apartment site below.

Redevelopment of Schoolhouse Apartments

The Schoolhouse Apartments site should be considered for infill redevelopment to extend the downtown character north along Main Street. The current structure does not contribute to the historic character of the community and represents an opportunity to create additional amenities for residents and bolster the commercial core.

Redevelopment of this site should include either a restaurant or mixed-use apartments over an active first-floor commercial use. The development should be carefully designed to complement the neighboring historic character and scale. If residential space is included, it should provide between 4 and 6 new apartments. Quality commercial space will provide opportunities for new local businesses to contribute to the downtown character or for existing businesses in less visible locations to move to an improved commercial space.

Recommended



Active first floor retail framing the public realm
Source: Hurley-Franks & Associates

Existing



Existing Chalfont Plaza
Source: Delta Development Group, Inc.

Recommended



Mixed use commercial development
Source: Bryn Mawr TRID Plan

Redevelopment of the Old Forge site to extend the character/scale of downtown and provide a welcoming approach to the downtown core

The Old Forge site is an approximate 1-acre site located along the southern side of Butler Avenue at the eastern edge of the downtown. This site should be considered for redevelopment to extend the downtown character of the Borough to the east and to provide for additional commercial, civic, recreational, and/or residential uses.

Due to its proximity to the Neshaminy Creek, floodplain considerations must be addressed; however, the recommended design would include structures close to Butler Avenue and farthest from the creek with the potential for programmed civic or open space. Designs should be consistent with the Borough’s scale and character and will provide an attractive eastern approach and transition to the downtown. Potential redevelopment concepts should include mixed-use residential space over active first-floor commercial and/or restaurant and other commercial only uses. Redevelopment that features a dedicated public or civic space should also be encouraged for this site.

Existing



Existing Old Forge Site
Source: Google Earth

Recommended



Small scale mixed use commercial development
Source: Bryn Mawr TRID Plan

Work with interested parties for Brighten Place, St. James Church, and the former fire station to capitalize on demand for housing in walkable communities near transit and amenities

These three closely grouped sites (Brighten Place, St. James Church, former fire station) in direct proximity to the SEPTA station create a opportunity to capitalize on the growing demand for compact housing development in attractive, walkable communities near transit. Both Brighten Place and St. James Church currently have interested buyers and/or developers. These parties should be encouraged to coordinate development plans that complement one another and reflect the unique connection with transit. The Borough should work with these parties, or acquire the sites, and conduct outreach with local realtors to determine market demand. If the building is proven to be structurally sound, Brighten Place should be adaptively reused in a manner that supports new uses and also retains historic character and architectural detail. Apartments and commercial uses in adapted historic buildings are often quite desirable for their unique detail which may strengthen the market for this structure.

Existing



Brighten Place
Source: Delta Development Group, Inc.

Existing



St. James Church
Source: Delta Development Group, Inc.

Recommended



Mixed use commercial development
Source: www.synergiesstudios.com

Recommended



Town homes
Source: Delta Development Group, Inc.



Outdoor dining in Greenville, SC
Source: City of Greenville, SC



Mixed use commercial development
Source: Planetizen

Analysis conducted for this Plan indicated significant demand for and benefit of mixed-use, higher-density development for this area. A mixture of uses and housing types across these development sites is recommended to provide new amenities and housing choices for existing residents, and it also creates specific commercial uses tailored to the needs of transit riders. Recommended development would include higher densities carefully designed to fit within the neighborhood and historic context, with the addition of transit-oriented commercial businesses such as coffee shops, cafes, newsstands, etc. More compact housing could include apartments over commercial sites, appropriately scaled townhomes, or a combination of both.

Consider acquiring the large water authority site and develop in concert with Giant to Go

The largest identified potential redevelopment site is a parcel owned by the North Wales Water Authority on the north side of Butler Avenue, just west of its intersection with Bristol Road. This site has considerable potential as a future higher-density, mixed-use TOD with multimodal access. With the planned development of new commercial uses across Butler Avenue expected to proceed in the near future and the presence of existing higher-density developments to the east, this site should be considered for a complementary redevelopment pattern.

The site’s location outside of the historic district allows for a more flexible design approach that complements its direct proximity to the rail right-of-way. A mixed-use village with commercial and residential structures would help establish the eastern community gateway with new and active uses without detracting from the historic character of the downtown. The Borough should consider acquiring this property and beginning discussions with the development community regarding a future higher-density TOD village.

Existing



*Water Authority property near Bristol Road
Source: Delta Development Group, Inc.*

Recommended



*TOD Mixed Use Village
Source: Congress for the New Urbanism*



*Multi-Modal Transportation Hub
Source: Delta Development Group, Inc.*

Redevelopment of the Vacant Carwash

The vacant carwash at the intersection of Limekiln Pike and Butler Avenue is a top-priority redevelopment site. This site is the western gateway into the Borough and currently contributes to a significantly negative and unwelcoming first impression that does not accurately reflect the community’s true character. The Borough should consider acquiring this site to establish an appropriate gateway development. Recommended development concepts include an appropriately scaled commercial development with an accompanying gateway feature. The Borough or development team should consider outdoor dining or other active retail uses to create a vibrant first impression of the Borough.

There is also an opportunity to utilize open space to the northeast adjacent to the Neshaminy Creek to provide a combination of civic and open spaces. This space could provide programmed civic space for community gathering and events and also include a trail connection to Twin Streams and Krupp Parks.

While the existing condition of the property is undesirable, the vacant space is currently serving a community benefit as a staging area for repairs to the nearby bridge. While this use is currently expediting bridge repair, upon project completion, the Borough should mobilize for immediate redevelopment.

5.5.2 Leverage the SEPTA Station and Capitalize on Growing Demand for TOD

Changing preferences, conditions, and demographic shifts have created an increased demand for higher-density, mixed-use communities within walking distance to transit. These changes are the result of ever-increasing traffic congestion, growing awareness for environmental and urban sprawl concerns, increasing number of singles and empty nesters, and a general desire to live within walking distance of recreation and amenities. These shifting market preferences provide a significant boon for the revitalization of traditional downtowns and especially for those with access to transit. It is recommended that the Borough work to encourage developers and property owners to build projects around the train station that capitalize on this demand and work toward capturing the other benefits of TOD.

Existing



Existing Vacant Car Wash
Source: Delta Development Group, Inc.

Recommended



Small Scale Mixed Use Buildings
Source: American Planning Association



Septa Train Station
Source: Delta Development Group, Inc.

Very high-density residential development is not recommended, as it is not appropriate for the community's scale, character, preferences, or market. Rather, the principles of TOD should be carefully applied in a manner that suits the conditions of the Borough. Appropriately scaled higher-density development including residential space over first-floor commercial within walking distance of the SEPTA station will allow the Borough to realize diverse community benefits. These developments have been shown to have direct economic impacts through increased property values, increased tax base, and reduced costs by utilizing existing services and infrastructure rather than requiring service extensions. Mixed-use development in the downtown core is recommended to create a vibrant central location to establish a strong identity and active public spaces. Increased activity in turn reduces crime through "eyes on the street" and provides additional business for local stores.

It is recommended that the Borough communicate with local realtors to determine market preferences and to identify the demand for such development. Outreach performed during the development of this Plan indicated significant residential demand for higher-density residential units within walking distance of the train station and community destinations.

5.5.3 Create Public-Private Partnerships

One of the strongest, and often unused, tools that municipalities have to jumpstart revitalization is the creation of public and private partnerships. These partnerships can take many forms; however, two arrangements may provide the greatest benefit for Chalfont. The first partnership agreement would include the Borough acquiring key parcels, determining a highest and best use, and seeking a private development partner through a Request for Qualifications (RFQ) process. By acquiring the land and seeking a developer to create a concept of the Borough's choosing, this will ensure that the final product is both in line with the Borough's goals and also of the scale, character, and use that the Borough desires.

When a property owner is not interested in selling or the Borough is financially unable to acquire the site, officials should attempt to work with existing property owners to implement priority projects. Assistance should include recommendations for appropriate uses, engaging the development community through outreach, and assisting with developer selection and incentives. Through both arrangements the Borough is in a position to leverage incentives, regulatory flexibility, and the approval process to encourage the most desirable development projects.

5.6 Actively Recruit Businesses to the Downtown

A strategy to encourage economic growth in the Borough should be implemented that includes both actively recruiting new businesses and providing resources and assistance to existing businesses. The Borough has many local businesses that contribute to the Borough's success and character and should be supported in a variety of ways. There remains, however, a significant need for additional amenities and retail options that should be addressed through market-based business recruitment. The Borough should utilize a market-based economic development approach that focuses on economic realities and market conditions as the basis for business and developer recruitment.

5.6.1 Encourage Additional Retail and Recreation Amenities

The findings of the market study indicate significant market gap and unmet need for additional retail, restaurant, and recreation amenities. Public engagement and focus group discussions further identified a desire for new commercial options in the Borough. Using the market study as a guide, the Borough should actively recruit new commercial uses to the downtown based on identified market gaps and target industries.

Once identified, the Borough should implement a recruitment program for targeted companies to bring new amenities to the Borough and fulfill the unmet gap in spending potential. This effort should complement the branding campaign and use consistent marketing materials to highlight the Borough's advantages and incentives. The Borough should work closely with local realtors to recruit appropriate businesses. Realtors have their finger on the pulse of the market and can provide important information on real estate demand, spacing requirements, and desired amenities and features. The Borough should ensure that all realtors and developers are aware of available incentives and should highlight these during all business outreach activities.

5.6.2 Connect Businesses and Their Needs with Appropriate Spaces

Businesses within the targeted industries will have a variety of needs in terms of physical space, location, and features. The Borough should assist businesses in identifying available parcels that match the specific needs of each target company, whether it be essential transportation access, pedestrian activity, minimum square feet, or interest in a particular feature. Prior to the commencement of business recruitment efforts, the Borough should work with local realtors to determine the needs of the target business and identify appropriate locations. These locations should be included as part of the marketing and outreach materials.

An available property database is a strong tool for recruiting businesses. Providing a list or better yet a searchable geospatial database allows interested companies to quickly search for available properties. The Borough should consider working with local property managers and commercial real estate brokers to acquire site-specific information for the database that can be continually updated as new properties become available.

5.6.3 Support Small and Emerging Businesses

Providing support for existing small and emerging businesses that already contribute to the success of the community is of utmost importance. It is recommended that the Borough implement several initiatives to allow these community staples to survive and thrive. Recommended actions include the following:

- Provide access to capital – The Borough should consider working with local banks and lenders to encourage low-interest loans for existing businesses to support expansions and improvements. It is also recommended that the Borough pursue funding through state programs to provide grants and loans for façade improvements and other business needs.

- Provide access to information – When unable to provide direct assistance, the Borough should act as a source of information on the availability of low-interest loans and grant programs that business owners may qualify for. The Borough should strive to stay informed of all potential sources of funding for local businesses, and guide property owners accordingly and offer technical assistance as appropriate to assist with funding applications. Several potential funding sources include but are not limited to:
 - Infrastructure and Facilities Improvement Program,
 - Business in Our Sites Program,
 - Infrastructure Development Program,
 - Pennsylvania Capital Access Program,
 - Small Business First Program,
 - Industrial Sites Reuse Program, and
 - Alternative and Clean Energy Program
- Work with regional institutions and events to provide information on advancements in marketing and technology to compete in the current market.
- Promote and highlight individual businesses locally and regionally through website and print marketing materials.
- Meet with local businesses to exchange information, discuss economic or business challenges and collaborate to find mutually beneficial solutions

5.7 Provide for Innovative and Practical Parking Solutions

Traffic mitigation and parking solutions should address detriments to downtown revitalization, increase utilization of the SEPTA station, and enhance economic activity and business growth.

The following proposed parking strategies are intended to address the parking needs of the community. These strategies will assist in the creation of a vibrant “people place” that will revitalize the Borough.

TODs can be used to revitalize a community. Many people see the availability of transit as a significant factor in where they live or work. Building a development around the transit services creates a “destination place” that will encourage both transit use and pedestrian activity. For a successful TOD and revitalization of a community, the consultant team recognizes the importance of integral planning of many components that come together to achieve the development’s success. One of the important components is effective parking planning and management.

The following are some effective parking strategies for TODs that have been successfully implemented in other municipalities to create vibrant communities.

Identify Current and Future Demand

Quantifying the future parking demand based on proposed development plans is crucial in planning for sufficient parking in the future. This information is also vital to analyzing shared parking possibilities among land users.

Utilization of Shared Parking

Shared parking allows adjacent land uses to share parking resources in an effort to reduce the total amount needed by each individual land use. This strategy preserves valuable land for the best and highest use, as well as improves security and safety from increased activity, which in turn encourages pedestrian activity. In the case of Chalfont Borough, shared parking improves financial feasibility by lowering capital cost and operational cost.

The Borough ordinance 27-531 #5 allows for shared parking standards for off-street parking. By mixing land and carefully balancing land uses, it is possible to achieve a 5% to 15% reduction of the required number of parking spaces.

The following table shows an example of how different land uses can utilize parking during different times of the day.

	Weekday	Weekend
Daytime	General Office Medical Office Financial/Banking Fast-Food/Counter Service Restaurants Service Retail Health Club/Spa	General Retail Grocery Fast-Food/Counter Service Restaurants Museum Community Centers Cultural Centers Library Recreation/Entertainment Health Club/Spa
Evening	General Retail Full-Service Restaurants Community Center	General Retail Full-Service Restaurants Nightclub/Bar Theater Recreation/Entertainment
Overnight	Residential Lodging	Residential Lodging

The Borough may need to acquire, lease, or purchase privately owned parcels in order to convert those parcels into public parking lots. We also recommend “land banking” strategically located parcels that are large enough to accommodate a structured parking facility to allow for the future option to construct a public parking facility or implement a Payment in Lieu of Parking (PILOP) program.

Mixed-Use Integration

Parking provides the essential infrastructure to support a variety of land uses (e.g., residential, retail, office, restaurants, and open spaces). In a mixed-use, self-sustaining community, someone would be able to live, work, eat, and shop all without getting into a vehicle. These types of communities encourage walking, reduce traffic congestion, and decrease the number of parking spaces needed. In order to efficiently plan for parking within a mixed-use development, it is necessary to balance the mixture of land uses in order to create an equilibrium between daytime, evening, weekday, and weekend parking demand.

On-Street Parking

On-street parking is an important factor in promoting businesses in the central area of the Borough. On-street parking spaces provide customers with easy and quick access to businesses and increase pedestrian activity along the main thoroughfare of the central business district. On-street parking can also provide a buffer between vehicular traffic and pedestrians, in addition to serving as a traffic-calming mechanism to slow down traffic along the main street of the core business district. However, creating on-street parking spaces may also require additional space to allow for traffic flow and parking.



Managing the on-street parking system is crucial to create a vibrant downtown. By effectively managing on-street parking with fees and parking time limits, frequent turnovers are created to make parking spaces available more frequently to visitors. This would benefit the businesses and result in a better financial outcome for the Borough. Typically, on-street parking fees are higher than off-street parking lots due to the convenience factor for parkers and to promote more turnovers.

Promoting Walkability Connecting Pedestrians and Convenience

Strategic placement of parking resources encourages connectivity and increased pedestrian activity to create “people places.” The convenience of parking is an important factor in bringing people into as well as keeping them in the area, a “Park once” concept, eliminating the need to drive to their next destination. Creating safe and pleasant, walkable streets connects pedestrians with other elements of downtown, encouraging pedestrians to walk instead of driving.



PILOP Initiatives

For years, municipalities have used PILOP initiatives as a way of allowing new development without the need to provide all or some of the required parking on-site. This concept has proved beneficial to both public and private interests and can be a valuable tool for driving new development, or as a way to help revitalize and reinvigorate older areas.

PILOP occurs when a developer or other entity pays into a parking or municipal fund in lieu of some or all of the parking for their proposed land use. Most cities have set parking requirements for various land uses, and in some cases, developers would prefer to pay into a fund rather than creating new parking. The fee is generally calculated based on the per-space cost of constructing either on-street or structured parking. Depending on the location and type of parking, this fee can range from as little as \$500 in smaller towns with abundant and inexpensive land for surface parking to over \$20,000 in more dense areas where structured parking is required due to land costs and desired density.

The benefits of a PILOP program include a reduction in over building, encouraging shared parking, saving valuable land for other uses, and creating a fund from which to pay for future parking development.

Many by-laws exist around the country with different ways to help finance the in-lieu costs developers must pay. It typically depends on the fiscal needs, liquidity, and desires of each municipality. Some variations on methods to collect payment include

- lump sum payment,
- annual payment increments,
- a combination of both, and
- guaranteed monthly permit sales.

Funds contributed to a PILOP fund can be used to acquire simple fee or other interest in land, and other real property for parking purposes; construct, maintain, operate, lease, manage, or otherwise provide off-street parking facilities for public use; provide public information to enhance parking utilization including publicity campaigns, graphics and signage, and other informational devices; coordinate plans for parking facility improvements and expansion with public transportation plans and operations in the vicinity, particularly the joint facilities that might be operated in connection with the train station and any feeder services.

The Borough may desire new projects and development and, in turn, may wish to entice developers by providing flexibility in parking requirements. This Plan recommends that the Borough involve stakeholders in the process to develop and implement a mutually agreeable plan for allowing growth, while balancing the financial obligations of providing parking.

Parking Management

Effective parking management increases the efficiency of on- and off-street parking assets, improves the quality of life for Borough residents, and strives to provide convenient parking to employees, customers, and visitors. This management practice includes a regular assessment of parking strategies, guidelines and policies, consistent parking enforcement, proper maintenance of facilities and parking equipment, a commitment to customer service, and effective promotion of the goals and mission of the parking department.

Parking Permits

Parking permits are used to manage and regulate the use of parking by different users to maximize the parking utilization of the Borough as well as to accommodate the individual user's needs:

- Commuter monthly permits
- Residential permits
- Business permits



Parking Pricing and PARCS

Parking fees can be developed and applied in many different ways. Depending on the Borough's pricing structure and policy, parking could be subsidized or bundled with other services and permits issued to residents, businesses, and visitors. Whether the Borough offers free or paid parking, selecting the right Parking Access and Revenue Control Systems (PARCS) can enhance the user's convenience, as well as provide management tools. The right PARCS equipment will assist and enhance the parking management and operations for the Borough and offer residents and visitors the added convenience and flexibility of multiple payment options.

Parking Program Communications Assessment

A common problem experienced by municipal parking systems is that there is little effort expended to communicate and promote the mission, assets, and functions of the parking system. In an effort to support and promote ongoing redevelopment, the Borough should undertake a program to inform its residents, downtown merchants, employees, shoppers, commuters, and the general public regarding updates on the parking system. In addition, the program should address the need for consistent enforcement and the value of on- and off-street parking assets. The objective in promoting a parking system is to transform what can often be perceived as a negative image into a positive one.

Wayfinding and Signage

Wayfinding is the ability to understand where you are, find where you want to go, and then recollect the path of travel when departing.

Signage is a means of communication with the driver and/or pedestrian, especially one using a parking facility for the first time. To be effective, the signage for a parking system must be clear, concise, and simple. While the creative designer may desire an aesthetic statement, plain is far better than fancy, particularly for traffic direction.

With any changes to the parking system, this Plan recommends signage and wayfinding that conveys the available parking areas for visitor/customer parking and provides a user-friendly environment. All visitor/customer spaces should be easy to identify to a first-time visitor without confusion about who may or may not park in a space.



Some general rules for sign design and location are as follows:

- All signage should have a general organizing principle that is consistently evident in the system.
- Directional signage for both pedestrians and vehicles must be continuous (i.e., repeated at each point of choice) until the destination is reached.
- Signs should be placed in consistent and therefore predictable locations.
- A sign should be placed at every point where a driver or pedestrian must make a decision.

Summary of Parking Recommendations

5.7.1 Implement shared parking principles

Maximize the use of parking spaces by combining different land uses to reduce the parking demand.

5.7.2 Encourage complementary land uses

Strategic planning should utilize land effectively to reduce travel and create connectivity to destinations.

5.7.3 Create quality linkages between the parking and destinations

Integrate parking in the most effective location to connect destinations and promote pedestrian circulation.

5.7.4 Implement smart pricing policies

Implement effective parking management strategies to achieve revenue generation and to create fair, convenient, and cost-effective pricing policies.

5.7.5 Integration with existing and proposed mass/alternative transit

Improve on existing SEPTA transit operation to connect and transport pedestrians to other destinations utilizing existing parking spaces in the Borough.

5.7.6 Designate employee parking areas

Implement a policy allocating employee parking areas to free up convenient parking for customers.

5.7.7 Install signage and wayfinding

Implement clear and effective signage and wayfinding to create safe and flowing pedestrian and vehicular circulation.

5.7.8 Minimize pedestrian/vehicular conflict

Eliminate areas where the pedestrian flow and traffic flow conflict, by separating the users at the parking locations. Pedestrian linkages from the parking facilities should allow for a seamless experience from the vehicle to the destination with minimal conflict zones.

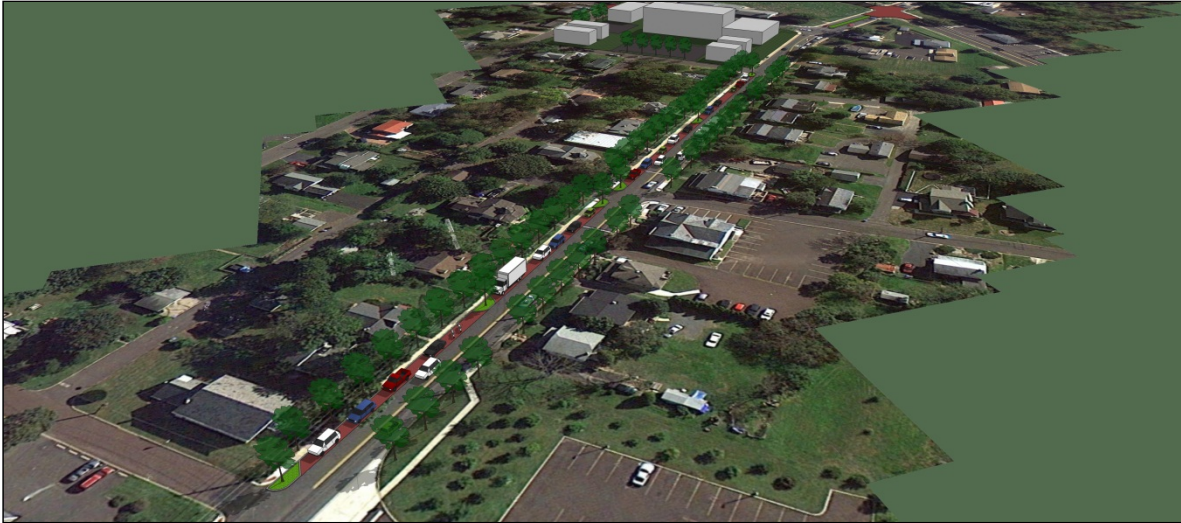
5.7.9 Capture and park vehicles outside of the “core”

When possible, parking facilities should be located on the perimeter of the destination in order to deter traffic through the area. Ideally, motorists will arrive to a destination, locate a vacant parking area, and transition from a motorist to a pedestrian.

5.7.10 Inform all users by utilizing websites, brochures, etc.

Any and all methods to communicate parking information and updates to the public will improve the user experience.

The image below illustrates improved parking along north Main Street looking south towards proposed TOD development near the SEPTA Station.



Conceptual representation of parking recommendations along Main Street

5.8 Create transit, circulation, and congestion improvements

Traffic Congestion

5.8.1 Reduce/eliminate/combine driveway curb cuts

The Borough should address unnecessary curb cuts which reduces vehicular conflicts and travel time while improving vehicular/pedestrian safety throughout roadway corridors. Proposed locations include:

- Main Street and Butler Avenue: Reduce driveway curb cuts through shared parking on both sides of Main Street/S.R. 152 near Butler Avenue/S.R. 202/S.R. 6202 and on Butler Avenue, north and south of Main Street
- Butler Avenue: Locations on Butler Avenue where driveway curb is nonexistent or extensive revise to a single driveway to encourage access management to roadway
- Park Avenue/Sunset Avenue Alignment Revisions: Eliminate offset intersections on Main Street and revise vehicular circulation for Park Avenue at Main Street to a one-way counter clockwise vehicular flow as follows:
 - Revise Park Avenue to one way northeast bound movement at Main Street (vehicles travel one way away from Main Street)
 - Eliminate traffic signal equipment at Park Avenue and Main Street

- Provide pedestrian activated Rapid Rectangular Flashing Beacon (RRFB) to cross Main Street at Park Avenue (convert existing equipment and conduit from traffic signal to pedestrian beacon)
- Park Avenue southwest bound movements would take access to Main Street opposite of Chestnut Street, and continue through the old fire station

5.8.2 Continue to promote/support Bristol Road Extension

When completed the Bristol Road Extension will further reduce vehicular delay and increase pedestrian safety in Chalfont Borough Central Business District (Butler Avenue and Main Street intersection)

5.8.3 Investigate the realignment of Limekiln Pike/Main Street/S.R. 152

This realignment would serve to eliminate the offset intersection on Butler Avenue. Realignment would include:

- Extend Main Street/S.R. 152 to continue across Butler Avenue/S.R. 202/6202 with a reverse “S” transition around the existing large parcels
- Transition into the existing Limekiln Pike/S.R. 152 roadway
- Eliminate/vacate the traffic signal at the Butler Avenue/Limekiln Pike intersection located south of the Neshaminy Creek Bridge
- Provide a cul-de-sac/driveway for access to parcels

Transit Improvements

5.8.4 Improve lighting and sidewalk connections to increase pedestrian safety

As mentioned in Section 5.3, improvements to the pedestrian realm including lighting and additional connections will improve mobility and safety and encourage walking as a transportation alternative.

5.8.5 Provide more efficient layout/stall configuration for existing SEPTA surface parking lot

A redesign of the existing parking facilities at the SEPTA Station would potentially allow for increased parking and higher ridership. Increased ridership encourages investment in and around the station and would support the creation of new retail amenities in this area.

5.8.6 Provide additional commuter parking within short walking distance.

5.8.7 Consider/investigate parking structure near existing Chalfont SEPTA station at old fire station site

Transit surveys and analysis indicated high utilization of neighboring SEPTA stations featuring greater numbers of parking spaces. The creation of additional parking near the station would increase ridership, reduce traffic, and support the creation of new businesses.

5.8.8 Investigate higher density TOD village development as part of the Bristol Road Extension

As mentioned in Section 5.5, the large water authority owned site near the intersection of Butler Avenue and Bristol Road may represent an opportunity for future Transit Oriented Development. Factors contributing to the site’s feasibility for TOD include:

- relatively large size
- location outside the historic district
- proximity to SEPTA
- proximity to existing higher density residential and new commercial development

The Borough should consider discussing the possibility of a true TOD with higher density residential and access to multi modal transit as part of the future Bristol Road Extension.

5.8.9 Create safe biking corridors

Through a combination of improved traffic circulation, reduced curb cuts and other public investments the Borough should also aim to create safe biking corridors to provide an additional transit alternative. This may include the implementation of physical bike lanes or a combination of other public investments including wayfinding and signage to safe bike routes, traffic buffers and public outreach to build vehicular awareness of bicyclists.

5.9 CONCEPT SKETCHES

5.9.1 Borough Core



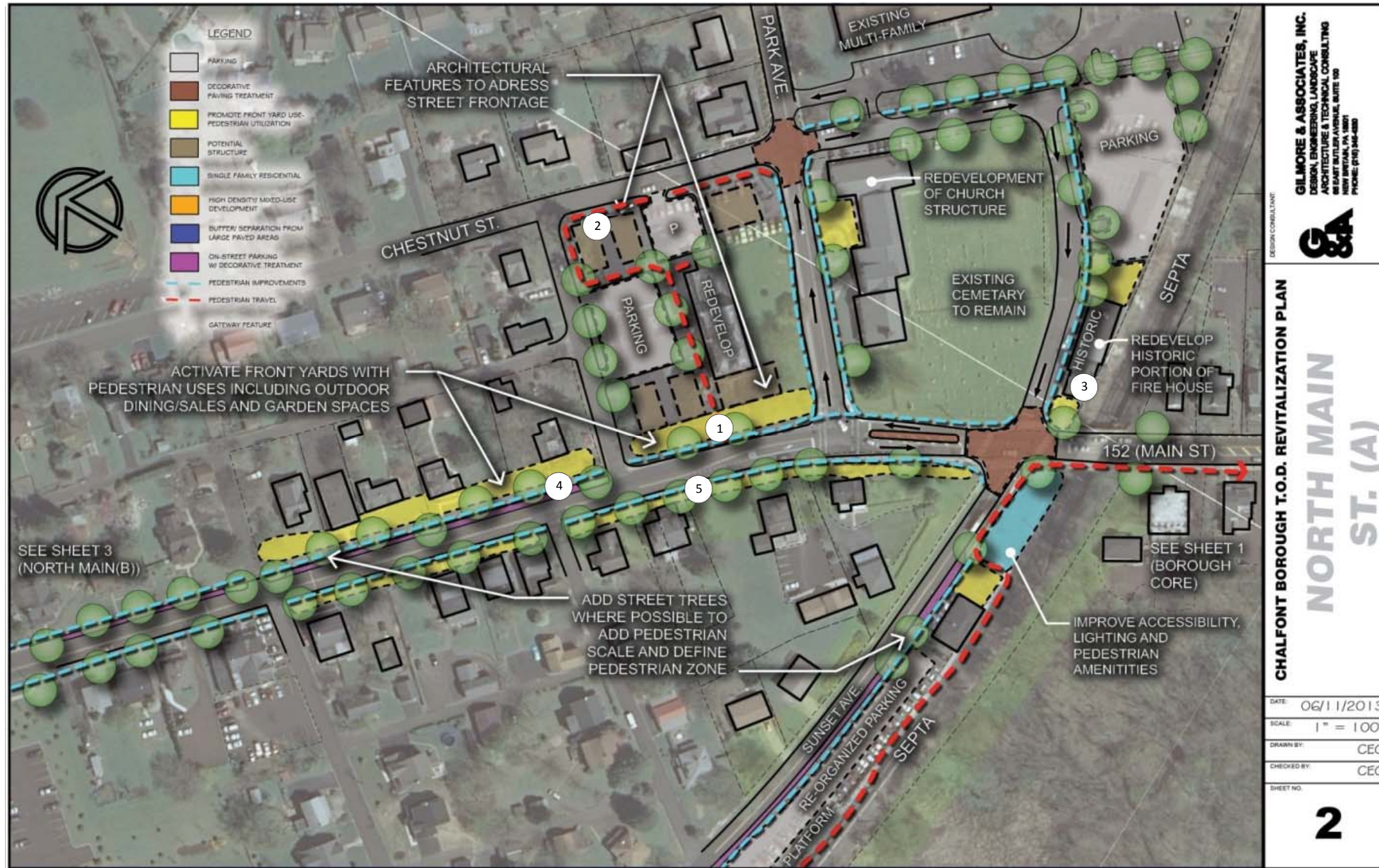
The Commercial Core, identified as the area on Main Street, between Sunset Avenue and Butler Avenue exhibits great potential for re-development and re-purposing of existing structures and uses. The major obstacle to overcome is providing adequate parking to support new uses. There are potential opportunities to consolidate parking to the rear of the existing structures. This would allow for reduced number of driveway curb cuts which

increases safety for both vehicular traffic as well as pedestrians. This Commercial Core area is also lacking an active front yard zone, between the building frontages and the street curb line. Activation of these areas with uses such as outdoor eating areas and garden courtyards would provide opportunities for pedestrian occupied spaces which draw attention away from the roadway and create a sense of pedestrian scale and safety.

Connectivity to the nearby parks and trail system is also an important piece of the Commercial Core. Decorative crosswalks, additional lighting, street trees and widened sidewalks, where possible, would also provide a safer and more comfortable pedestrian experience. Decorative surfacing treatments can also be incorporated along roadway shoulders and medians, where sufficient width allows, to create perceived roadway narrowing, reduce traffic speeds and increase pedestrian safety.

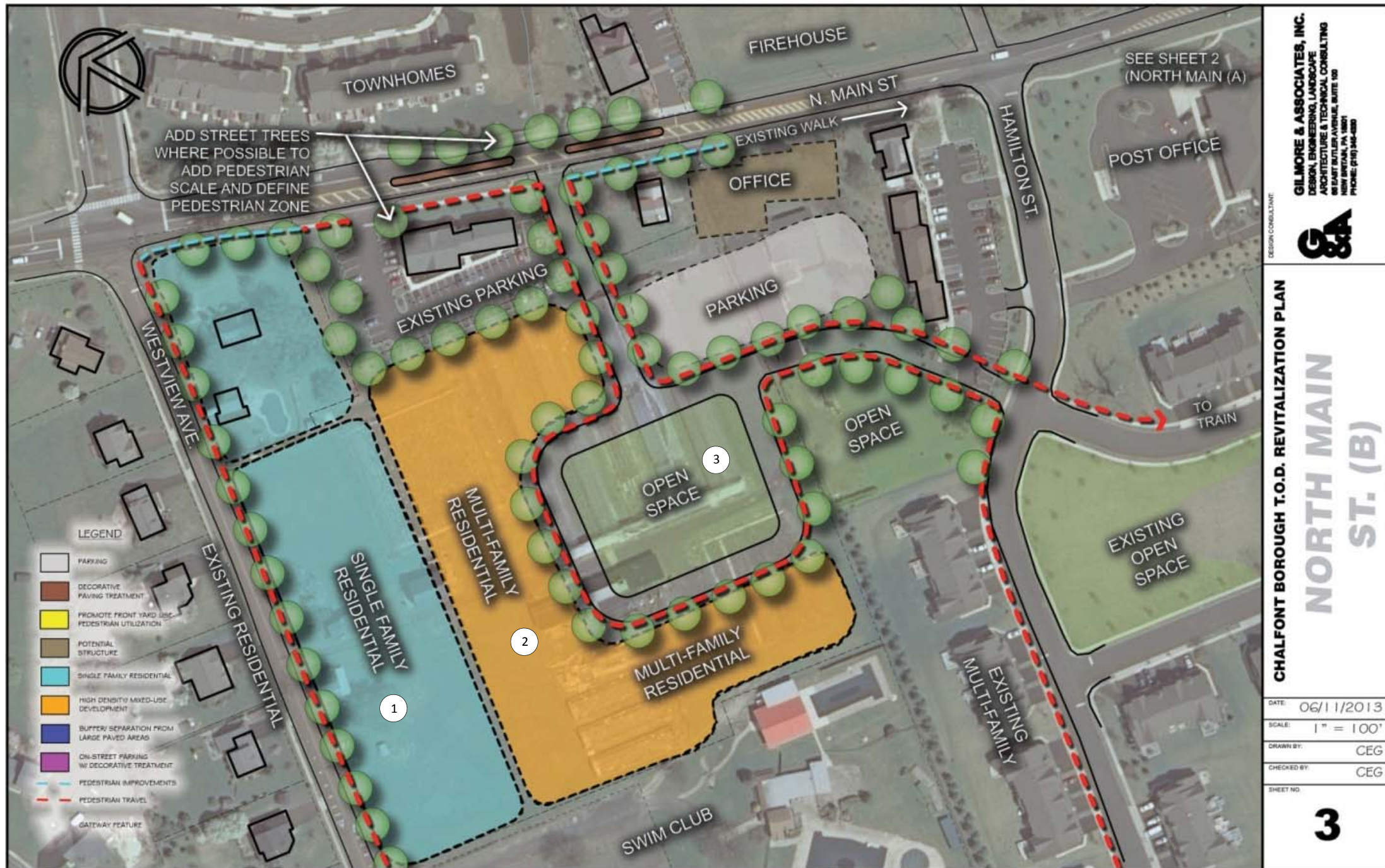
Also key to the revitalization envisioned in this concept is the select redevelopment of underutilized downtown parcels as discussed in Section 5.5. These sites should be redeveloped to create mixed use structures that bring amenities and activities to the Borough core.

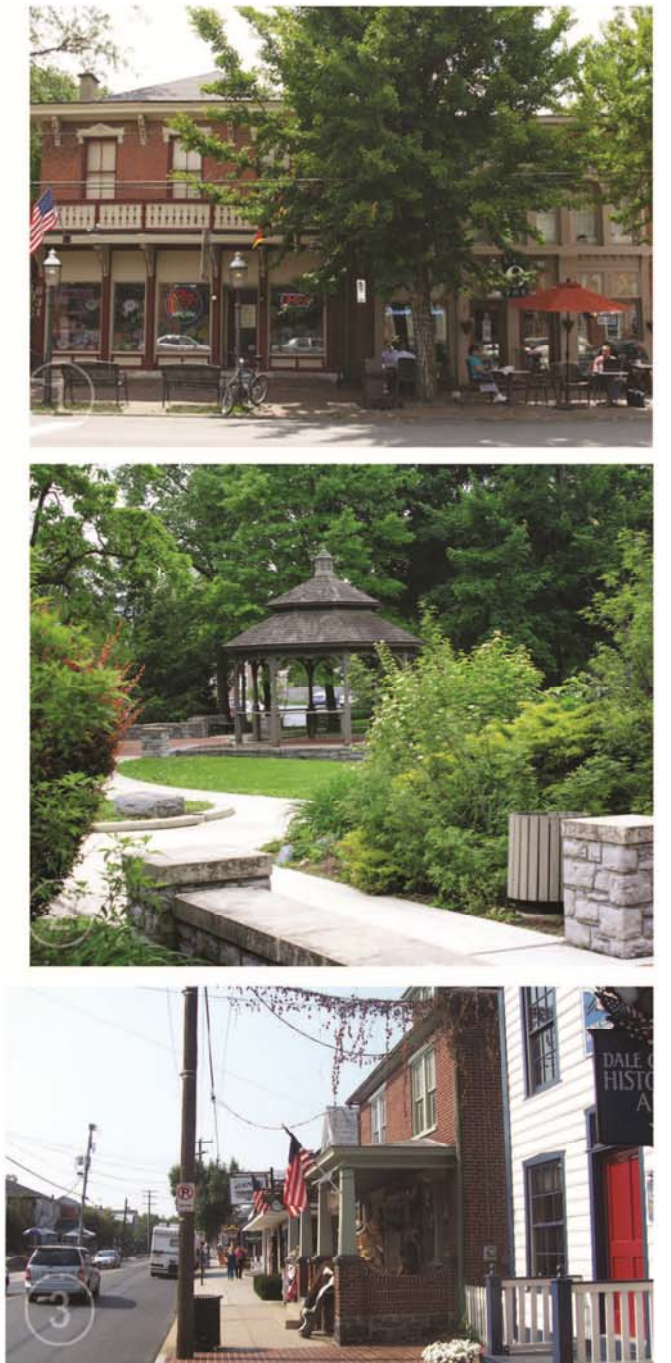
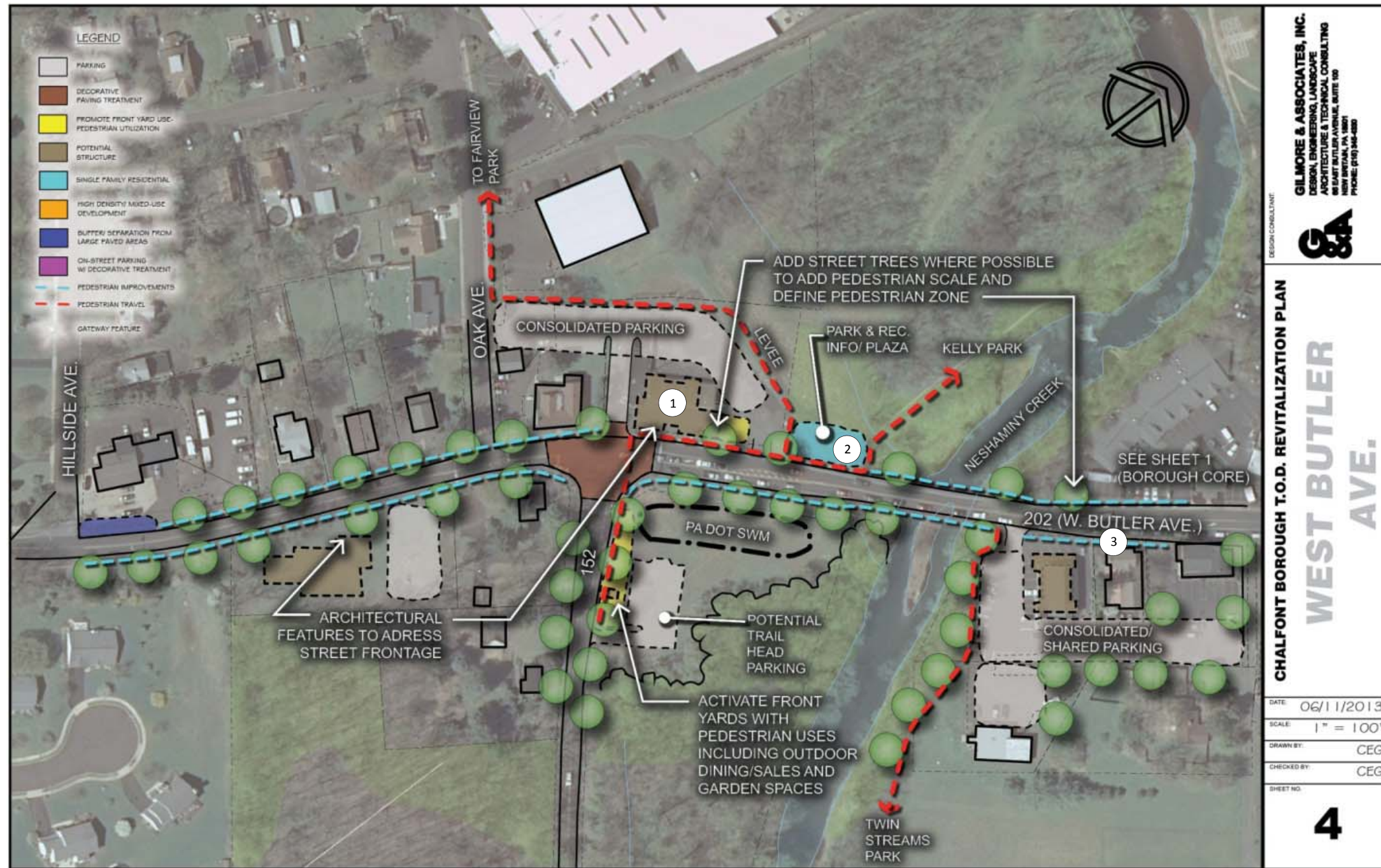
5.9.2 North Main Street



North Main Street, identified as the portion of Main Street north of the Commercial Core (Sunset Avenue), has several potential redevelopment sites and opportunities. Improved access and additional parking for the existing train station are key components to this area. There is an opportunity to provide parking to the east of the historic fire house located on the eastern corner of Sunset Avenue and Main Street. Redevelopment of the fire house site, along with The Church site and Brighten Place could provide improved traffic circulation as well as pedestrian improvements, higher density mixed use housing and increased retail amenities for residents and transit riders. Assuming the cemetery portion of the Church site will remain intact, the concept plan contemplates changing Park Avenue, between Chestnut Street and Main Street, to a one way traffic pattern, flowing northeast. The traffic heading southwest would be directed to the four way signalized intersection at Sunset Avenue and Main Street.

A more detailed traffic study would be needed to determine the feasibility of this circulation pattern. Again, activation of front yard zones and new mixed use structures fronting on Main Street are key elements. Existing on-street parking areas can be enhanced with planted bump-outs and decorative paving treatments to enhance the pedestrian experience as well as provide perceived lane narrowing for traffic calming. The Northern section of North Main Street, between Hamilton Street and Westview Avenue is envisioned as a unique mix of single family homes along Westview Avenue that transitions to more dense residential housing to the south with commercial uses along the Main Street frontage. The concept plan includes a variety of housing units, new open space, additional commercial uses along North Main Street with consolidated parking to the rear and a pedestrian trail connecting to the train station.





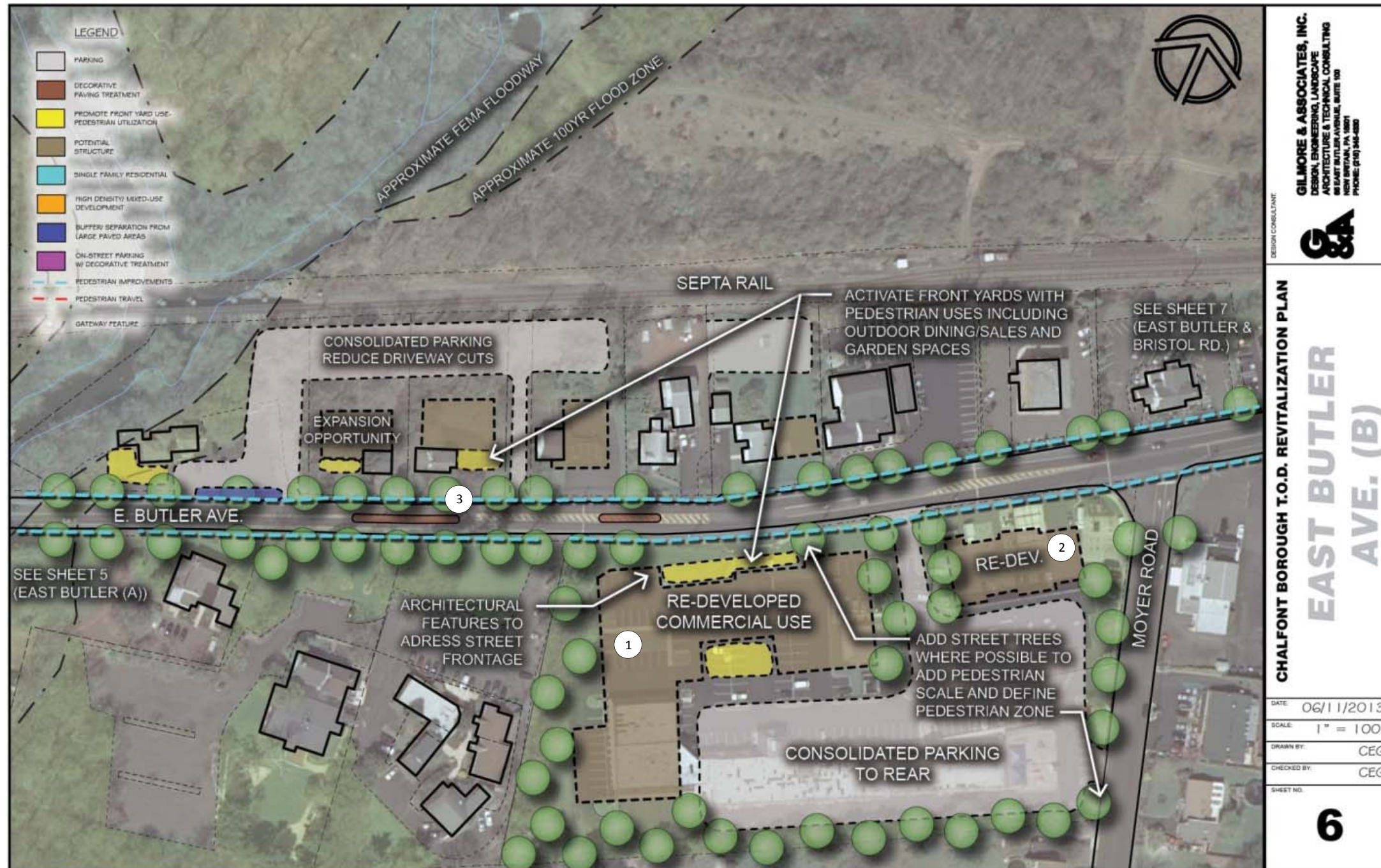
West Butler Avenue, between Hillside Avenue and Main Street serves as the western gateway into the Borough. Redevelopment of the carwash property is a key piece to the appeal of this section of the corridor. This area can also serve a connection and hub to the pedestrian trail network that exists along the Neshaminy Creek, including Kelly Park and Twin Streams Park. A bridge replacement project currently underway will provide pedestrian access over the Neshaminy Creek which currently does not exist. Given the limited area for parking to access the parks within the Borough, this concept suggests a small parking area and trail head located along Route 152 to encourage

use of the parks and trails and provide information on the available resources within the Borough. An opportunity for a pedestrian plaza also exists along Butler Avenue, where Kelly Park's trail will meet the sidewalk.

Consolidated and shared parking to the rear of structures along with new structures that address the street frontage will enhance this section of the corridor. Pedestrian improvements including decorative crosswalks, additional lighting, street trees and widened sidewalks are proposed.

5.9.4 East Butler Avenue

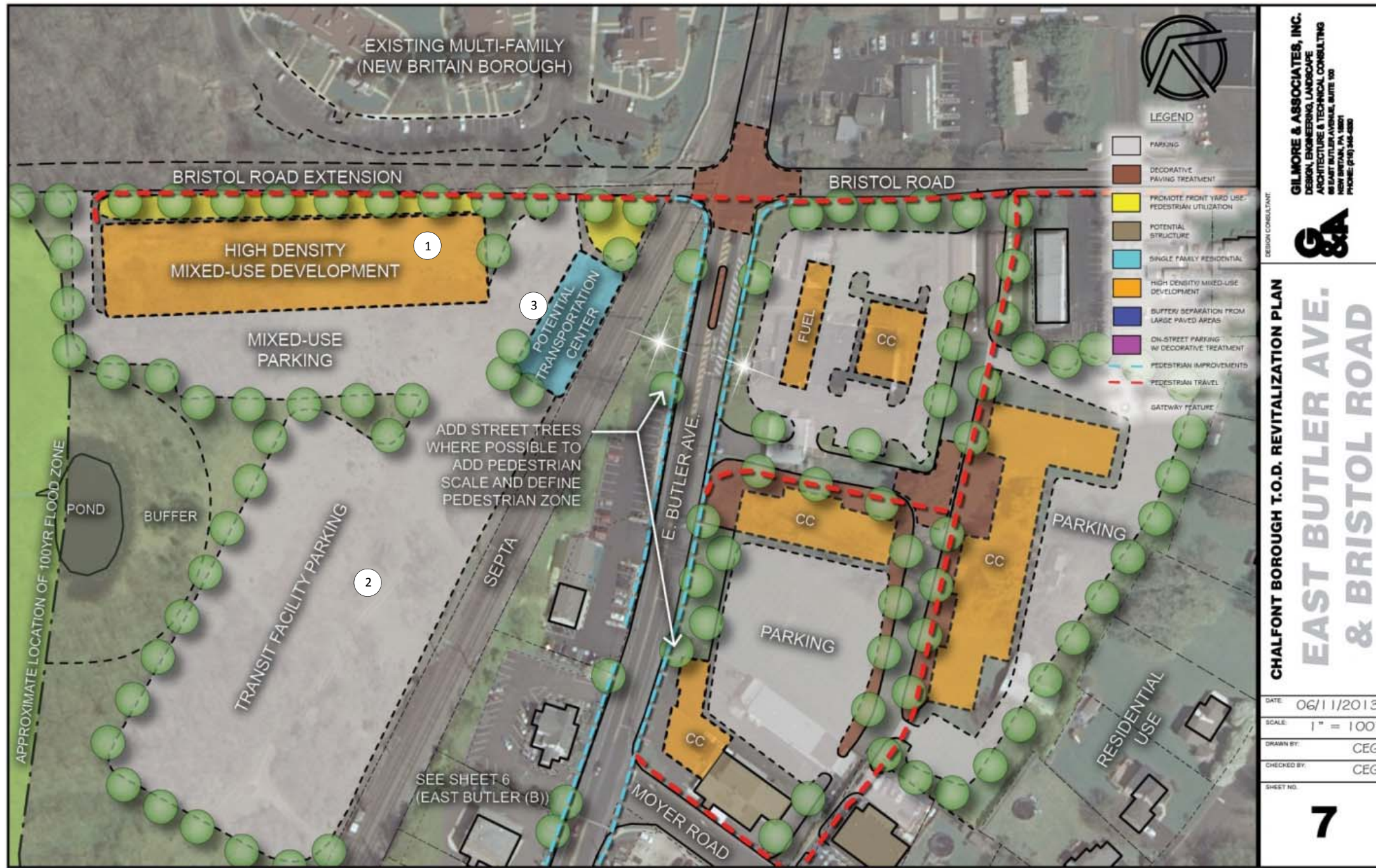




East Butler Avenue, between Main Street and Moyer Road, is predominantly occupied by commercial uses. This area also struggles with organization and efficiency of parking. This concept sketch also contemplates the potential for shared/consolidated parking areas and reduction of driveway curb cuts on Butler Avenue. Activation of the front yard zone is also critical to the revitalization of this section of the corridor. Other recommended improvements include decorative crosswalks, additional lighting, street trees and widened sidewalks, where possible, to enhance

the pedestrian experience. Areas of large, visible pavement and parking areas should be screened to define the pedestrian corridor and create separation between the pedestrian zone and these areas. In areas where redevelopment is possible, new buildings should be brought closer to the roadway to address the street and parking should be located to the rear. This will create an attractive street presence and a comfortable front yard pedestrian zone.

5.9.4 East Butler Ave & Bristol Road



The intersection of East Butler Avenue and Bristol Road creates the Eastern gateway to the Borough. There are several properties that currently offer re-development opportunities, specifically for commercial uses along the southeastern corner of the intersection. Creation of pedestrian connectivity and visual presentation along Butler Avenue are key design elements for this area. Implementation of gateway features in this area would signify the entrance into the Borough. Again, parking to the rear of proposed structures to create a more inviting, pedestrian friendly environment is depicted.

Another aspect to this area is the potential extension of Bristol Road to the west, which would connect to Park Avenue near the border of Chalfont Borough and New Britain Township. This extension would open up the possibility of higher density housing between the SEPTA rail line and the Creek. This area also holds potential for becoming a transit oriented hub, given ample space for parking and its close proximity to both the New Britain and Chalfont stations.

6. Implementation Strategy

6.1 IMPLEMENTING THE VISION

The following are a series of recommended implementation action steps to guide the successful revitalization of Chalfont's downtown into a walkable, vibrant, and safe community anchor. It is important to recognize that some of the action steps can be and should be implemented immediately, while others may take longer to implement. Below is a brief narrative discussing the implementation strategy for the Plan during the first three years.

Year one will lay the foundation for the Plan's implementation through a focus on organization and developing land use, zoning, and property maintenance regulations that promote desirable development projects. Redevelopment of underutilized and vacant sites currently detracting from the Borough's character and quality should be highly incentivized. The Borough should prioritize establishing an Implementation Team to support and spur the revitalization efforts. It is also recommended that the Borough strongly consider changes to the Borough Commercial Zoning District in the first year while simultaneously establishing incentives to encourage infill, adaptive reuse, and mixed-use development in the downtown.

Year one should also focus on prioritizing public improvements and pursuing funding sources to support the implementation of top priority projects. Priority initiatives in the first year should focus around the following: securing funding for and implementing necessary public realm improvements, including a continuous sidewalk network, crosswalks, additional other safety features, and providing pedestrian connections to key Borough assets, as well as adding street trees, benches, enhanced wayfinding, and other pedestrian amenities. By investing in these improvements, the Borough will create a stronger sense of place, increase quality of life for existing residents, create more vibrant public spaces, and create an encouraging environment for additional private investment. This process will include working with Bucks County and regional officials to update the Transportation Improvement Program (TIP) and prioritize the use of federal funds for some of these improvements.

The Borough should begin the process of acquiring property and the rights-of-way needed to build roads, public spaces, and amenities during the first year. This process will include negotiating with current property owners to gain support for shared parking initiatives and adopting an official map for the Borough. Prioritizing projects in areas that will leverage private investment will be the key to successful revitalization. It will take a number of years to build the infrastructure and public amenities identified within this Plan and the Borough will need to continually update priorities and funding strategies based on the progress made each year.

Year two will continue setting the stage for private redevelopment by creating an image and brand identity for the Borough, pursuing acquisitions of key parcels, and establishing public-private partnerships. Partnerships should include acquiring key redevelopment sites and/or working with existing property owners to develop the sites in accordance with Borough goals, and to increase community amenities.

Whether the Borough acquires the property or works with existing owners, this process should include the pursuit of public funding for site preparation, remediation, and development costs, and the implementation of a Request for Qualifications (RFQs) process to solicit private development partners. Through these partnerships, the Borough can leverage incentives, public realm improvements, and branding initiatives to solicit interest from private developers. The RFQs process will allow the Borough to determine development concepts of the appropriate scale and character for each site and to find the private-sector partner capable of implementing them. The Borough should also consider the creation of a LERTA Program in year two to encourage redevelopment through tax abatements for improvements to priority sites.

Year two should also continue efforts to implement shared parking initiatives. This will include continuing to gain property owner support for shared parking and pursuing funding to assist with the construction of the parking areas. During negotiations with private partners for the redevelopment of key sites, the creation of shared parking should be included as a component of new development.

Year three will initiate efforts to actively **recruit new businesses** to the downtown core. Based on progress made in years one and two, the work outlined in year three may need to be moved to years four and five. The Borough should actively work with realtors and other professionals to identify target businesses and market the advantages of locating in the downtown. During year three, public funding should be continually pursued while continuing the implementation of projects from years one and two. The Borough should also continue focused efforts to acquire key sites, work with existing owners, and structure partnerships to implement redevelopment projects in line with this Plan's vision.

The Borough Manager should oversee the implementation process. Without a "point person" to help guide the effort, elements of this Plan will go unrealized, and the momentum gained through the planning process will be lost.

6.2 Implementation Matrix

		Lead Organization	Partners	Implementation Schedule
ORGANIZE FOR ACTION				
Step 1	Meet with all appropriate departments to discuss overall strategies and individual responsibilities	Chalfont Borough		YEAR ONE: Month 1
Step 2	Continually update priorities based on changing conditions and project successes	Chalfont Borough		YEAR ONE: This will begin immediately and will continue throughout implementation
Step 3	Create a Borough Implementation Team	Chalfont Borough		YEAR ONE: Month 1
ESTABLISH A REGULATORY ENVIRONMENT AND LAND USE PROGRAM THAT ENCOURAGES REVITALIZATION				
Step 1	Develop and adopt an official map that incorporates the public infrastructure and improvements from the Plan into an official document that preserves the rights-of-way (ROWs) for these improvements	Chalfont Borough	Planning Commission	YEAR ONE: Months 3-12
Step 2	Adopt zoning changes to encourage redevelopment	Chalfont Borough	Planning Commission	YEAR ONE: Months 3-24
Step 3	Create incentives for redevelopment	Chalfont Borough	Planning Commission	YEAR ONE: Months 3-24
CREATE A SAFE, CONNECTED, AND ACTIVE PUBLIC REALM				
Step 1	Begin to secure necessary ROW(s) and properties for recommended improvements as necessary	Chalfont Borough	Public Works Department	YEAR ONE: Initiate purchase of property; continue to acquire as funding is made available
Step 2	Prioritize projects	Chalfont Borough	Implementation Team	YEAR ONE: Month 3
Step 3	Meet with Bucks County and DVRPC officials to discuss adjustments to the TIP	Chalfont Borough	Public Works Department, Bucks County, DVRPC	YEAR ONE: Months 7-9
Step 4	Meet with state and federal officials to discuss road and streetscape projects and discuss funding opportunities	Chalfont Borough	Department of Community and Economic Development (DCED), PennDOT	YEAR ONE: Months 1-6 based on priorities; this task will be ongoing as infrastructure is constructed and as priorities may change
Step 5	Begin to apply for state and federal funding	Chalfont Borough		YEAR ONE: Month 6 (ongoing); this task will be ongoing until infrastructure is constructed
Step 6	Consider creating a TIF District	Chalfont Borough	Bucks County RDA, School District	YEAR ONE: Months 6-24

LEVERAGE ASSETS AND CREATE A STRONGER SENSE OF PLACE				
Step 1	Continue enforcement of Borough historic ordinance	Chalfont Borough	HARB, Planning Commission	YEAR ONE: Ongoing
Step 2	Reevaluate property maintenance enforcement and mitigate vacant and blighted properties	Chalfont Borough	Zoning and Code Enforcement Officer	YEAR ONE: Months 1-6
Step 3	Develop a Borough brand and marketing campaign	Chalfont Borough	Implementation Team, Marketing & Civic Events Committee	YEAR TWO: Months 1-6
Step 4	Program special events to showcase the downtown	Chalfont Borough	Implementation Team, Marketing & Civic Events Committee	Immediate and ongoing as recreational properties are brought online
Step 5	Assist homeowners with funding and technical assistance for maintenance, repairs, and improvements	Chalfont Borough	Implementation Team	YEAR ONE: Month 3 – ongoing
PROMOTE INFILL AND ADAPTIVE REUSE DEVELOPMENT OF PRIORITY SITES FOCUSED ON A MIXTURE OF USES				
Step 1	Identify key properties for acquisition	Chalfont Borough		YEAR TWO: Month 1 – ongoing
Step 2	Continue to hold discussions with property owners to redevelop/sell properties to the Borough and/or interested developers	Chalfont Borough		YEAR TWO: Month 1 – ongoing
Step 3	Develop RFQs to attract quality developers to redevelop priority properties	Chalfont Borough		YEAR TWO: Ongoing as property is acquired
Step 4	Utilize incentives and funding opportunities	Chalfont Borough		YEAR TWO: Ongoing as property is acquired or to encourage development of privately owned properties
Step 5	Work with property owners to access historic tax credits	Chalfont Borough		YEAR TWO: Month 1 – ongoing

DEVELOP A MARKET-BASED BUSINESS RECRUITMENT AND RETENTION PLAN				
Step 1	Using the market assessment, identify a list of target commercial uses for the downtown	Chalfont Borough	Local Realtors, Site Selection Consultants	YEAR THREE: Months 1-3 (ongoing)
Step 2	Utilize marketing materials and incentives to attract target businesses	Chalfont Borough	Implementation Team, Marketing & Civic Events Committee	YEAR THREE: Months 3-6 (ongoing)
Step 3	Actively assist property owners with business recruitment	Chalfont Borough	Implementation Team, Marketing & Civic Events Committee	YEAR THREE: Month 1 (ongoing)
Step 4	Work with the Bucks County Community College, Center for Business and Industry Training to provide assistance to local businesses	Chalfont Borough	Bucks County Community College	YEAR ONE: Months 3-12 (ongoing)
Step 5	Develop networking and informational opportunities for local businesses	Chalfont Borough		YEAR ONE: Months 3-12 (ongoing)
PROVIDE FOR TRAFFIC MITIGATION AND PARKING SOLUTIONS				
Step 1	Meet with local property owners to begin process of acquisition for shared parking	Chalfont Borough		YEAR ONE: Months 3-12
Step 2	Meet with business owners to discuss parking strategies	Chalfont Borough	Chalfont Business Alliance	YEAR ONE: Months 3-12
Step 3	Include parking requirements within all zoning changes	Chalfont Borough	Planning Commission	YEAR ONE: Incorporate into zoning changes
Step 4	Prioritize first phase transportation improvements	Chalfont Borough	Implementation Team	YEAR ONE: Immediate; ongoing
Step 5	Discuss transportation improvements and TIP adjustments concurrently with meetings with county, regional, and state officials as described above for public realm improvements	Chalfont Borough	Bucks County, DVRPC, DCED, PennDOT	YEAR ONE: Concurrent with meetings for public realm improvements described above

6.3 Organize for Action

Recommendation: Clearly Define the Implementation Role of Borough Departments

Step One: Meet with all appropriate departments to discuss overall strategies and individual responsibilities for implementation

Recommendation: Strategically Prioritize Actions Using this Plan as a Guide

Step One: Determine first phase priorities based upon Revitalization and TOD Plan recommendations and other considerations, including availability of funding, land, and opportunities for partnerships

Step Two: Continually update priorities based on changing conditions and project successes

The Borough and the Implementation Team should meet at least annually to reassess priorities. These meetings should include a discussion of project completion to date, upcoming initiatives, budget constraints, funding needs, and any identified challenges.

Recommendation: Create a Borough Implementation Team

Step One: Establish Implementation Team and determine members

The Implementation Team should be appointed by the Office of the Mayor and/or Borough Council. The Implementation Team should be managed by a nine-member board made up of Borough business owners, property owners, representatives from community organizations, and leading professionals with experience in marketing, planning, architecture, engineering, land development, business, or related disciplines who will focus on guiding select implementation components of the Revitalization and TOD Plan to achieve both short- and long-term goals for redevelopment.

Step Two: Consider funding alternatives to support Implementation Team

Exploring funding options to support the Implementation Team and its branding, marketing, and other initiatives will provide early momentum towards successful revitalization. Funding opportunities should include fundraising and consideration for a TIF District to fund the Implementation Team's activities and priority projects.

Step Three: Ensure continued public engagement throughout the implementation of the Plan

The Implementation Team should establish a system of connections to enable collaboration between community associations, neighborhood-based groups, and Borough departments. This should include regularly soliciting feedback from residents and stakeholders and providing vehicles for information to keep the public apprised of all progress and new development.

6.4 Establish a Regulatory Environment and Land Use Program that Encourages Revitalization

Recommendation: Develop and Adopt an Official Map for the Borough

Step One: Formally accept the Plan by resolution

The Borough should formally accept the Revitalization and TOD Plan by resolution.

Step Two: Conduct surveys and prepare maps of proposed improvements

Using the Borough's Revitalization and TOD Plan and Comprehensive Plan as guides, the Borough officials, or appointed licensed surveyor, should conduct field surveys using a method sufficient to identify the location of property to be used for public use (e.g., streets, parks, stormwater management, etc.). For future acquisition, the Borough engineer/surveyor should work with the Borough solicitor to develop easement agreements that include the boundary descriptions by metes and bounds.

Step Three: Adoption of the official map

The Borough should adopt the official map as previously defined. This process includes:

- Drafting an ordinance describing the proposed map
- Providing the map and ordinance to the Chalfont Planning Commission for its review and comment
- Providing the map and ordinance to the Bucks County Planning Commission and adjacent municipalities for their review and comment
- Holding a public hearing to obtain public comment on the proposed official map
- Within 60 days of adoption by the Borough of Chalfont, submitting a copy of the official map to the Bucks County recorder of deeds for recording

Recommendation: Adopt Zoning Changes and Implement Incentives that Encourage Redevelopment Projects on Key Parcels in the Downtown Core

Funding: The Municipal Assistance Program (MAP)

Step One: Adopt official zoning changes to encourage redevelopment

In an effort to redevelop the key parcels in the Borough's core and catalyze revitalization with results, the consultant team recommends a series of alterations to the Borough's regulatory environment. Borough officials should review the recommendations and determine the appropriate implementation actions.

Step Two: Create incentives for redevelopment

To complement zoning adjustments, the Borough should offer attractive incentive packages to encourage private investment in downtown redevelopment projects. The Borough officials should review the recommendations and determine the appropriate implementation actions.

6.5 Create a Safe, Connected, and Active Public Realm

Recommendation: Implement Public Realm Safety Features, Amenities, and Mobility Enhancements

Funding: The Pennsylvania Infrastructure Program (PIB), the Keystone Communities Program (KCP), Tax Increment Financing (TIF), and the Redevelopment Assistance Capital Program (RACP).

Step One: Prioritize first phase public improvements

Initial public improvement projects should concentrate on areas that will provide the greatest impact on safety and quality of life, and that will encourage private investment in the downtown core.

Public improvements at the core of the Borough should be prioritized to establish the downtown as a walkable, vibrant, and attractive place to live, shop, and simply be. Recommended improvements include the following:

- Crosswalks at key intersections along Butler Avenue and Main Street
- Decorative paving at the intersection of Butler Avenue and Main Street and at the intersection of Main Street and Sunset Avenue near the SEPTA Station
- Addition of street trees, benches, and attractive lighting along Main Street and Butler Avenue in the Borough's core
- Wider sidewalks and curb bulb-outs in the downtown core
- Promotion of front yard uses to activate the public realm along Main Street north of Butler Avenue and South of the SEPTA Station

The area in and around the SEPTA Station presents several opportunities to jump-start the revitalization effort in the Borough's downtown. The SEPTA Station currently serves as a key asset and anchor to this area. By enhancing the public environment and providing additional amenities, the Borough can greatly enhance the rider experience while also generating additional foot traffic to this key anchor.

Recommended improvements would include the following:

- Crosswalks at key intersections of Main Street with Sunset Avenue and Main Street with Park Avenue
- Decorative paving at the intersection of Main Street and Sunset Avenue
- Addition of street trees, benches, and attractive lighting along Main Street and in front of the SEPTA Station along Sunset Avenue
- Addition of wayfinding elements to direct foot traffic to the SEPTA Station and from the station to downtown shops and restaurants

Funding may not be available to finance all of these improvements; the Borough should prioritize based upon available and secured funding and developer and community interest.

Step Two: Meet with Bucks County and DVRPC officials to discuss adjustments to the Transportation Improvement Program

While the FY 2013-2016 TIP includes funding for pedestrian improvements in Chalfont Borough, this program does not represent a commitment of funding nor does it necessarily authorize sufficient funding to complete all necessary improvements. Meetings with officials from Bucks County and the DVRPC should be conducted to have all priority projects added to the region's TIP. This will include assessing the true cost of all improvements and working to increase the funding available to the Borough.

Step Three: Meet with state and federal officials/agencies to discuss priority projects

Additional efforts to support improvements should include meetings with state and federal officials and agencies to discuss the priority enhancement projects. This will permit the officials/agencies to gain first-hand knowledge of these projects prior to the Borough applying for state and federal funds. The Borough should develop briefing booklets that highlight the following:

- Revitalization and TOD planning process
- Benefits and costs of priority projects
- Goals and objectives of the Borough

Step Four: Apply for state and federal funding

Using the Public Funding Matrix provided within this Plan, the Borough should continue to monitor state and federal agencies to determine the appropriate time to submit applications for funding. The Borough should develop a funding calendar that notes the programs and deadlines for submitting applications and should submit applications for funding, when appropriate.

Step Five: Consider creating a Tax Increment Financing District

To establish a TIF District, the Borough will need to collaborate with the Bucks County RDA. It is recommended that the Borough consider pursuing such a collaborative effort to begin the process of securing additional funding for priority public improvements. This process would proceed in the following manner:

- ***Step 5.1:*** Meet with the Bucks County RDA to discuss a potential TIF District
- ***Step 5.2:*** Make formal presentations to all school districts and municipalities that levy property taxes within the area of the proposed district
- ***Step 5.3:*** Meet with individual representatives of each school district and municipality to discuss the TIF District development plan, boundaries, any excluded parcels, amounts of tax increment, procedures for collection, and any other relevant matters
- ***Step 5.4:*** Bucks County RDA would submit recommended boundaries to the municipality creating the TIF District
- ***Step 5.5:*** Bucks County RDA would prepare a project plan for the TIF District and would submit to municipalities and school districts that levy property taxes within the proposed district
- ***Step 5.6:*** Chalfont Borough would hold at least one public hearing to allow for interested parties to comment on the proposed district

- **Step 5.7:** Chalfont Borough would adopt, not earlier than three weeks following the public hearing, a resolution or ordinance creating the TIF District
- **Step 5.8:** Any school districts or other municipalities that levy property taxes within the boundary of the TIF District would adopt an ordinance agreeing or not agreeing to participate in full or in part in the proposed TIF District

6.6 Leverage Assets and Create a Stronger Sense of Place

Recommendation: Reevaluate Property Maintenance Code And Enforcement

Step One: Continue careful enforcement of the Borough's historic ordinance

During the public engagement process, many stakeholders identified a strong desire to maintain the existing neighborhood and small town character. Chalfont Borough gains significant character from a number of historic buildings in the downtown. The protection of these historic resources is paramount and should be diligently enforced under the Borough's historic ordinance. Oversight by the Historic Architectural Review Board should continue and ensure historic appropriateness for all applicable projects recommended by this Plan.

Step Two: Reevaluate property maintenance enforcement and mitigate vacant and blighted properties

Many stakeholders indicated that the Borough is not currently doing enough to enforce the property maintenance ordinance and address vacant and blighted properties. As identified in this Plan, several key sites, including the Borough's eastern and western gateways, are currently hindered by vacant, unmaintained structures. These buildings provide visitor's with an inaccurate and unappealing first impression of the Borough's quality. To address this, it is recommended that the Borough review its authority to enforce the International Property Maintenance Code and take action as necessary. It is also recommended that the Borough include a guaranteed response time with each citizens filed complaint and perform educational outreach to inform residents of the nature of the code enforcement process. It should be noted that current planned development at the intersection of Butler Avenue and Bristol Road will eliminate the vacant eastern gateway uses.

Step Three: Work with Bucks County RDA and existing property owners to redevelop vacant or unmaintained sites

Unmaintained, vacant or deteriorating structures negatively impact property values, quality of life and can lead to increased community disinvestment. It is recommended that the Borough collaborate with the Bucks County RDA to seek funding and support for the redevelopment of unmaintained sites. Funding may be available through the Community Development Block Grant Program or through other County resources for acquiring and redeveloping vacant or unmaintained sites. The Borough should also work with existing property owners to identify any barriers to current maintenance or redevelopment and provide assistance to address these. As appropriate the Borough should assist property owners with securing funding for redevelopment or with identifying potential developers or buyers to acquire and redevelop the site.

Recommendation: Create And Promote A New Brand For The Borough

Interviews with stakeholders and public comments provided at the community meetings identified a public desire for a strong, cohesive community identity that preserves its character. A launch point for establishing a clear identity for the Borough is to implement a “brand” identity. While a brand includes a logo and descriptive tagline that appears regularly and uniformly on messages and advertisements to the public, it is far more than just a visual image and distinctive fonts. A brand considers, includes, and regularly evaluates experiences of residents, visitors, and businesses in the community, and additionally evaluates their expectations based on how they travel to and around town and how and where they live in the Borough.

This Plan recommends the creation and implementation of a coordinated branding strategy that builds on existing community character and leverages the favorable qualities and experiences that residents and businesses associate with Chalfont.

Step One: Develop a Borough brand

This Plan recommends the creation of a Chalfont Marketing & Special Events Committee (Marketing Committee) that is charged with identifying professional or gratis services to create a brand (i.e., logo, tagline, style guidelines). The Marketing Committee should include a blend of residents, businesses, and local government officials/staff. The Marketing Committee would constitute an initial focus group that would vet brand concepts, style guidance and parameters, and material development designed by a professional with graphics, marketing, and public relations expertise. The brand and prescriptive style guidance would become part of all marketing materials, would be used on the Borough’s website, and would appear on all Borough documents and letterhead. The brand will be a unique identity that will differentiate Chalfont from other locations in the region.

The Borough’s new logo should be representative of the message and experience to be conveyed to the target audiences: developers, current/future businesses, and current/future residents. When developing the Borough’s new logo, it should consider the following:

- People remember shapes and colors before text
- Simple designs translate more readily to promotional items and signage
- The logo must look good in black and white as well as in color.
- Scalability will be important. The logo will not always have the same size and shaped space. The logo will need to be used in both horizontal and vertical formats, and it should be clear and compelling regardless of its ultimate application size (e.g., billboard vs. newsprint ad).
- The accompanying tagline should be both descriptive and action oriented to create momentum and response.

The logo should use a consistent color palette and fonts that are easy to read and work well for a variety of purposes (e.g., newsprint, magazine, and billboards). The brand, partly manifested as a logo, should convey a theme and consistent emotion reflected among art/illustrations (e.g., whimsical, serious, artistic, etc.). A good brand is one that is consistently recognizable and evokes consumer reaction.

EXAMPLES OF COMMUNITY BRANDING



Source: NorthStar Destination Strategies

Step Two: Develop a Public Relations and Marketing Plan

With the assistance of a public relations (PR)/marketing professional and under the guidance of the Marketing Committee, this Plan recommends that the Borough develop a PR and Marketing Plan to promote the Borough. This PR and Marketing Plan would include the following specific elements:

- Media, cost, and budget (e.g., newspaper, magazines, billboards, brochures, cooperative advertising, broadcast, etc.)
- Web page augmentation/upgrade with links to social media outlets and regional organizations/entities, such as travel bureaus, transportation options (e.g., SEPTA, etc.), and Chambers of Commerce, among others
- Identification of target audiences and marketing pieces to be used (e.g., developers, residents, new business targets, visitors etc.)
- Advertising/Press release templates to create consistency with the brand
- Outreach to community organizations and editorial boards

The PR and Marketing Plan must include specific targets and metrics for success in terms that are definable, concrete, and measurable (e.g., number of attendees increased at events, number of click-thru actions on website, etc.).

Key themes and consistent approaches should revolve around the following:

- Historic character and small town charm
- Walkable downtown with significant amenities
- Leisure and recreational opportunities
- Transit access to Philadelphia and other regional destinations
- Access to key transportation corridors

Step Three: Program special events to showcase the Borough

Special events are used by many communities to showcase their downtowns and commercial corridors. The Borough, with the assistance of the Marketing Committee, should develop a special events calendar that draws visitors to the Borough throughout the year. This is a way to market the downtown and create excitement and enthusiasm among residents and regional visitors. New businesses will appreciate the investment by the community into an area they may be considering for either a new business venture or expansion; the events will greatly enhance the quality of life for downtown residents, as well as the community and region at large. Transportation options, traffic control, and parking will be key considerations.

Step Four: Electronic promotion of the downtown

Given that the Internet is used extensively by those seeking information about services and events offered in downtowns and throughout regional communities, including transportation options, it is important to callout the significance of electronic promotion. While a key component of a strategic marketing/PR plan, electronic marketing should include the following:

- Development of an attractive web page to promote the downtown
- Links to all partnering/stakeholder organizations
- Regularly monitored and refreshed information about events
- Advertising among downtown businesses; cooperative advertising packages are ideal for electronic promotions
- Social media outlets, such as Twitter, Facebook, and YouTube. These media outlets can be used to promote events, advertise, endorse downtown businesses, and provide transportation options/information. It is important to note, however, that social media needs to be updated frequently, particularly during “events seasons,” as stale information will cause viewers and “friends” to dismiss the sites as unreliable and dated.

Recommendation: Assist Homeowners with Funding and Technical Assistance for Maintenance, Repairs, and Improvements

Funding: The Keystone Communities Program (KCP).

Step One: Actively pursue funding for a façade improvement program

The Borough has already submitted a request for state funding to provide matching grants for façade improvements. The Borough should continue working with state officials to secure this important funding. The findings of this Plan, as well as community input and letters of support, should be leveraged to highlight the need for financial support.

Step Two: Conduct seminars and workshops on building and landscape improvements

The Borough should consider partnering with local businesses and contractors to conduct workshops and seminars that provide proactive home and business owners with the knowledge and skills to complete basic improvements. Workshops could include tool use and safety, property maintenance, horticulture and landscaping, as well as information on identifying potential deficiencies and safety concerns.

Step Three: Connect property owners with other funding sources

Connecting interested property owners with appropriate funding sources is also recommended. This can include working with local banks to provide affordable loans and suggesting state funding programs. For commercial properties, the Borough should provide information and guidance on accessing state and federal historic tax credits.

6.7 PROMOTE INFILL AND ADAPTIVE REUSE DEVELOPMENT OF PRIORITY SITES FOCUSED ON A MIXTURE OF USES

Recommendation: Encourage Redevelopment of Vacant and Underutilized Sites in the Downtown Core and Creation of Welcoming Gateways

Funding: The Business in Our Sites (BOS) Program, the Industrial Sites Reuse Program (ISRP), and the Redevelopment Assistance Capital Program (RACP).

Step One: Begin to acquire key parcels within the Borough as they become available

As property becomes available within the downtown, Chalfont Borough should acquire these properties in order to manage the development process and ensure desirable outcomes. The Borough should begin taking control of vacant or underutilized parcels as they become available. Land banking will create redevelopment and public-private partnership opportunities to support the Borough's goals and will assist with the creation of public infrastructure projects.

Step Two: Continue to hold discussions with property owners to redevelop/sell properties to the Borough and/or interested developers

The Borough will need to continue to actively engage property owners within the downtown. This includes encouraging property owners to relocate out of the downtown for those uses not envisioned within the Plan (e.g., abandoned, vacant, etc.).

Many property owners may not be willing to sell, but may be willing to enter into public-private partnerships with the Borough. The Borough should pursue such agreements and work on behalf of the private property owner(s) to attract developers to these sites.

Step Three: Develop a Request for Qualifications statement of interest to attract quality developers for those properties owned by the Borough

For properties currently owned by the Borough, and for properties where the Borough has entered into public-private partnership development agreements, it is recommended that RFQs be prepared and issued. The RFQs should include, but should not be limited to, the following:

- Key information about the Revitalization and TOD Plan
- Borough’s development concept for the site
- Financial incentives
- Method for responding
- Financial requirements

Step Four: Utilize incentives and funding opportunities to facilitate redevelopment

The Borough should highlight incentive packages and advantages of key redevelopment sites, including tax incentives, density bonuses, expedited permitting, as well as assistance with securing public funding for remediation, site improvements, and more. Through this process, downtown development sites will become more desirable for developers who will realize an increased return on investment and will be encouraged to develop properties in accordance with Borough goals.

Step Five: Work with developers and/or property owners of historic buildings to access historic tax credits

One of Chalfont’s key assets is its historic character and collection of historically significant buildings. Encouraging adaptive reuse of these buildings retains and highlights the Borough’s historic charm and can be used to anchor and catalyze the revitalization in its beginning stages. The Borough should work with developers of the buildings to access historic tax credits, as well as new market tax credits. These programs can assist with restoration of the buildings, while off-setting any additional costs related to historic rehabilitation. In addition, as deemed appropriate by the Borough, local historic incentives such as tax abatements for incremental improvements, can be utilized to further encourage the adaptive reuse of these buildings.

6.8 DEVELOP A MARKET-BASED BUSINESS RECRUITMENT AND RETENTION PLAN

Recommendation: Encourage Additional Retail and Recreation Amenities

The Borough should take a lead role in retail business recruitment, including identifying businesses and providing initial guidance and support for these newly created businesses.

Step One: Using the market assessment, identify a list of target commercial uses for the downtown

A target list of retail, recreation, and restaurant businesses should be identified based on company type and location. Based on the findings of the market study as well as local preferences, the Borough should use these targets to guide the recruitment effort.

Tools such as *Plain Vanilla Shell* can be used to identify new retailers. This site will provide the retailers' requirements for demographics such as population, age, and median income. This site will also provide the retailers' preference for location (e.g., strip mall, freestanding, downtowns, lifestyle, and power centers).

Limit certain retail types. The Borough should limit fast-food restaurants, dollar stores, and other bargain type retailers within the Borough. These types of retail/restaurants are typically the easiest to attract, but do not necessarily fit in the context of Chalfont's downtown and are not the best when the goal is to provide a development that is truly unique within the marketplace.

Limit retailers/restaurants that compete with existing businesses in the downtown. New businesses should not compete against existing businesses located in the downtown or in the adjacent neighborhoods. New businesses should complement existing businesses to provide greater variety and fulfill current unmet demand. A more diverse retail and restaurant mix will provide greater options to match resident preferences and price points and will add to regional drawing power.

Identify unique retail/restaurants for the Borough. The Borough should work with developers to identify boutique, niche retailers that currently do not exist within the downtown. The Borough should work to attract retailers that typically prefer a village type development pattern and reflect the preferences of existing residents. The Borough should also work with local entrepreneurs of existing or emerging businesses to find suitable space in the downtown.

Step Two: Utilize branding and marketing materials to attract businesses

The Borough, in collaboration with the Marketing Committee, should distribute marketing materials to the development and retail community that highlight the Borough as an attractive place to do business. Marketing efforts should clearly promote the downtown as a destination that is pedestrian-oriented, safe, and attractive, and which supports vibrant, prosperous businesses.

Step Three: Work with property owners and developers to actively recruit businesses to the downtown

The Borough must be strategic in its approach to attract new businesses and should refrain from recruiting all businesses just for the sake of bringing in new business. The Borough should educate the developers and property owners on the importance of not duplicating the types of businesses found in the downtown, but recruiting different types of businesses. The key to this Plan's success will be creating a place that will encourage new businesses and amenities. Efforts should be focused on strategically, and actively recruiting quality businesses to serve the unmet demand of Borough residents.

Step Four: Utilize existing incentives, properties, and funding opportunities to attract new businesses

Business recruitment efforts should focus on identifying the preferences and needs of target industries as well as any barriers to attracting them. The Borough should offer incentive packages that remove deterrents and encourage targeted businesses to locate in the downtown.

Step Five: Meet with realtors and site selection consultants to identify new businesses

Site selection consultants and realtors can provide industry knowledge to help the Borough understand emerging trends within specific industries, and can provide guidance on determining factors for business location decisions. Working with these industry professionals will allow the Borough to develop and implement a targeted strategy for recruiting new businesses and amenities.

The following chart provides examples of site selection consultants:

Name of Consultant	Contact Information	Services Provided
Herron Consulting	1101 Juniper Street, Suite 51 Atlanta, GA 30309 Phone: 404.815.7613	<ul style="list-style-type: none"> • Site Selection • Taxable/Nontaxable Incentives • Labor Force Analysis • Relocation Feasibility Analysis • Site Suitability Analysis • Offshore Strategy
Wadley Donovan Gutshall	981 US Highway 22 West, Suite 100 Bridgewater, NJ 08807 Phone: 908.864.5580	<ul style="list-style-type: none"> • Location Strategy • Relocation Feasibility • Location Selection • Labor Market • HR Mobility Consulting • Logistic Services • Incentives • Site Selection
KLG Advisors	104 Fifth Avenue, 20th Floor New York, NY 10011 Phone: 212.514.4600	<ul style="list-style-type: none"> • Location Strategy Development and Assessment • Location Selection • Site Selection • Investor Services

Recommendation: Support Small and Emerging Businesses

Although the recruiting of new businesses and creating new amenities is critical to revitalization, it will be equally important to develop programs that:

- Retain current businesses
- Allow for business expansion
- Assist small and emerging businesses

The Borough, in collaboration with the Implementation Team, should largely be responsible for this effort.

Step One: Work with the Bucks County Community College, Center for Business and Industry Training to provide training and technical assistance for interested local businesses



The Bucks County Community College, Center for Business and Industry Training provides consultation and educational programs for businesses looking to startup or expand. The Center for Workforce Development offers expert staff and tailored programs to build professional skills to help small businesses succeed. They offer free consultations and will work to identify missing skill-sets and develop strategies to address them. Specific programs include training for the following:

- Industry- and business-specific training
- Professional and personal development
- Project management
- ServSafe® for food professionals
- Small business management
- Technical writing

The Borough should collaborate with the Bucks County Community College to connect business owners with appropriate training and also to solicit expert staff to provide periodic training seminars and information sessions.

Step Two: Develop networking and marketing opportunities for local businesses

The Borough, in collaboration with the Marketing Committee, should include business events on the yearly calendar that include both mixers and informational seminars. These events create venues for community and regional networking and allow for existing businesses to share ideas and collaborate toward collective economic prosperity.

It is also recommended that the Borough work with local businesses to stay informed of all recent successes and developments. The Borough should maintain regular spotlight features on the website highlighting new and existing businesses.

Step Three: Conduct informational meetings with local businesses

It is important for the Borough to provide outreach to local businesses to inform them of funding opportunities at the local, county, and state levels. Businesses should be made aware of all existing and emerging financial support, including façade improvement programs, low-interest loans, county development programs, and state resources. Summaries of these programs should be included in an informational brochure distributed to existing businesses, as well those the Borough is actively recruiting.

Regular meetings with local businesses should also be utilized as opportunities to exchange information, discuss common issues, search for new initiatives, and explore the possibilities for making local government policies more business friendly.

6.9 Provide for Traffic Mitigation and Parking Solutions

Recommendation: Provide for Innovative and Practical Parking Solutions

Providing adequate parking for existing and new development will play a key role in revitalizing the downtown. The Borough should undertake a multi-staged process to begin addressing the parking needs of existing residents and businesses, as well as those of future developments.

Step One: Meet with local property owners to begin the process of acquisition for shared parking

To implement shared parking concepts, the Borough will need to work with existing property owners to secure ROWs and necessary land. This process should begin immediately and should include meeting with individual owners to discuss the shared parking concept and its many benefits. This process may take considerable time and should be patiently and considerately pursued. Inclusion of shared parking on the official map is also recommended to illustrate the shared parking application in the downtown.

Step Two: Meet with businesses to discuss parking strategies

The Borough should meet with downtown business owners to discuss parking strategies as outlined in this Plan. This will include opening up discussion on employee parking areas and most importantly, shared parking, and how this would benefit the community.

Step Three: Include parking requirements within all zoning changes

This Plan provides recommendations for incentivizing and encouraging mixed-use commercial growth in the downtown. The Borough should carefully review parking requirements and any parking-related incentives as part of a comprehensive regulatory review of the Borough Commercial Zoning District and the recommendations of this Plan. The Borough Council, Manager and Planning Commission should review all recommendations and amend language within the zoning ordinance as appropriate.

Step Four: Create wayfinding and signage

The creation of wayfinding and signage to direct shoppers, transit riders, and visitors to appropriate parking locations should be prioritized.

Step Five: Consider creating parking incentives and/or a Payment in Lieu of Parking Program

The Borough should consider the creation of a Payment in Lieu of Parking Program to allow private parties interested in redeveloping parcels in the downtown to pay into a program rather than create parking spaces. Funds from this program could be utilized to finance other parking strategies that more effectively resolve parking necessities. The Borough should also evaluate priority projects on an individual basis to determine if a reduced parking incentive may be appropriate to encourage investment.

Recommendation: Create Transit, Circulation, and Congestion Improvements***Step One: Prioritize first phase transportation improvements***

First phase improvements should concentrate on areas that will provide a greater impact and will encourage private investment and increase safety. Priority projects should include reducing curbcuts along Main Street and encouraging SEPTA ridership through parking strategies and pedestrian mobility enhancements.

Step Two: Meet with Bucks County and DVRPC officials to discuss including project on the Transportation Improvement Program

The Borough should meet with Bucks County and DVRPC officials to discuss priority projects and make additions to the region's TIP. This will enable the Borough to pursue federal funding for priority transportation projects.

Step Three: Meet with state and federal officials/agencies to discuss priority projects

The Borough should schedule and meet with state and federal officials and agencies to discuss the priority transportation projects. This will permit the officials/agencies to gain first-hand knowledge of these projects prior to the Borough applying for state and federal funds. Briefing booklets should be developed that highlight the following:

- The Revitalization and TOD planning process
- Benefits and costs of priority projects
- Goals and objectives of the Borough

Step Four: Apply for state and federal funding

Using the Public Funding Matrix provided within this report, the Borough should continue to monitor state and federal agencies to determine the appropriate time to submit applications for funding. The Borough should develop a funding calendar that notes the programs and respective deadlines and should submit applications for funding, when appropriate.

6.10 Public Funding Programs

The following are sources of state and federal funding that should be targeted to pay for infrastructure and public improvement projects:

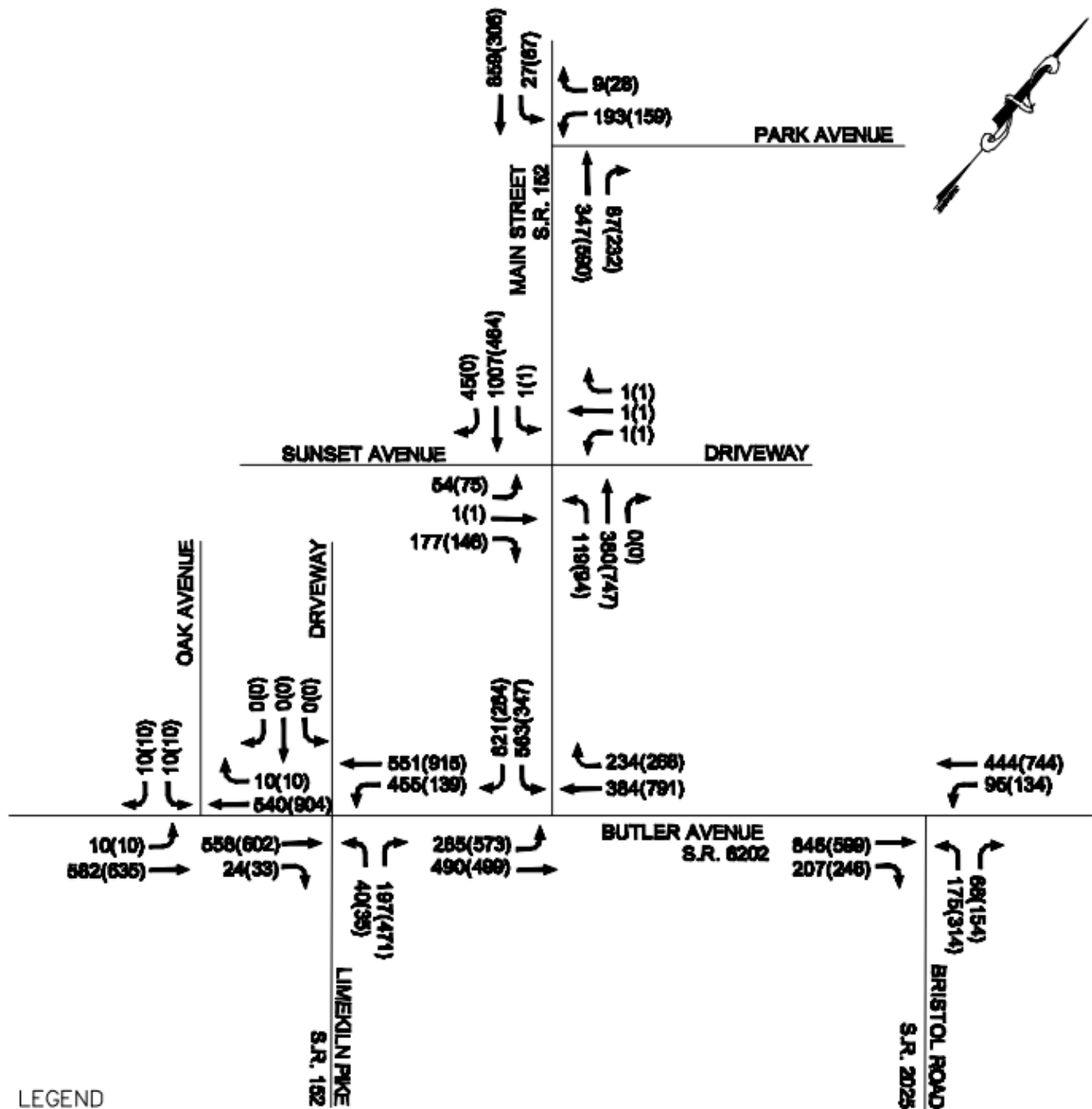
PUBLIC FUNDING MATRIX			
Funding Opportunity and Agency	Purpose	Type and Maximum Amount of Funding	Eligible Applicants
<p>Keystone Communities Program (KCP) PA DCED</p>	<p>The KCP is designed to encourage the growth and stability of neighborhoods and communities, social and economic diversity, and a strong and secure quality of life. Eligible uses include the following:</p> <ul style="list-style-type: none"> • The revitalization of a neighborhood, downtown, or specific location • Development of a housing project • Site improvements to support the new construction of housing units • Public improvements to support the rehabilitation of housing units • Street improvements, including streetscape improvements, water and sewer improvements, and infrastructure and structural improvements • Acquisition, provided there is evidence to support market values • The construction of public site improvements that provide direct benefit to other coordinated community improvement efforts • The rehabilitation or restoration of older or underutilized buildings for immediate reuse that will support other community development goals • The extension of service through public ROWs (i.e., paving or widening of access roads and upgrading water, sanitary, or storm sewers) • The demolition of a blighted structure (when a reuse plan has been adopted by the community for the cleared site and there is a commitment for private and/or public development) 	<p>Loans and grants. Grants typically do not exceed \$500,000.</p>	<p>Units of local government; redevelopment and/or housing authorities; nonprofit economic development organizations; nonprofit housing corporations; other nonprofit organizations; community development corporations; and business improvement districts, including neighborhood improvement districts, downtown improvement districts, and similar organizations incorporated as authorities.</p>
<p>Business in Our Sites (BOS) Program PA DCED</p>	<p>Established in 2004, the BOS Program is a \$300 million revolving loan fund that provides grants and low-interest loans to prepare strategic development sites for future use. Eligible uses include the following:</p> <p>(1) Planning Grants</p> <ul style="list-style-type: none"> • Feasibility studies • Geotechnical work • Environmental assessments • Engineering design and cost estimates • Impact analysis <p>(2) Construction Grants and Loans</p> <ul style="list-style-type: none"> • Property acquisition • Infrastructure • Site demolition and site preparation • Building rehabilitation • Environmental remediation • Engineering, design, and inspection • Signage, landscaping, and street lighting • Administrative costs 	<p>Planning grants for any one project cannot exceed \$250,000.</p> <p>There is no limit on loan size. The maximum loan term is 20 years at 2%-3% interest, depending upon the county's unemployment rate.</p>	<p>Municipalities, redevelopment authorities, municipal authorities, industrial development agencies, and private developers (construction loans only).</p>

<p>Tax Increment Financing (TIF) Guarantee Program</p> <p>PA DCED</p>	<p>Promotes and stimulates the general economic welfare of various regions and communities in the Commonwealth and assists in the development, redevelopment, and revitalization of brownfield and greenfield sites in accordance with the TIF Act. The program provides credit enhancement for TIF projects to improve market access and lower capital costs through the use of guarantees to issuers of bonds or other indebtedness.</p> <p>Infrastructure and environmental projects for industrial enterprises and retail establishments; infrastructure, environmental, and building projects for manufacturers, hospitals, convention centers, and associated hotels; utilization of abandoned or underutilized industrial, commercial, military, previously mined institutional sites, or buildings; or undeveloped sites planned and zoned for development in accordance with any existing comprehensive municipal plan.</p>	<p>Maximum guarantee amount per project is \$5 million.</p>	<p>All municipalities and their authorities, including boroughs, townships, towns, counties, and home rules that issue TIF bonds to fund local economic development projects.</p> <p>The local issuer of TIF bonds or the Commonwealth Financing Authority (CFA) may obtain a loan guarantee from the program to serve as a credit enhancement for a TIF bond issue, thereby allowing the bonds to be sold on more favorable terms.</p>
<p>Industrial Sites Reuse Program (ISRP)</p> <p>PA DCED</p>	<p>The ISRP offers grant and low-interest loan financing to perform environmental site assessment and remediation work at former industrial sites.</p> <p>Phase I, II, and III Environmental Assessments and remediation.</p>	<p>Terms of up to 15 years are available for remediation projects.</p> <p>A 25% match is required for grant and loan projects.</p> <p>Amount of \$1 million maximum. There is a rolling application deadline.</p> <p>The award will not exceed 75% of the total cost of the environmental assessment, or 75% of the remediation costs.</p>	<p>Local government entities, economic development agencies, and Companies involved in reuse of former industrial land.</p>
<p>Pennsylvania Infrastructure Bank (PIB)</p>	<p>Roadway improvements, bridge repairs and replacements, traffic signals and signage, traffic calming and pedestrian crossing improvements, Hometown Streets, and Safe Routes to Schools programs.</p>	<p>Low-interest loan. Interest rate is 1/2 of prime, which is currently at 1.625%.</p>	<p>Cities, townships, boroughs, counties, transportation authorities, economic development agencies, nonprofit organizations, and private corporations.</p>
<p>Redevelopment Assistance Capital Program (RACP)</p>	<p>Reimbursable funding for construction of economic development projects that generate substantial increase in economic activity or projects that have a significant cultural, historic, or civic significance.</p>	<p>Minimum of \$500,000.</p> <p>Maximum of \$5 million.</p> <p>\$125 million available in 2013. Two rounds of funding (\$62.5 million available in each round).</p>	<p>Counties, municipalities, and redevelopment authorities.</p> <p>Project must be listed in a Capital Budget authorization bill.</p>

<p>Governor’s Discretionary Economic Development Program</p>	<p>Funds come from the annual reserve from the state highway program funds. Funding is distributed at the discretion of the Governor and the Pennsylvania Secretary of Transportation for transportation improvements associated with statewide economic development opportunities.</p>	<p>Process involves support from State Senator/Representative and/or Pennsylvania Secretary of Transportation. Projects must be tied directly to economic development and job creation.</p>	<p>Chalfont Borough</p>
<p>Department of Conservation and Natural Resources (DCNR), Community Conservation Partnerships Program (C2P2)</p>	<p>Rehabilitation of existing park and recreation facilities, particularly through the incorporation of green principles; trail projects that close gaps in major statewide greenways and regionally significant trails; implementation of Rivers Conservation Plans, including enhancing water trails and improving public river access; planning to help park and recreation facilities become greener; and land conservation for critical habitat, key connectors, expansion of existing park and recreation areas, and the establishment of new community parks.</p>	<p>Most projects require a 50% match, which can include a combination of cash and/or noncash values. Land Acquisition Projects: Require a Self-Contained Land Appraisal report by a state-certified general real estate appraiser. Public access and use will also be required and must be defined.</p>	<p>County or municipal government, higher educational institution, other educational institution, nonprofit with 501(c)3 IRS status, and nonprofit with PA Bureau of Charitable Organizations status.</p>
<p>Greenways, Trails, and Recreation Program (GTRP)</p>	<p>Act 13 of 2012 establishes the Marcellus Legacy Fund and allocates funds to the CFA for planning, acquisition, development, rehabilitation, and repair of greenways, recreational trails, open space, parks, and beautification projects. Eligible uses include projects that involve development, rehabilitation, and improvements to public parks, recreation areas, greenways, trails, and river conservation.</p>	<p>Grants shall be awarded to eligible applicants for projects that do not exceed \$250,000. Most projects require a 50% local match of the total project cost.</p>	<p>Municipalities, councils of government, authorized organization, institution of higher education, watershed organization or for-profit businesses.</p>
<p>Municipal Assistance Program (MAP)</p>	<p>Provides funding to assist local governments to plan for and efficiently implement a variety of services and improvements, and soundly manage development with an emphasis on intergovernmental approaches. Funding is available for three groups of activities: shared services, community planning, and floodplain management. Use of Funds: Shared service activities</p> <ul style="list-style-type: none"> • Consolidating or regionalizing shared services • Boundary change studies • Shared personnel and hared equipment • New or expanded intergovernmental initiatives 	<p>Up to 50% of eligible costs.</p>	<p>Municipalities or a public or quasi-public body authorized to act on behalf of one or more municipalities.</p>

	<p>Community planning</p> <ul style="list-style-type: none"> • Comprehensive plans and parts thereof • Land use ordinances • Transit Revitalization Investment District planning studies and entrepreneurial/innovative plans that support community and economic development improvements with an emphasis on multi municipal plans <p>Floodplain management</p> <ul style="list-style-type: none"> • Reimbursement for costs of preparation, enactment, administration and enforcement of floodplain management regulations pursuant to the Flood Plain Management Act 		
Water Supply and Wastewater Infrastructure Program (PennWorks)	PennWorks is a program to ensure safe water supply and proper wastewater infrastructure, which is related to economic development.	<p>Grants: \$5 million maximum or 75% of the total eligible project costs (whichever is less).</p> <p>Loans: \$5 million maximum per project.</p>	Municipalities, industrial development corporations, municipal authorities, or investor-owned water or wastewater enterprise.
H2O PA – Water Supply, Sanitary Sewer, and Stormwater Projects	The H2O PA Act (Act) was established by the General Assembly in July 2008. The Act provides for single year or multiyear grants to municipalities or municipal authorities to assist with the construction of drinking water, sanitary sewer, and stormwater projects.	<p>Minimum of \$500,000 or more and a maximum of \$20 million for any project.</p> <p>Multiyear grants may not be given for a period of more than 6 years and shall not exceed a total of \$20 million for any project.</p>	Municipalities and municipal authorities.
FEDERAL FUNDING OPPORTUNITIES			
Rehabilitation Investment Tax Credit (RITC)	Costs associated with the rehabilitation of an historic building.	Varies – Minimum of \$5,000 with no maximum.	Owners and certain long-term leases of income-producing properties. To be eligible, applicants must pay federal taxes. Nonprofit entities may partner with for-profit entities to meet eligibility requirements.

APPENDIX A: Traffic Report Tables



LEGEND
AM(PM) TRAFFIC VOLUMES

FIGURE 1

2012 EXISTING TRAFFIC VOLUMES
CHALFONT BOROUGH REVITALIZATION & TRANSIT ORIENTED DEVELOPMENT
 CHALFONT BOROUGH, BUCKS COUNTY, PENNSYLVANIA



GILMORE & ASSOCIATES, INC.
ENGINEERING & CONSULTING SERVICES

65 EAST BUTLER AVENUE, SUITE 100, NEW BRITAIN, PA 18901-8105 • (215) 348-4330
www.gilmore-associates.com

JOB NO.: 2012-05006	DATE: 11/20/12	SCALE: NTS
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**Chalfont Borough Revitalization & Transit Oriented Development
Existing 2012 Levels of Service & Delay**

Intersection	Existing 2012	
	AM Peak Hour	PM Peak Hour
Butler Ave./S.R. 6202 & Oak Ave.		
Eastbound (Left, Right)	D (43.5)	D (44.4)
Northbound (Left, Thru)	F (114.3)	C (29.3)
Southbound (Thru, Right)	A (1.0)	A (3.0)
Intersection Overall:	E (59.5)	B (14.3)
Butler Ave./S.R. 6202 & Limekiln Pk./S.R. 152		
Eastbound (Left, Thru, Right)	A (0)	A (0)
Westbound (Left, Right)	C (26.0)	F (412.0)
WB Left	D (54.8)	D (48.0)
WB Right	C (20.3)	F (439.0)
Northbound (Thru, Right)	C (28.9)	A (4.7)
Southbound (Left, Thru)	D (54.3)	B (11.1)
SB Left	F (101.4)	A (9.4)
SB Thru	B (15.4)	B (11.3)
Intersection Overall:	D (42.5)	F (101.6)
Butler Ave./S.R. 6202 & Main St./S.R. 152		
Eastbound (Left, Right)	C (34.1)	D (52.7)
EB Left	E (57.6)	F (87.4)
EB Right	B (12.8)	A (7.2)
Northbound (Left, Thru)	C (29.9)	E (66.6)
NB Left	E (64.9)	F (113.5)
NB Thru	B (11.0)	B (12.7)
Southbound (Thru, Right)	F (141.0)	F (428.4)
Intersection Overall:	E (58.7)	F (203.3)
Butler Ave./S.R. 202 & Bristol Rd./ S.R. 2025		
Westbound (Left, Right)	D (42.5)	F (84.2)
Northbound (Thru, Right)	F (82.4)	F (88.6)
Southbound (Left, Thru)	F (94.4)	F (92.6)
SB Left	F (116.1)	F (264.9)
SB Thru	F (89.8)	E (61.5)
Intersection Overall:	F (80.7)	F (89.3)
Main St./S.R. 152 & Sunset Ave.		
Eastbound (Left, Thru, Right)	F (209.5)	B (11.7)
Westbound (Left, Thru, Right)	B (16.4)	D (54.9)
WB Left	B (17.7)	B (13.9)
WB Thru, Right	B (16.0)	E (60.1)
Northbound (Left, Thru, Right)	E (64.0)	E (66.6)
Southbound (Left, Thru, Right)	D (37.7)	D (36.0)
Intersection Overall:	F (136.4)	D (43.5)
Main St./S.R. 152 & Park Ave.		
Eastbound (Left, Thru)	F (116.8)	B (19.0)
EB Left	B (12.4)	D (36.3)
EB Thru	F (120.0)	B (15.3)
Westbound (Thru, Right)	E (68.6)	D (50.0)
Southbound (Left, Right)	E (79.1)	E (69.4)
Intersection Overall:	F (98.0)	D (44.3)

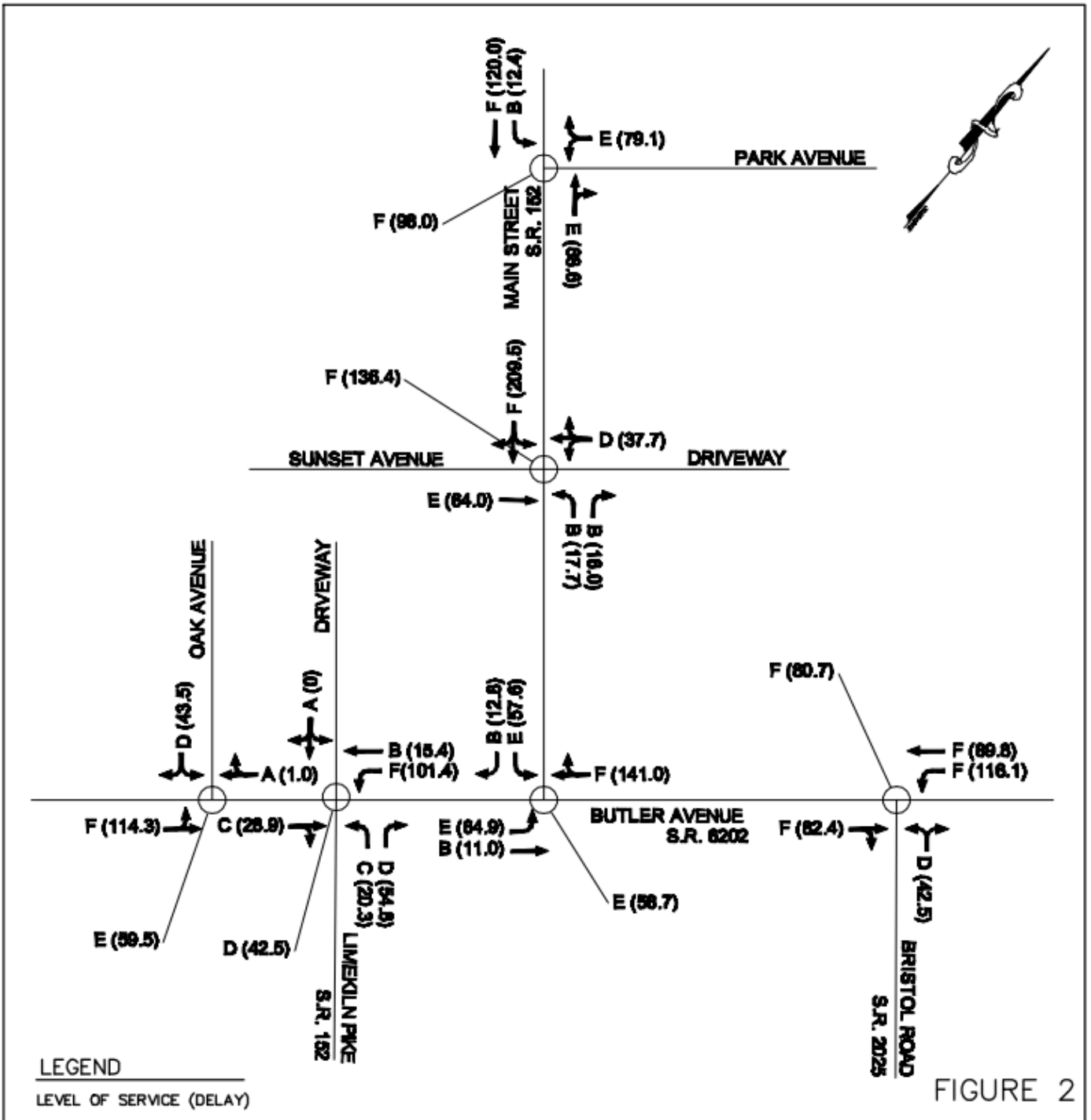


FIGURE 2

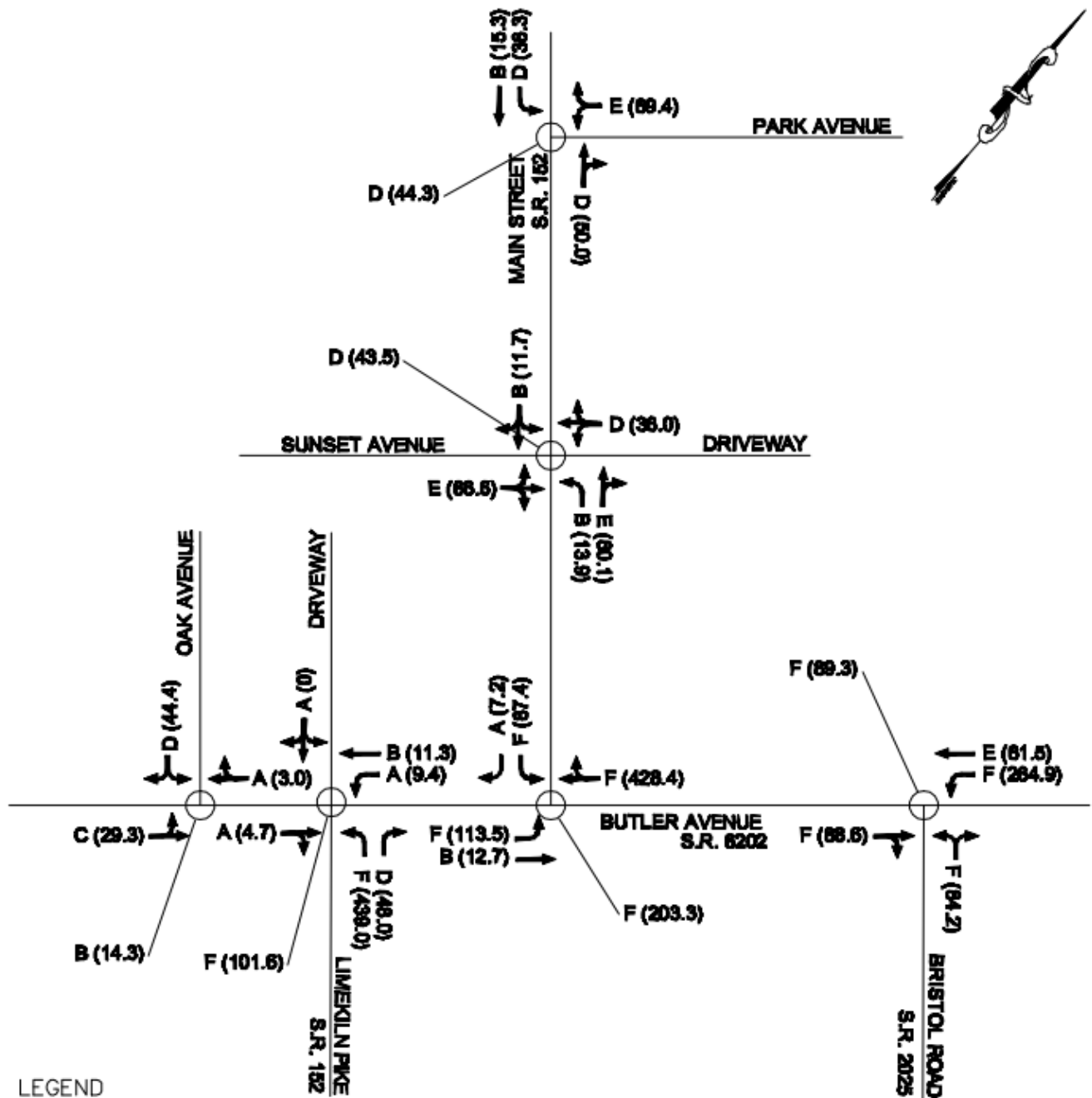
2012 EXISTING AM LEVELS OF SERVICE
CHALFONT BOROUGH REVITALIZATION & TRANSIT ORIENTED DEVELOPMENT
 CHALFONT BOROUGH, BUCKS COUNTY, PENNSYLVANIA



GILMORE & ASSOCIATES, INC.
ENGINEERING & CONSULTING SERVICES

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www.gilmore-associates.com

JOB NO.: 2012-05006	DATE: 11/20/12	SCALE: NTS
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LEGEND
LEVEL OF SERVICE (DELAY)

FIGURE 3

2012 EXISTING PM LEVELS OF SERVICE
*CHALFONT BOROUGH REVITALIZATION &
 TRANSIT ORIENTED DEVELOPMENT*
 CHALFONT BOROUGH, BUCKS COUNTY, PENNSYLVANIA



GILMORE & ASSOCIATES, INC.
ENGINEERING & CONSULTING SERVICES

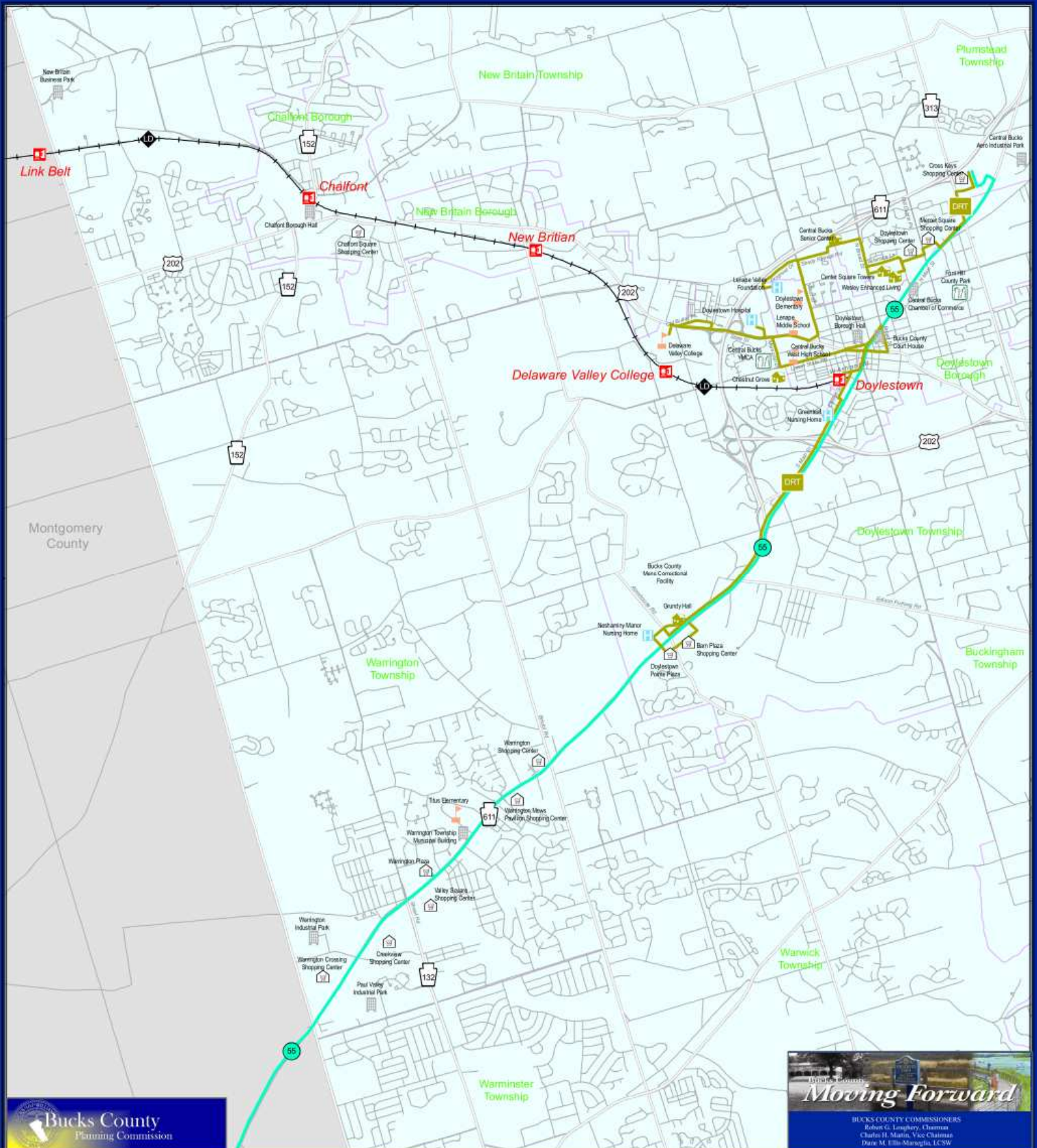
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JOB NO.: 2012-05006

DATE: 11/20/12

SCALE: NTS

Public Transportation Services Available in Central Bucks County



Bucks County
Planning Commission

Moving Forward

BUCKS COUNTY COMMISSIONERS
Robert G. Longberry, Chairman
Charles B. Marano, Vice Chairman
Diane M. Ellis-Morganella, LCSW

Major Destinations

- Business/Industrial Park
- Park/Recreation Area
- Shopping Center
- Hospital/Nursing Home
- Residential
- School
- SEPTA Train Stations
- Amtrak Train Station
- Park and Ride Lots

SEPTA
Southeastern Pennsylvania Transportation Authority

- Route 1 - Philadelphia Park/Paro Casino to Wissahickon Transfer Center
- Route 16 - Oxford Valley and Neshaminy Mills to Frankford Transportation Center
- Route 22 - Warrington and Willow Grove to Olney Transportation Center
- Route 24 - Southampton to Frankford Transportation Center
- Route 30 - Philadelphia Park/Paro Casino to Frankford Transportation Center
- Route 35 - Doylestown and Willow Grove to Olney Transportation Center
- Route 66 - Berwyn and Neshaminy Mills to Frankford Transportation Center
- Route 127 - Oxford Valley Mall to Trenton
- Route 128 - Neshaminy Mall to Oxford Valley Mall
- Route 129 - Oxford Valley Mall to Mount Pleasant
- Route 130 - Franklin Mills Mall to Bucks County Community College
- Route 132 - Montgomery Mall to York
- Route 133 - Mount Pleasant to Expressway 480 Industrial Park
- Route 150 - Plymouth Meeting Mall to Philadelphia Park/Paro Casino

WARRMISTER LINE - Viewersville station Philadelphia, Warrington and Philadelphia International Airport
WEST TRENTON LINE - West Trenton station Central Philadelphia and Drwyn
LAVISDALE/DOYLESTOWN - Lavistown/Doylestown to Central Philadelphia
TRENTON LINE - Chestnut Hill East and Trenton station Central Philadelphia with connecting service to New York City
Amtrak Northeast Corridor

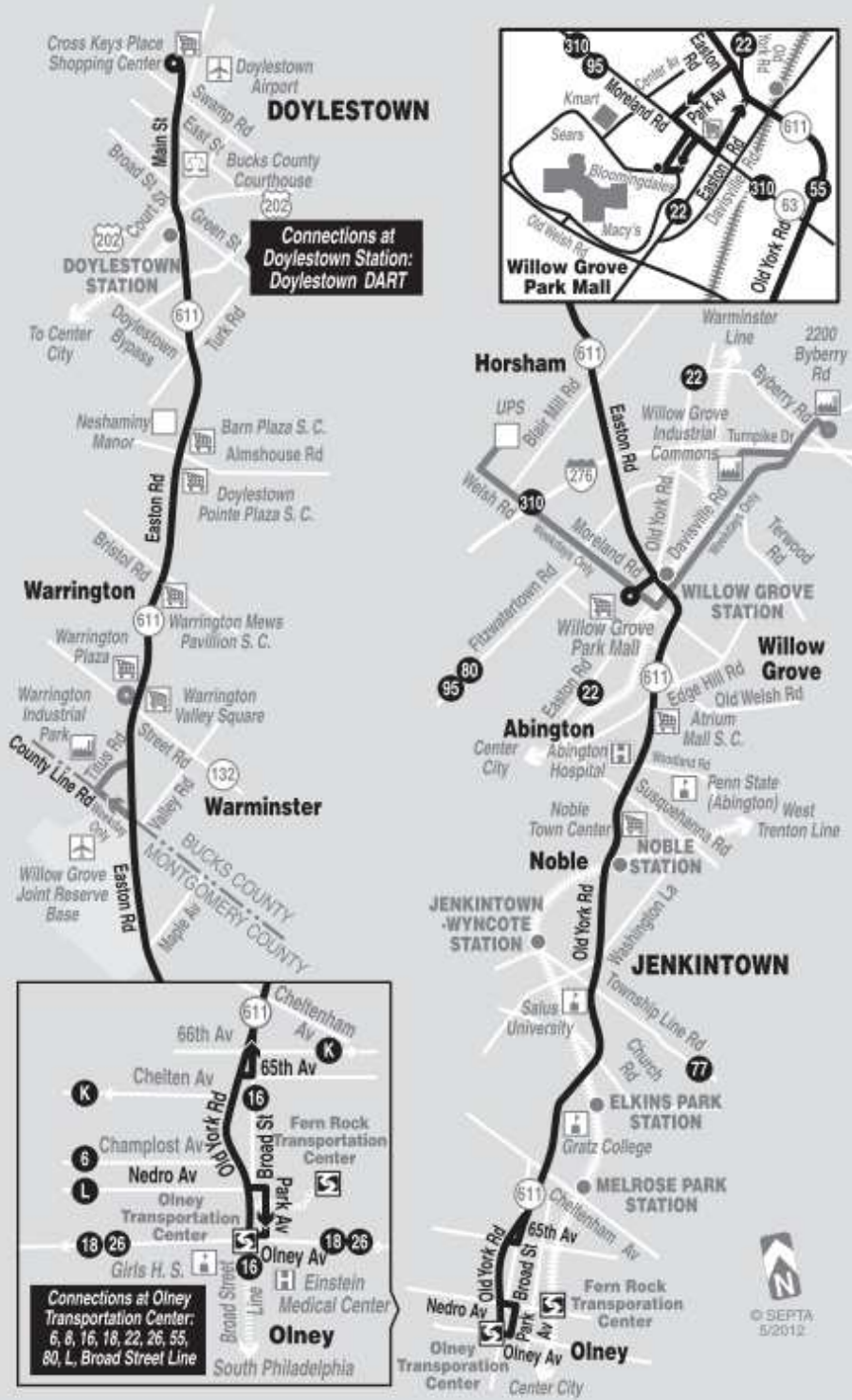
rushbus
Public Transportation by THA Bucks

- Bristol
- Richboro Warrminster
- Richboro Warrminster - Limited

BTC
Bucks County Transport, Inc.

Doylestown DART

Route 55



Northbound Schedule to Doylestown Train Station, Doylestown Hospital and Cross Keys

(Effective November 12, 2012)

Grundy Hall	8:30	9:42	11:09	1:35	2:44	4:13
Neshaminy Manor (Main Entrance)	8:36	9:47	11:12	1:39	2:49	4:28
Doylestown Pointe Shopping Center at Redner's	8:39	9:50	11:20	1:42	3:02	4:31
Barn Plaza Shopping Center at Marshalls	8:41	9:54	11:23	1:45	3:05	4:34
Doylestown Train Station (on Clinton Street)	8:48	10:05	11:30	1:52	3:12	4:41
*Bucks County Library, Michener/Mercer Museums	*	*	*	*	*	*
Bucks County Courthouse (Broad and Court Streets)	8:55	10:11	11:34	1:56	3:16	4:47
Main and State Streets at 15 West State Street	8:58	10:15	11:38	2:00	3:20	4:51
Central Bucks Family YMCA	9:07	10:22	11:42	2:04	3:24	4:57
Burpee Road and Old Butler Pike	9:13	10:27	11:47	2:09	3:29	4:59
Delaware Valley College (Welcome Center)	9:15	10:30	11:50	2:12	3:32	5:01
Doylestown Hospital (West Wing)	9:20	10:35	11:55	2:17	3:37	5:06
Doylestown Meadows	9:22	10:39	12:00	2:22	3:42	5:11
Lenape Valley Foundation	9:25	10:42	12:03	2:25	3:45	5:14
Central Bucks Senior Center	10:45	12:06	2:28	3:48
Center Square Towers	9:32	10:49	12:10	2:32	3:52	5:20
Wesley Enhanced Living (Skilled/PersonalCare Entrance)	9:35	10:52	12:13	2:35	3:55	5:24
Doylestown Shopping Center at Acme	9:38	10:55	12:16	2:38	3:58
Mercer Square Shopping Center at Weis Market	9:41	11:00	12:21	2:43	4:03
Cross Keys Shopping Center at CVS	9:47	11:06	12:27	2:49	4:09

*Only if Requested

Southbound Schedule to Doylestown Hospital, Doylestown Train Station and Neshaminy Manor

(Effective November 12, 2012)

Cross Keys Shopping Center at CVS	8:30	10:00	11:16	1:30	3:00	4:19
Mercer Square Shopping Center at Weis Market	8:35	10:05	11:21	1:35	3:05	4:24
Doylestown Shopping Center at Acme	8:39	10:10	11:25	1:39	3:09	4:28
Wesley Enhanced Living (Skilled/PersonalCare Entrance)	8:42	10:12	11:28	1:42	3:12	4:31
Center Square Towers	8:46	10:17	11:32	1:46	3:16	4:35
Central Bucks Senior Center	10:19	11:35	1:49	3:19
Lenape Valley Foundation	8:51	10:24	11:39	1:53	3:24	4:40
Doylestown Meadows	8:56	10:28	11:43	1:57	3:28	4:44
Doylestown Hospital (West Wing)	9:01	10:33	11:48	2:02	3:33	4:49
Burpee Road and Old Butler Pike	9:06	10:39	11:53	2:07	3:38	4:54
Delaware Valley College (Welcome Center)	9:09	10:43	11:57	2:11	3:42	4:58
Central Bucks Family YMCA	9:14	10:48	12:02	2:16	3:47	5:03
Bucks County Courthouse (Broad and Court Streets)	9:20	10:54	12:06	2:22	3:51	5:07
Main and Oakland Streets	9:23	10:57	12:09	2:25	3:54	5:10
*Bucks County Library, Michener/Mercer Museums	*	*	*	*	*	*
Doylestown Train Station (on Clinton Street)	9:26	10:58	12:12	2:28	3:57	5:13
Doylestown Pointe Shopping Center at Redner's	9:32	11:02	12:18	2:32	4:01	5:17
Barn Plaza Shopping Center at Marshalls	9:36	11:05	12:24	2:38	4:07	5:20
Grundy Hall	9:42	11:09	12:30	2:44	4:13	5:26
Neshaminy Manor (Main Entrance)	9:47	11:12	12:35	2:49	4:18	5:30

*Only if Requested

APPENDIX B: Public Engagement Summaries



Chalfont Borough Revitalization & TOD Plan

Workshop Results Summary

Key Themes

- Images with positive comments and votes are generally more urban and walkable in character than images that received negative comments and votes, which are more suburban in character.
- Participants show appreciation for:
 - Attractive landscaping
 - Streetscape details such as planters, decorative crosswalks, pavers, pedestrian lighting
 - Neighborhood feel
- Participants show a concern with maintenance.

High Levels of Agreement

The image dialogue dot voting results reflect a high degree of agreement about what people like vs. what they do not like. All of the highest rated images for any location received zero negative votes, while all of the lowest rated images received zero positive votes.

The written comments also reflect a high degree of agreement about what people like vs. what they do not like. There were very few specific elements that were viewed positively by some people but negatively by other people.

Images that received conflicting dot votes only received a few votes, which indicates that not very many people felt strongly about these images. The images with the most number of votes were images that received uniformly either positive or negative votes.

Areas of Disagreement or Uncertainty

Vision of Character: There is not a clear vision for the character of Chalfont or the character of different areas (Main Street, Butler Avenue, Train Station area). The images that received more positive votes and comments were generally more walkable and urban in character than the images that received more negative votes and comments, which were much more auto-oriented. However, many comments objected to higher densities and taller buildings. In addition, there is a high overlap between images that were rated highly for the different areas. The only clear distinction is that people chose higher density and more commercial images for the train station area. Images chosen for Main Street and Butler Avenue both reflected a mix of walkable urban “main street” character and walkable residential neighborhood character.

Density: Votes and comments related to density are somewhat confused. The images that received more positive votes and comments were much more dense (with attached buildings of two to three stories) than the images that received more negative votes and comments. However, many comments objected to higher densities and taller buildings, even buildings of just three stories.

On-Street Parking: The images with the highest ratings were uniformly images with buildings close to the street and on-street parking. Several comments noted that there is no on-street parking in Chalfont. It is not clear from the comments whether or not people like that restriction or think it should change. There does not seem to be a broad understanding of how different development patterns (walkable vs. Auto-oriented) work and what that means for parking.

Most Positive

The images below received the most positive (blue, yellow, and green) dots overall

	 Selected Positive Comments	 Selected Negative Comments
 <p><i>Pleasant, variety of storefronts, nice place to hang out.</i></p>	<ul style="list-style-type: none"> ✓ Trees! People! Awnings! Flowers! ✓ I like the brick pavers ✓ Decorative planters are nice ✓ Really nice shopping district ✓ Like storefront & landscaping but there is no parking in Chalfont ✓ A place where people want to go ✓ If only Chalfont could be a "mini" New Hope 	<ul style="list-style-type: none"> × Don't have space for this × Not realistic for us & seems foreign to what Chalfont is
	<ul style="list-style-type: none"> ✓ Nice small houses with porches ✓ Eclectic mix of styles ✓ Friendly looking environment ✓ Sidewalks = good ✓ Like landscaping ✓ This is what we want ✓ Yes – nice for Chalfont ✓ Nice neighborhood feel 	<ul style="list-style-type: none"> × Poorly maintained. Would be fine if more like Ridgewood, NJ × No more houses are necessary
	<ul style="list-style-type: none"> ✓ Water, seating, and flowers are good ✓ Pedestrian friendly ✓ Like the 1st floor ✓ Yes to outdoor areas, dining, parking, fountain ✓ Nice gathering place ✓ Could be nice in a <u>much smaller</u> version ✓ Like garden concept 	<ul style="list-style-type: none"> × Too tall × No! × I don't know if this is possible here × Building too high
	<ul style="list-style-type: none"> ✓ Really cute ✓ Good for train station ✓ Cute OK ✓ This could work. ✓ Like parking, dining, shopping ✓ Stroll – shop – eat ✓ Nice combination of retail & transit 	<ul style="list-style-type: none"> × Not Chalfont

Most Positive: Train Station Area

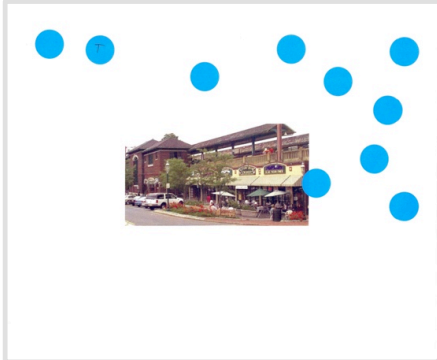
The images below received the most dots to indicate good for the train station area (blue)



Selected Positive Comments



Selected Negative Comments



- ✓ Really cute
- ✓ Good for train station
- ✓ Cute OK
- ✓ This could work.
- ✓ Like parking, dining, shopping
- ✓ Stroll – shop – eat
- ✓ Nice combination of retail & transit

- × Not Chalfont



- ✓ Water ,seating, and flowers are good
- ✓ Pedestrian friendly
- ✓ Like the 1st floor
- ✓ Yes to outdoor areas, dining, parking, fountain
- ✓ Nice gathering place
- ✓ Could be nice in a much smaller version
- ✓ Like garden concept

- × Too tall
- × No!
- × I don't know if this is possible here
- × Building too high



- ✓ Like the lamps, cute lights
- ✓ Open to the possibility, but not my first choice
- ✓ Classy
- ✓ Cafes would be good, but might not be suitable to compete with Doylestown

- × Very dark, very urban
- × Too dark
- × No street parking!



Most Positive: Main Street Area

The images below received the most dots to indicate good for the Main Street area (yellow)



Selected Positive Comments



Selected Negative Comments



- ✓ Nice small houses with porches
- ✓ Eclectic mix of styles
- ✓ Friendly looking environment
- ✓ Sidewalks = good
- ✓ Like landscaping
- ✓ This is what we want
- ✓ Yes – nice for Chalfont
- ✓ Nice neighborhood feel

- × Poorly maintained. Would be fine if more like Ridgewood, NJ
- × No more houses are necessary



- ✓ Trees! People! Awnings! Flowers!
- ✓ I like the brick pavers
- ✓ Decorative planters are nice
- ✓ Really nice shopping district
- ✓ Like storefront & landscaping but there is no parking in Chalfont
- ✓ A place where people want to go
- ✓ If only Chalfont could be a “mini” New Hope

- × Don't have space for this
- × Not realistic for us & seems foreign to what Chalfont is



- ✓ Interesting positive feel
- ✓ Like awning
- ✓ Pavers are nice if they're maintained
- ✓ Like buildings being close to roadway
- ✓ Nice for Chalfont downtown area
- ✓ Yes, yes, yes – streetscape, awnings, walkable mixed use
- ✓ Nice, welcoming, attractive

- × Looks more like Doylestown than Chalfont
- × No street parking!



- ✓ Water ,seating, and flowers are good
- ✓ Pedestrian friendly
- ✓ Like the 1st floor
- ✓ Yes to outdoor areas, dining, parking, fountain
- ✓ Nice gathering place
- ✓ Could be nice in a much smaller version
- ✓ Like garden concept

- × Too tall
- × No!
- × I don't know if this is possible here
- × Building too high

Most Positive: Butler Avenue Area

The images below received the most dots to indicate good for the Butler Avenue area (green)



Selected Positive Comments



Selected Negative Comments



- ✓ Trees! People! Awnings! Flowers!
- ✓ I like the brick pavers
- ✓ Decorative planters are nice
- ✓ Really nice shopping district
- ✓ Like storefront & landscaping but there is no parking in Chalfont
- ✓ A place where people want to go
- ✓ If only Chalfont could be a "mini" New Hope

- × Don't have space for this
- × Not realistic for us & seems foreign to what Chalfont is



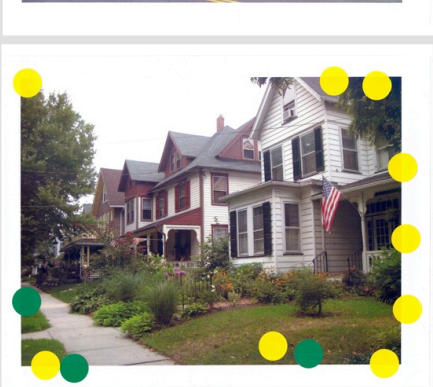
- ✓ Like it but they need more setback
- ✓ Looks nice
- ✓ Good parking
- ✓ Looks great but there can't be parking on 202
- ✓ Cute
- ✓ Walker friendly
- ✓ Street parking is good

- × No parking on street in Chalfont
- × When they build a big bypass or do away with cars we could try this in Chalfont
- × Yes for the style, but not feasible
- × Not clean
- × Not sure if Mom & Pop will draw people in – need compelling stores & restaurants



- ✓ It looks nice but I wouldn't want to live in old houses
- ✓ A dream picture of the potential – no overgrown trees or visible phone poles
- ✓ Cute
- ✓ Nice look for Chalfont
- ✓ Good sidewalks & lighting
- ✓ Looks like what we have

- × Must have alley parking



- ✓ Nice small houses with porches
- ✓ Eclectic mix of styles
- ✓ Friendly looking environment
- ✓ Sidewalks = good
- ✓ Like landscaping
- ✓ This is what we want
- ✓ Yes – nice for Chalfont
- ✓ Nice neighborhood feel

- × Poorly maintained. Would be fine if more like Ridgewood, NJ
- × No more houses are necessary

Most Negative

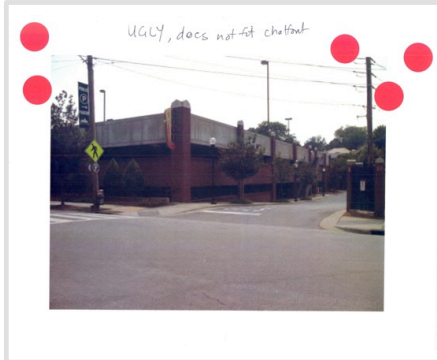
The images below received the most red (negative) dots



Selected Positive Comments



Selected Negative Comments



- ✓ Chalfont needs this structured parking
- ✓ Is there a need? Maybe out of sight behind church. Is this for residents or out-of-towners?
- ✓ Think about developing south of the tracks at Chalfont Station

- × Dark, ugly
- × Ugly & sad
- × Seedy & dingy
- × No, nope, not a good idea
- × Need parking but not this



- ✓ Yes for public parking
- ✓ Parking with fence ok

- × We don't need a big parking garage or hotel here
- × Boring gray architecture
- × Too many cars
- × Too New Jersey
- × Too urban
- × Too big for us
- × No hotel



- ✓ Love this on 202 or County Line Rd
- ✓ Retail development has potential

- × Utilitarian, not pretty
- × Too much red on all the signs
- × Too many cars
- × While we absolutely needs a reason to come to Chalfont, great care must be taken to not turn this into Warminster. So I do want shopping, but this picture turns me off
- × These stores do not look as good as I would like to see



No positive comments for this image.

- × Too many signs
- × Above ground utilities dominate view
- × No sidewalk
- × Looks like Butler now
- × Hate it! Hell no!
- × No conformity
- × Not Chalfont
- × Too commercial

Public Workshop #2 - Concept Sketch Feedback Summary

Summary Plate	Commercial Core	SEPTA/North Main St. - Altern. 1
<p>Like wide sidewalks-more user friendly</p> <p>Like drawing attention to pedestrian crossings</p> <p>Include bike too</p>	<p>Parking for train on other side of tracks (west side of Sunset Ave.)</p> <p>Like consolidated parking</p> <p>Open a farmer's market on Main St.- many farms in area; may be attracted to market; also local artisans</p> <p>Church-possibly local business "mini-mall" with restaurant, etc.</p> <p>Stock trout in creek (Krupp Park area)</p> <p>How much will work with real topography?</p> <p>Like consolidated parking; need to work on owners ASAP</p>	<p>Delaware Valley students in Brighton Place</p> <p>NBB now has large police force due to students</p> <p>Impact of drug rehab on community (see church)</p> <p>Church-turn into a dinner theatre</p> <p>Knock down old building at 152 and Park</p> <p>Concerned about disruption of graveyard and impact of traffic load on Chestnut</p> <p>Don't move the graves</p> <p>Consider modifying or upgrading existing Brighton Place to include some residential spaces</p>
SEPTA/North Main St. - Altern. 2	N. Main Street/Greenhouse Area	West Butler Ave
<p>Offices, corporate center (northeast corner of Chestnut and Park)</p> <p>Obstacle of redevelopment facing a cemetery-not good frontage (near intersection of Chestnut and Park)</p>	<p>Like the concept-hope zoning can be changed (northeast corner of Main and Westview)</p> <p>Plan for Mars and Harriet Culter (?) to move one day</p> <p>Parking on Westview-none!</p> <p>Greenhouses rezoned? Site will need access to Westview and 152</p> <p>Extend Hamilton to Park Ave.</p>	<p>We should connect pedestrian walkways up to the shopping center</p> <p>Hook into bike trails on parkway so they would come in and use amenities</p> <p>Are the two parks going to be connected? (Kelly Park, Twin Streams Park)</p> <p>Why not connect them under/around the new bridge?</p> <p>Stock trout in the creek at Twin Streams Park</p>

	Like paths through parks Bike racks in town	Like frontage aesthetic of [Picture 1]
East Butler Ave A	East Butler Ave B	East Butler Ave and Bristol Rd
<p>Plenty of large neighborhoods that can't easily access stores, restaurants by foot, bike, strollers along Butler Pk.</p> <p>Clean up and develop existing eyesores-not major redevelopment; too many storefronts vacant in existing shopping centers</p> <p>To encourage walking we need to cross Butler Ave. safely</p>	<p>Improve frontage and orientation of strip shopping</p> <p>Fitness Center</p> <p>Community/senior center (south side of Butler Ave.)</p>	<p>Deal with Bristol Rd. extension, Park intersection, and Park to 152</p> <p>Build the Bristol Rd extension fill in the swamp (?)</p> <p>Do not build the Bristol Rd. extension, keep the woods</p> <p>Ambitious idea but good spot-used to be a train station (northwest section of Bristol and Butler)</p> <p>No apartments</p> <p>Need long line up for gas redemption day-get WAWA instead</p> <p>Apartments are not a good fit; townhouses yes (northeast corner of Bristol and Butler)</p> <p>Zoning? Fire trucks, snow removal, traffic, taxes, gas tanks?</p> <p>Better use (than apts)-townhomes, senior homes</p> <p>Make Moyer safer for kids (speed bumps); people cut through, drive fast</p> <p>Make buildings here look more historic rather than contemporary (Picture 1 too contemp.)</p> <p>Smaller scale-much more character than Valley Square</p>

		<p>Picture 2-too much, very unattractive!</p> <p>Apartments-no</p> <p>Extra traffic in a school neighborhood- lots of kids walking</p> <p>Good use of area southeast of Bristol and Butler</p> <p>Good use of area (SE of Bristol and Butler) as long as there are no apartments/residential units</p> <p>Larger building should not be built (large T-shaped building southeast of Bristol and Butler; keep it open</p> <p>No on apartments, yes to commercial</p> <p>Movie theater, corporate offices</p> <p>Stores on Bristol/Butler yes, no to apartments</p> <p>Locate buildings towards street frontage and parking in back as shown in pictures</p>
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Chalfont Borough Revitalization & TOD Plan

Stakeholder Summary

Hurley Franks & Associates, a sub-consultant to Delta Development, completed stakeholder outreach in November 2012 to gather information for the Chalfont Borough Revitalization & TOD Plan. To identify potential stakeholders to participate in the interview process, HFA facilitated a stakeholder identification brainstorming exercise with the project's Business Revitalization Committee. HFA also attended the Chalfont New Britain Business Alliance's monthly meeting in October 2012 to introduce the project, and encourage participation in our outreach process. The purpose of meeting with key stakeholders was to get a better understanding of outstanding issues and concerns, identify ideas for development around the Chalfont Train Station and business corridors, and explain the project's timeline and intent.

In total, HFA completed seven stakeholder interviews and facilitated one business focus group.

Participants were asked general questions about Chalfont, and HFA encouraged participants to discuss issues that they felt were most important to convey back to the project team. Below is a summary of issues and concerns voiced during the outreach process, categorized by areas of agreement and areas of disagreement. Recommendations for improvements were also brought up by some stakeholders, which are outlined below.

AREAS OF AGREEMENT

- Chalfont is a cute town, centrally located to a variety of destinations. It is a safe community with good schools.
- Chalfont is struggling with how to implement redevelopment and the community is often described as vacant or underutilized.
- All entrances into Chalfont are not attractive.
- The burned out Car Wash is an eyesore that is hindering the redevelopment of Chalfont.
 - The Car Wash is at a key intersection, and its appearance is not welcoming.
- People understand that the vacancy offers great potential to make a meaningful impact.
- Chalfont looks "dirty". It could really use some cleaning / sprucing up.
- Abandoned/vacant buildings are eyesores on the community to both residents and visitors.
- In the past, Chalfont had a very "anti-development" attitude, and the community still feels those repercussions.

- People like the “historic charm” of Chalfont, but Chalfont’s designation as a historic district is often thought of as a deterrent to developers and potential property owners. People are not clear about what the designation really means and the tools that are available for historic property development. There is very little marketing or support around the historic district, so the designation is not seen as an asset to Chalfont residents.
- People in the region do not know where Chalfont is located. It is a community that is often described as “close to Doylestown” or “close to Montgomeryville”. It is not able to stand on its own identity.
- It has been historically difficult to engage residents in the planning/visioning process; however, at the same time, people often complain that decisions are being made by only a few people.
- One of the biggest complaints heard about Chalfont is heavy traffic. Both Main Street and Butler Avenue experience rush hour delays.
- Many people feel Chalfont is unfriendly to new and existing businesses. The permitting and zoning codes are difficult to decipher and it is generally an unfriendly environment to start a business.
- Residents want something to do in Chalfont.
 - A more diverse retail environment is needed and family friendly activities.
 - Residents would like more restaurants in Chalfont. Borghi’s is a nice place for a special occasion, but there needs to be more options for families.
- Property maintenance is not enforced.
- Absentee landlords are an issue in Chalfont.
- People are intrigued by the idea of “shared parking”.
- Zoning changes may be needed in order to allow more entertainment venues (like pubs), which are attractive to younger professionals.
- This plan will be successful if there are short term recommendations that can be easily accomplished, which will build momentum to support more long term recommendations.
- There are too many curb cuts along N. Main Street.
- There is often conflict between business signage and historic district regulations.
- Residents want a more vibrant downtown and understand there needs to be more pedestrian traffic; however, Chalfont should not become the next Doylestown.
- Many people mentioned revisiting the Bristol Road extension and determining if it is now time to implement.
- There needs to be safer pedestrian crossings of 202.

AREAS OF DISAGREEMENT

- Residents disagree about whether the SEPTA train station is an asset to the community.

- Some do not want development to focus around the train station, and others see it as a natural location for more density.
- Some people believe a business will not survive when located near a train station, and others see certain businesses thriving with close proximity to commuters.
- Some people want to figure out a way to make Chalfont a destination to bring people from other areas to Chalfont via the train, while others see the train station as a great way to connect Chalfont residents to regional destinations along the train line.
- Sidewalks are needed; however, people are not in agreement of where they should be implemented. Some think 202 is the most critical and others think N. Main Street and making connections to the parks is the most important.
- People agree that parking is an issue in Chalfont; however, there is no clear parking solution(s) to champion. People are not in agreement on how to solve the parking issue.
- There is disagreement about whether more residential land use is needed along 202.
- Some people want to have a place closer to get affordable gas; however, others do not think a gas station is the best way to redevelop a property.
- There are differing opinions about whether the existing on-street overnight parking ban is needed. Some think it keeps the community safe, while others think it is a deterrent to development.

IMPROVEMENT IDEAS

- Educate residents about how to ride the SEPTA train and publishing train schedule is needed.
- Develop a marketing campaign about the town's assets:
 - The campaign needs to highlight how Chalfont is a place to LIVE, WORK, and SHOP. It needs to be community oriented.
- Engage absentee landlords / property owners.
- Educate residents about sidewalk plans to overcome the perception that segments are being installed haphazardly and with no connections.
- Develop a program that better educates residents and property owners about HARB.
- Identify key buildings within Historic District with special markers.
- Highlight grant awards on the Borough's website.
- Develop more programs to unify the community, such as the fall scarecrow displays.
- Provide links to download plans drafted for Chalfont and include a short executive summary of recommendations identified in each plan.