Media Borough

Comprehensive Plan

Delaware County, Pennsylvania

2015

Media Borough Comprehensive Plan

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EVERYBODY'S HOME

Introduction

1.1 Regional Context

Media Borough, a municipality of approximately three-quarters of a square mile, is located at the center of Delaware County and has served as the County seat since the time of its establishment in 1850. The Borough shares borders with Upper Providence and Nether Providence Townships, though it is located within three miles of several other municipalities, including Middletown, Marple and Springfield Townships, and Rose Valley and Swarthmore Boroughs. The Borough is approximately 20 miles from Center City Philadelphia and Wilmington, Delaware by motor vehicle.

Media is connected to its neighboring municipalities, Delaware County, the Philadelphia region and beyond through an extensive transportation network. Interstates 95 and 476 ("The Blue Route"), as well as U.S. Route 1 and Baltimore Pike serve residents and visitors for local and regional trips. Additionally, the Borough has some of the best access to public transit in the region, with proximity to SEPTA Regional Rail, bus lines, and the 101 trolley that bisects State Street en route to the 69th Street Transportation Center.

The Borough is defined by the distinct character of its residential and business districts. Walkable neighborhoods, a variety of shopping and dining options and an employment base in the public, private and nonprofit sectors make Media virtually a self-

sufficient community, and it is this bustling, small-town atmosphere that attracts visitors from across the region to the business district.

Delaware County Courthouse.

The economy of the Borough is buoyed by a wide range of government, professional and service sector jobs, with an employment count that may be twice as large as the number of Borough residents. The role of Media as the county seat in Delaware County helps the Borough maintain a significant daytime population of workers and visitors, served by the multitude of retail shops, services and dining establishments located along Baltimore Avenue and State Street in the central business district. This mix of businesses separates Media's economy from other neighboring municipalities. Community events such as "Dining Under the Stars" a weekly restaurant event, attract area residents to the downtown of Media on summer nights and weekends.

MAP 1-1
REGIONAL CONTEXT

Additionally, other events, theater and diverse culture encourage the involvement and engagement of the greater Media community. Numerous Borough-sponsored and nonprofit organizations and committees coordinate Borough events and initiatives, including numerous types of art festivals, Fair Trade practices (Media is the first "Fair Trade" town in the U.S.) and sustainable living. Media's inclusive appeal as "Everybody's Hometown," and its high level of civic engagement attracts residents from neighboring communities to become involved in local organizations and events.

1.2 Why Plan?

The need for planning in Media is clear as the Borough adjusts to increasing development in its commercial zoning districts,

manages the current demand for residential housing, and responds to the needs of its flourishing community. The Borough's fully developed condition further justifies the need for careful utilization of its existing resources to ensure that growth is mutually beneficial to residents, business owners and municipal operations. The Borough must consider where future growth should be directed, where adjustments to policy or incentives are needed to ensure viability, and develop a specific plan to make the needed regulatory changes and infrastructure improvements. This Comprehensive Plan recommends a course of actions to help the Borough achieve its growth goals.

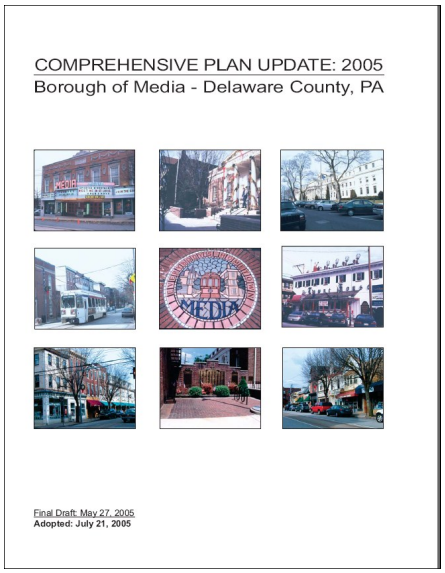
Dining Under the Stars.

Media's heritage as a center for government and community has remained important since its founding in the 19th century. In addition to serving as the county seat, Media is a cultural and commercial center for surrounding homogenous suburban communities. Media's high quality of life is in part due to great transportation access, walkability, highly-ranked public schools, vibrant restaurants and unique retail opportunities. Unwanted byproducts of some of this success include reduced housing affordability, loss of diversity and increased roadway congestion. These facts are challenging Borough officials and residents to rethink what they want the Borough to be in the next 20 years.

Entry sign on Providence Road.

The Borough's small town character will continue to evolve as underutilized land is developed and existing structures are repurposed or upgraded. Other more subtle but equally important changes will also be felt including a shifting community identity, impacts on community services, and rises in the cost of living. As these changes occur, the values and desires of Borough residents may alter over time.

The Borough's previous Comprehensive Plan was completed in 2005 and included many recommendations to preserve the character and distinctiveness of its neighborhoods. Since then, the Borough has implemented a TND overlay zoning district on Baltimore Avenue, developed an innovative series of community events, carefully studied parking needs and supported the reconstruction plans of the Media-Upper Providence Free Library planned for 2015-2016. Although Media Borough weathered the "Great Recession" better than some other communities, the economic downturn slowed the rate of development and allowed the Borough to take a "collective breath" and reassess its goals in light of the new economic climate.

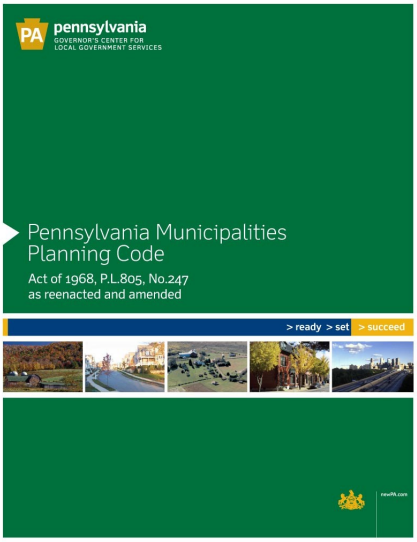

COMPREHENSIVE PLAN UPDATE: 2005
Borough of Media - Delaware County, PA

Final Draft: May 27, 2005
Adopted: July 21, 2005

This plan update focuses on the changing values of Media's community and the articulation of those values into growth management and community goals. Some of the strongest viewpoints voiced during the preparation of this plan are related to the creation and enhancement of diverse business opportunities; directing growth to areas with public transportation; increasing opportunities for arts and culture; and marketing the identity of the Borough. Residents are also concerned about maintaining socioeconomic and ethnic diversity and improving pedestrian and bicycle access and safety. This plan provides a vision that reflects these values, documents current conditions and provides goals, recommendations, and an action plan for managing growth while enhancing the community's quality of life.

1.3 Legal Authority

A Comprehensive Plan is a long-range planning tool used to guide the future growth and development of a municipality. It



expresses a community's vision and goals for the future, sets forth strategies and recommendations to achieve that vision and provides a plan for implementation. Comprehensive plans address land use, how the movement of people and goods should take place, how housing should be provided and maintained, how the community should provide services to its citizens, and how the community should interact with neighboring communities. This plan, once adopted by Media Borough, will serve as a guide for Council's future decisions concerning development and redevelopment, as well as a guide for implementing ordinances and community programs.

The Pennsylvania Municipalities Code (MPC) requires comprehensive plans to include a statement of the community's future development goals and objectives. Plans in Pennsylvania are advisory and are designed to act as guides for future policies, decisions and implementing actions. The adoption of this plan will require the Borough Planning Commission to review certain proposed actions related to planning and development in Media for consistency with the plan. These proposed actions are listed in the Implementation section of this plan. However, as the plan is only an advisory document, no action or proposed action of the Borough Council may be declared invalid, or challenged or appealed on the grounds that it might be inconsistent with any provisions of the Plan.

1.4 Community Guidance

The findings and recommendations presented in the Media Comprehensive Plan were developed by the community and led by a dedicated Steering Committee of eleven Borough residents and business owners and seven Borough officials who met nine

times over the course of the planning process. Their efforts were guided by the comments from public, business and focus group meetings as well as countless conversations with neighbors and fellow community members.

In addition to the Committee meetings, four focus groups and three public feedback meetings were held during the course of the Comprehensive Plan process. Meeting dates are indicated on the project schedule sidebar on page 6, with additional meeting materials included in Appendix of this Plan.

Public and Committee Meetings

The project Steering Committee was comprised of interested residents, business owners, and Borough representatives. Their role in developing this plan cannot be underestimated nor can the importance of their role in implementing its recommendations.

The public and Committee meetings were structured to methodically analyze each component of the Comprehensive Plan. Throughout each of the meetings, thoughts on goals, facts and concepts are discussed as a basis to informing the priorities and the scope of the Comprehensive Plan.

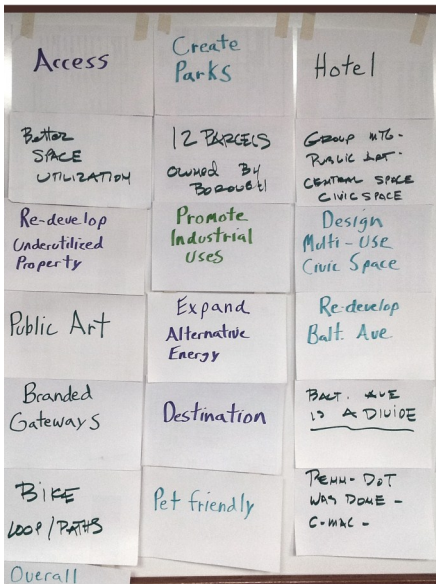
Focus Groups

As a supplement to public and Committee meetings, focus groups were held to gain insight on three broad topics. Each focus group was comprised of various organizations who provided invaluable comments, opinions and suggestions on series of questions on their topics. During the meetings, all goals, facts, and concepts, were recorded and displayed via note cards in the meeting room.

The first focus group concentrated on business growth opportunities and constraints as well as housing and real estate.

Project Schedule:

Jan 8 , 2013	**Kick off meeting** *Kick off and brainstorming*
Feb 5, 2013	**Committee Mtg# 1** *Goals and objectives*
Mar 5, 2013	**Committee Mtg # 2** *Housing & employment*
Mar 28, 2013	**Focus Group # 1** *Business growth*
April 2, 2013	**Committee Mtg # 3** *Transportation*
April 10, 2013	**Public Meeting # 1** *Existing conditions*
April 24, 2013	**Focus Group # 2** *Transportation & technology*
May 7 , 2013	**Committee Mtg # 4** *Land use & energy*
May 29, 2013	**Focus Group # 3** *Beautification*
June 4, 2013	**Committee Mtg # 5** *Community facilities*
July 12, 2013	**Business Owners Meeting # 1** *Business growth*
Aug 6, 2013	**Committee Mtg # 6** *Natural & historic resources*
Sept 3, 2013	**Committee Mtg # 7** *Review recommendations*
Jan 14, 2014	**Public Meeting #2** *Initial Ideas / Direction*
June 5, 2014	**Committee Mtg #8** *Review recommendations*
July 17, 2014	**Committee Mtg #9** *Review recommendations*



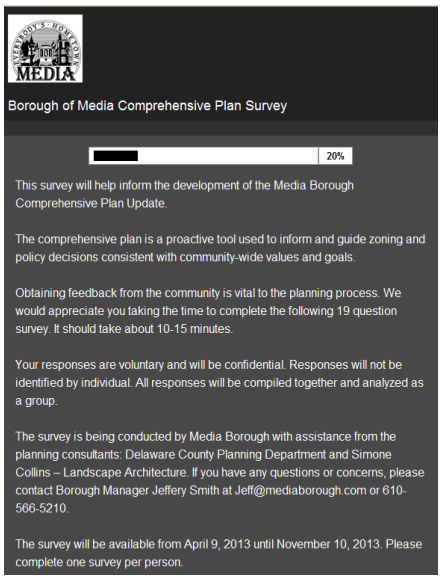
Cards were used to record the ideas of meeting attendees.

The following organizations were asked to participate and give comments, opinions and suggestions:

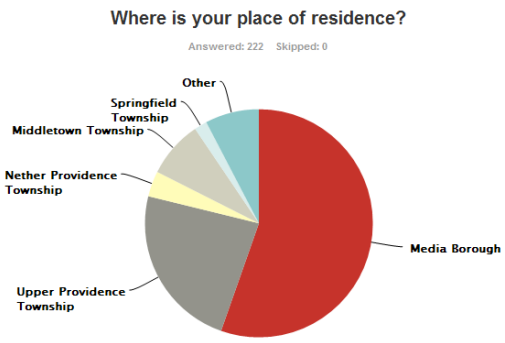
- Borough Council
- Comprehensive Plan Steering Committee
- Planning Commission
- Media Business Authority
- Rose Tree Media School District
- Media Fellowship House
- Fair Trade
- Media Real Estate, Inc.
- Farmers Market
- National Association for the Advancement of Colored People (NAACP)
- Transition Town Media
- Local Architects
- Borough Staff

The second focus group analyzed and expanded upon topics such as transportation, technology and energy conservation. The following organizations were asked to participate and give comments, opinions and suggestions:

- Borough Council
- Comprehensive Plan Steering Committee
- Delaware County Transportation Planning
- Planning Commission
- Environmental Advisory Council (EAC)
- Delaware County Transportation Management Association (TMA)
- Southeastern Pennsylvania Transportation Authority (SEPTA)
- Delaware County Institute of Science

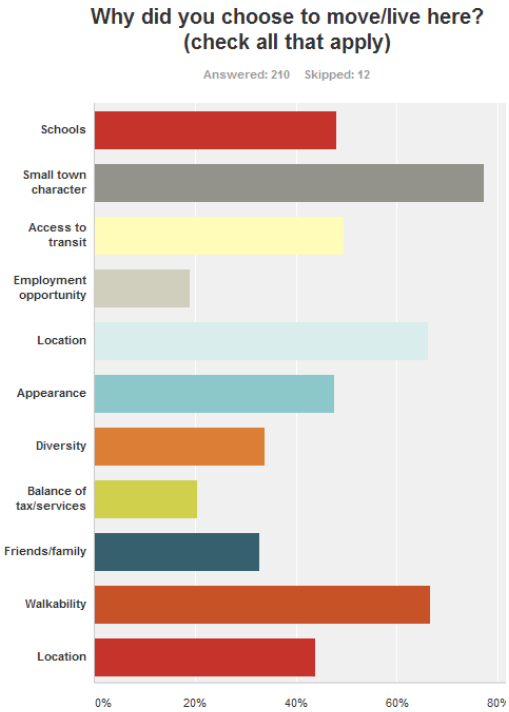


- Transition Town Media
- Technology Committee
- Media/Upper Providence Free Library
- Media Arts Council



The third focus group divided the topic of beautification into culture, events, architecture, greening and streetscape. The following organizations were asked to participate and give comments, opinions and suggestions:

- Borough Council
- Comprehensive Plan Steering Committee
- Planning Commission
- Historic Architectural Review Board (HARB)
- Shade Tree Commission
- Recreation Board
- Media Theatre
- Media Youth Center
- Local Architects
- Media Arts Council
- Media Ministerium
- Transition Town Media
- Borough Staff



Business Owner Meeting

This meeting invited local entrepreneurs and Borough officials, including Media's Mayor Bob McMahon to participate and give comments, opinions and suggestions on their goals for businesses, organizations and Media as a whole.

Public Internet Survey

Citizens of the Media area were asked to participate in an internet

Parking at Media Station.

survey to gauge their vision for Media Borough's future. Survey responses were collected through out the entire project term and complete survey data is included in the Appendix. The Internet Survey was designed to provide guidance for this Plan, as well as for future decisions within Media Borough. A review of the results follows.

Survey Respondent Demographics

Over 200 respondents from the Media area have participated in the survey. Out of all survey respondents, Media residents had the greatest participation rate at 55%. This was followed by 24% for Upper Providence Township and under 10% for other nearby municipalities. Three quarters of respondents are between the ages of 30-59 with a fairly even distribution among the 30-39, 40-49, and 50-59 age groups.

SEPTA Route 101 Trolley.

About 10% of survey respondents own a business. Of these business owners, most have been in operation in Media Borough for approximately 10-14 years.

Media Borough Area Participation and Satisfaction

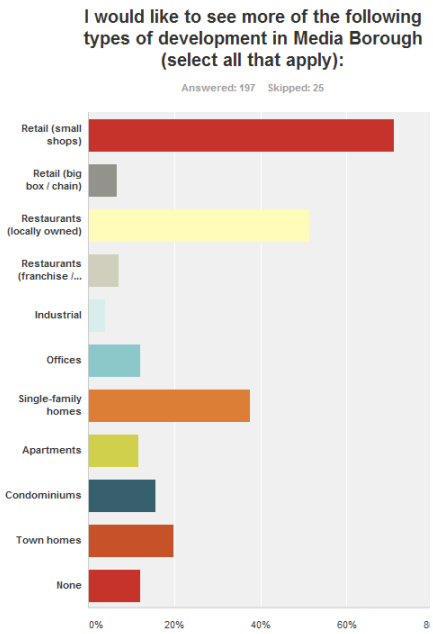
A majority of survey respondents own their home and about half have lived in their current location for over ten years. The top five reasons that residents gave when asked "Why did you choose to move/live here" are:

1. Small town character
2. Walkability
3. Location
4. Access to transit
5. Schools

Parking along State Street.

Similarly, when asked "what are the top three things I like about Media Borough", respondents answered:

1. Small town character
2. Community events
3. Location



The survey found that access to public transportation was the reason chosen by 50% of those who chose to move or live near Media. Of all public transportation use, SEPTA Regional Rail usage is the highest with 40% using the service monthly. When asked "what would cause you to use SEPTA Regional Rail or trolley more frequently" the top five responses were:

1. More parking at Media station
2. Extended service hours
3. More frequent service
4. Better ability to bike to the Media Station from home or work
5. Better ability to walk to the Media Station from home or work

Most respondents indicate that they feel safe using Media's roads, sidewalks and crosswalks, but do not feel as safe bicycling within the Borough. This is likely due to a lack of bicycle facilities. About one third indicate that they would like to bike to certain destinations but hesitate to because lack of facilitates.

Media Borough Priorities

When asked "what the three biggest obstacles to future growth in Media Borough" about half of respondents said:

1. Traffic
2. Lack of open space and parks
3. Parking availability

Businesses along State Street.

Similarly, when asked "what are the three most important issues affecting quality of life in Media Borough a significant number of respondents answered:

- Open space, parks and recreation facilities
- General appearance of buildings and streetscape
- Traffic
- Housing opportunities
- Parking

Looking ahead, over half of respondents indicate that small retail shops and locally owned restaurants are the uses preferred for future commercial development. Preferred future residential development includes single-family homes, town homes and condominiums. When asked for the top three things Media Borough officials should focus on almost half of respondents cited recreation, parks and open space. This was followed by a relatively homogeneous distribution of about one quarter each for streetscape improvements and building facades; parking; employment and business opportunities; gateways at prominent entry points; mixed-use developments and traffic.

1.5 Plan Implementation

An important way to ensure the implementation of this plan is by making it accessible. This has been done by separating the plan sections, particularly the Implementation Plan, which will serve as a guiding tool to achieve plan recommendations. Although the background information (Planning Context) and goals and objectives form the context and basis for the recommendations, they do not need to be revisited to implement the recommendations. The Recommendations chapter provides clear

guidance on individual actions, while the Implementation Plan coordinates the recommendations by priority, responsibility, cost, and funding. Both of these sections should be referenced often by Borough officials, the Planning Commission, and citizens as they consider revisions to ordinances and the adoption of an Official Map.

The Implementation Action Plan should be used as a stand-alone document by the Borough manager, Borough Council, and others to prioritize changes to ordinances, the Official Map, and for capital improvements.

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MEDIA TOWN MALL
SHOPPES AND OFFICES
Media

Planning Context

2.1 Historic Overview & Regional Influences on Development

Media Borough, chartered in March 1850, is located on the plateau between Crum and Ridley creeks near the geographic center of Delaware County. In the early 1800s, Media was largely agricultural, consisting of several large farms with a few major roads and by 1851 approximately 12 buildings. During this period, public consensus was growing for a more centrally located County seat, as the previous County seat, Chester, was located a distance from a large proportion of County residents. In 1848, the County Commissioners purchased large farms in Upper and Nether Providence townships, and the new County seat was named Media.

After incorporation, the Borough began increasing in population, business, and transportation. Land was sold at public auctions, with 70 lots being sold in the first auction alone. In the early 1850s, a stage line increased travel between the old and new County seat. The construction of the Philadelphia to West Chester railroad in 1855, with a station just outside of Media, hastened the town's expansion. Beginning in the 1890s, trolleys were linking Media with other parts of the County, including Chester and Upper Darby. Due to the accessibility by public transportation, Media became a fashionable summer resort and exclusive residential community for well-to-do Philadelphians.

The overall planning of Media encouraged commercial and residential growth. The grid-like geometry made direct access to the various businesses easy. The Courthouse Square was the nucleus around which the Borough formed and grew. Media's building expansion continued into the Civil War period and accelerated following the war. Many Greek Revival, Queen Anne, Second Empire, Italianate, and Victorian buildings enhanced the landscape.

Courthouse Square.

The Borough continued to grow through the mid-20th century, though at a slower rate. Due to its smaller size and early growth as a county seat, much of the Borough was developed prior to the post-World War II building boom. Media also saw expansion in the form of the replacement of some larger buildings, such as hotels and large homes, with several structures on the same lot. A later growth period occurred between 1960 and 1974, which accounts for approximately 31 percent of the housing stock. Large apartment buildings were constructed, particularly in the southern portion of the Borough.

In recent years, larger homes have been converted into apartments, some in a more sensitive manner than others. In the last ten years new residential homes, in Neo-Colonial and Neo-Victorian styles, have been built as infill development or replacements of older building stock. There is continued pressure from the marketplace for conversions of single family homes into apartments and demolition of older structures.

Media is connected to the rest of the County and region via U.S. Route 1 and Baltimore Pike, and the opening of Interstate 476 in the early 1990s placed the Borough near the center of the region's Interstate transportation network. Baltimore Pike, the

major east-west road through Media, has been a key to redevelopment since the late 1990s, with several new banks and office buildings built along the thoroughfare. The growth along the corridor has brought increased traffic, with increased exposure of the Borough Business District as a result.

The appeal of Media's small town character and easy access to Philadelphia continues to attract new businesses and residents who have helped to build an active, civic-minded culture. Organizations like the economic development-focused Media Business Authority and numerous community groups who plan Borough-wide events have led to the vibrant downtown of shops and restaurants. In July 2006, Media became the first "Fair Trade Town" in the United States. Today, Media continues to thrive as a commercial and governmental center, while retaining much of its historic character.

2.2 Population, Employment & Housing

The most current data available from the US Census, the Delaware Valley Regional Planning Commission (DVRPC), Delaware County, and other sources are used in this analysis. Census, estimate and projection data used in this plan have been collected from the past few years, creating a "snapshot" of existing conditions in the Borough. While the data collected are the basis for many of the recommendations and analysis contained in this plan, the accuracy of the estimates, projections and calculations should not be taken for granted, and is tempered by the consultation of people familiar with the Borough and anecdotal evidence.

Population

Both the Borough and the County have seen their populations

TABLE 2-1
POPULATION TRENDS AND FORECASTS, 1940 - 2040

Year	MEDIA BOROUGH		DELAWARE COUNTY	
	Population	% Change	Population	% Change
1940	5,351	--	310,756	--
1950	5,726	7.0%	414,234	33.3%
1960	5,803	1.3%	553,154	33.5%
1970	6,444	11.0%	603,461	9.1%
1980	6,119	-5.0%	555,023	-8.0%
1990	5,957	-2.6%	547,651	-1.3%
2000	5,533	-7.1%	550,864	0.6%
2010	5,327	-3.7%	558,979	1.5%
2020*	5,347	0.4%	560,986	0.4%
2030*	5,418	1.3%	567,976	1.2%
2040*	5,438	0.4%	569,983	0.4%

Source: U.S. Department of Commerce, Bureau of the Census
** Delaware Valley Regional Planning Commission - Population Forecasts, 2012*

FIGURE 2-1

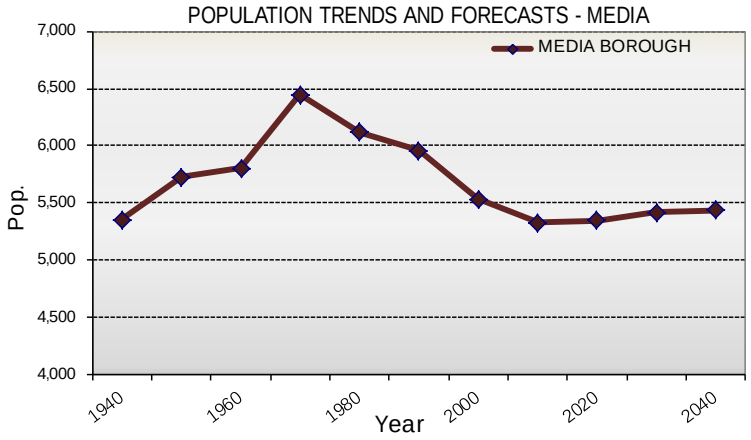


TABLE 2-2
REGIONAL POPULATION COMPARISON, 1980-2000

	1980	1990	2000	2010
Middletown Twp.	12,463	14,130	16,064	15,807
Nether Providence	12,730	13,229	13,456	13,706
Upper Providence Twp.	9,477	9,727	10,509	10,142
Media Borough	**6,119**	**5,957**	**5,533**	**5,327**
Delaware County	555,023	547,651	550,864	558,979

Source: U.S. Department of Commerce, Bureau of the Census / DVRPC

TABLE 2-3
REGIONAL POPULATION CHANGE, 1980-2000

	1980-1990	1990-2000	2000-2010
Nether Providence Twp.	3.9%	1.7%	1.9%
Middletown Twp.	13.4%	13.7%	-1.6%
Upper Providence Twp.	2.6%	8.0%	-3.5%
Media Borough	**-2.6%**	**-7.1%**	**-3.7%**
Delaware County	-1.3%	0.6%	1.5%

Source: U.S. Department of Commerce, Bureau of the Census / DVRPC

decline since 1970. The population of Media peaked in 1970 with 6,444 residents, and has been reduced by more than 1,000 residents to 5,327 in 2010. However, projections from DVRPC show both Delaware County and Media sustaining a trickle of population growth through the year 2040.

The difference between the population changes in Media, a historic town with established neighborhoods, and the surrounding municipalities (suburbs that were primarily farmland until the mid-20th century) can be seen in Tables 2-2 and 2-3. Since 1980, the population of Media has declined at a steeper rate than its surrounding municipalities, and is the only local jurisdiction that has not witnessed a population increase since 1980. Much of the population growth in neighboring municipalities can be attributed to the available land that was used for subdivision development, where in Media, few parcels for development remained.

Population Characteristics

While Delaware County's population composition has diversified

TABLE 2-4
RACIAL AND ETHNIC COMPOSITION, 2000-2010

RACE/ETHNICITY	MEDIA BOROUGH				DELAWARE COUNTY			
	2000	Percent	2010	Percent	2000	Percent	2010	Percent
White	4,483	81.0%	4,445	83.4%	442,449	80.3%	405,233	72.5%
Black	787	14.2%	564	10.6%	79,981	14.5%	110,260	19.7%
Asian and Pacific Islander	112	2.0%	187	3.5%	18,203	3.3%	26,422	4.7%
Two or More Races	107	1.9%	102	1.9%	6,556	1.2%	10,979	2.0%
Other	36	0.7%	28	0.5%	3,066	0.6%	5,211	0.9%
American Indian, Eskimo & Aleut	8	0.1%	1	0.0%	609	0.1%	874	0.2%
Total	5,533	-	5,327	-	550,864	-	558,979	-

Source: U.S. Department of Commerce, Bureau of the Census, 2000 - 2010

TABLE 2-5

POPULATION BY AGE - MEDIA (2000-2010)

Age Group	2000	2010
Under 5 years	3.6%	4.3%
5 to 14 years	7.7%	7.6%
15 to 24 years	10.8%	10.1%
25 to 34 years	18.7%	21.3%
35 to 44 years	15.6%	13.8%
45 to 54 years	14.3%	14.2%
55 to 64 years	8.7%	13.0%
65 to 74 years	8.2%	6.9%
Over 75 years	12.4%	8.7%
MEDIAN AGE	40.8	40.0

Source: U.S. Department of Commerce, Bureau of the Census, 2000 - 2010

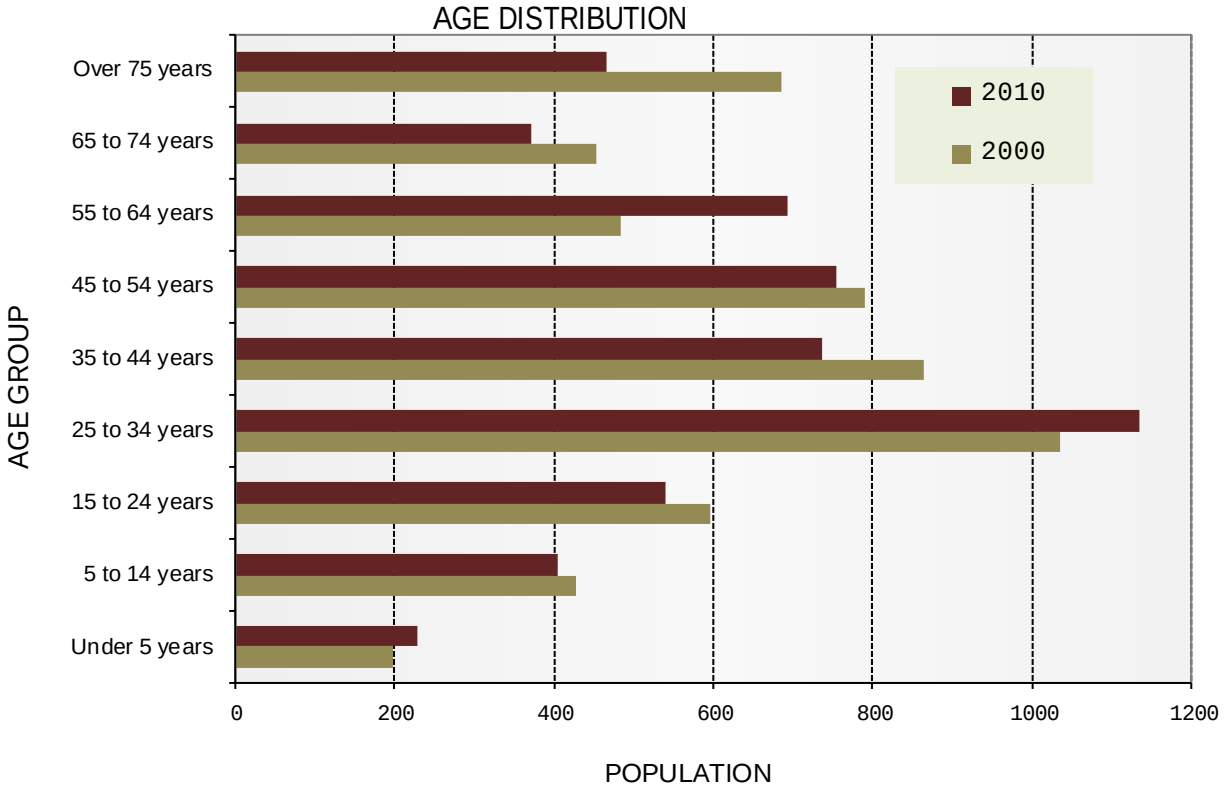
TABLE 2-6

MEDIAN HOUSEHOLD INCOME / POVERTY COMPARISON (1980-2010)

	Median Household Income		Percentage of Population Below Poverty Level			
	2000^	2010*	1980	1990	2000	2010*
Nether Providence Twp.	$89,080	$96,435	2.4%	2.9%	3.4%	5.5%
Upper Providence Twp.	$93,146	$88,073	3.5%	2.9%	3.9%	2.5%
Middletown Twp.	$82,391	$81,448	2.7%	2.0%	2.5%	2.3%
Media Borough	**$55,892**	**$56,472**	**6.6%**	**6.5%**	**7.9%**	**7.4%**
Delaware County	$65,563	$61,876	7.2%	6.8%	8.0%	9.4%

Source: U.S. Department of Commerce, Bureau of the Census, 1980-2000
** Estimates via American Community Survey, 2006-2010, via DVRPC*
^ Incomes from 2000 Census adjusted to 2010 dollars using Consumer Price Index (CPI) via Social Explorer

FIGURE 2-2



in the past few decades, with white residents consisting of less than three-quarters of the population, Media has become less diverse since 2000, according to Census data. The percentage of Asian residents has increased in the Borough, though the white population has remained steady (decreasing slightly) while the presence of minority residents has decreased both in number and as a percentage of the population.

Between 2000 and 2010, the population of Media has become younger, with nearly a decrease of a year in median age. Much of this decrease in median age can be attributed to the decrease in residents aged 65 and older, coupled with a significant increase in residents aged 55-64 and 25-34 years old. This trend runs counter to the trend in numerous nearby municipalities, where the aging of the Baby Boomer generation and their children has led to a higher median age in 2010 than in 2000.

Media, with its relatively diverse housing stock and population, has a lower median household income and higher rate of poverty than the surrounding townships, which generally have fewer renter-occupied residences and affordable housing options. In

TABLE 2-7
EDUCATIONAL ATTAINMENT FOR RESIDENTS OVER 25 YEARS OF AGE (2011)

Education Attainment	Media Borough	Upper Providence Township	Nether Providence Township	Middletown Township	Delaware County
No High School Diploma	7.4%	4.2%	5.1%	6.9%	9.0%
High School Graduate	20.9%	18.4%	21.0%	30.2%	32.2%
Some College, No Degree	20.5%	16.7%	12.6%	13.6%	17.2%
Associate's Degree	8.7%	6.1%	4.9%	6.0%	7.1%
Bachelor's Degree	21.7%	30.5%	25.9%	25.1%	20.1%
Graduate or Prof. Degree	20.8%	24.0%	30.5%	18.2%	14.3%
Residents with at least High School Diploma	92.6%	95.8%	94.9%	93.1%	91.0%
Residents with at least Bachelor's Degree	42.5%	54.5%	56.4%	43.3%	34.5%

Source: U.S. Department of Commerce, Bureau of the Census, American Community Survey, 2007-2011

comparison with the County, Media has a median household income that is more than $5,000 less, though the poverty rate of the Borough is two percent below the County rate.

The general level of educational attainment for residents in Media is slightly lower than the county as a whole, though comparable to the population of the surrounding affluent townships. Compared to the entirety of Delaware County, Media has a higher percentage of educational attainment, with more than 40 percent of residents with at least a bachelor's degree and more than 20 percent of residents with a graduate or professional degree. The

TABLE 2-10

RESIDENT EMPLOYMENT BY OCCUPATION (2010)

Occupation	Percentage of Workforce
Management, Business, Science, and Arts	46.1%
Sales and Office	25.9%
Service	12.6%
Natural resources, construction, and maintenance	8.4%
Production, transportation, and material moving	7.0%

Source: U.S. Department of Commerce, Bureau of the Census, American Community Survey, 2006-2010

TABLE 2-8

TOP INDUSTRIES (2007)

NAICS Classification	No. of Employer Establishments	Employer Value of Revenues/Receipts	Annual Payroll	No. of Paid Employees
Healthcare and Social Assistance	79	$225,241,000	$100,617,000	2,935
Professional, Scientific and Technical Services	252	$187,185,000	$65,598,000	1,248
Retail Trade	59	$136,390,000	$13,606,000	633
Administrative and Support and Waste Management and Remediation Services	30	$96,381,000	$64,355,000	1,425
Wholesale Trade	9	$63,151,000	$7,049,000	78
Real Estate and Rental and Leasing	26	$40,263,000	$6,147,000	173
Accommodation and Food Services	42	$39,980,000	$10,297,000	846

Source: U.S. Department of Commerce, Bureau of the Census, Economic Census, 2007

TABLE 2-9

BUSINESS COMPARISON (2007)

NAICS Classification	No. of Employer Establishments				
	West Chester	Media	Doylestown	Lansdowne	Swarthmore
Total	**577**	**561**	**395**	**134**	**91**
Retail Trade	78	59	49	22	11
Percent of Total	*13.5%*	*10.5%*	*12.4%*	*16.4%*	*12.1%*
Accommodation and Food Services	86	42	29	13	6
Percent of Total	*14.9%*	*7.5%*	*7.3%*	*9.7%*	*6.6%*

Source: U.S. Department of Commerce, Bureau of the Census, Economic Census, 2007

TABLE 2-11
EMPLOYMENT IN MEDIA (1990-2040)

Data	Year	Employment
DVRPC Count	1990	11,210
	2000	9,796
	2010	10,515
Forecasts	2020	10,555
	2030	10,694
	2040	10,734
Change 1990-2010:		***-6.2%***
Change 2010-2040:		***2.1%***

Source: 1990-2010 data were acquired from the US Census via DVRPC (2000, 2007 & 2012, respectively), while 2020-2040 forecasts were acquired from DVRPC (2012)

**Data from 2010 and forecasts from 2020-2040 were compiled by DVRPC using the National Establishment Time-Series (NETS), which provides numbers that differ from the U.S. Census.*

educational attainment of the average Media resident has increased since 2000, when 40 percent of residents over 25 had at least a bachelor's degree and only 13.2 percent had a master's/ professional degree or higher. This trend may correlate to the increase in residents aged 25-34 and "empty nesters" between 55 -64 years of age.

Employment

Media, in addition to its most visible employers (the County of Delaware and local restaurant and retail shops), boasts a diversity of industries. According to the 2007 Economic Census, the highest grossing industries in the Borough are in the Healthcare and Social Assistance, and Professional, Scientific and Technical Services sectors. The Professional, Scientific and Technical Services sector, with 252 establishments in the Borough, includes legal and consulting services.

According to the 2007 Economic Census, Media has nearly as many "employer establishments" (businesses) as West Chester, despite that its population is less than a third of the Chester

TABLE 2-13
DAYTIME POPULATION (2011)

Population*	5,350
Number of Jobs in Borough*	9,227
Daytime Population^	**11,627**

Source: U.S. Department of Commerce, Bureau of the Census, American Community Survey, 2007-2011

**Data taken from American Community Survey (2007-2011), and differs from data taken from 2010 U.S. Census and DVRPC estimates, respectively.*

^Calculation prepared using formula created by U.S. Census (http://www.census.gov/hhes/commuting/data/daytimepop.html, Method 1). Calculation DOES NOT include patrons of local businesses or those reporting to County Courthouse.

TABLE 2-12
PLACE OF EMPLOYMENT FOR WORKERS OVER 16 YEARS OF AGE (2011)

	Swarthmore	Doylestown	West Chester	Media	Lansdowne
Total Number of Workers	2,747	4,264	10,065	**2,950**	5,489
Worked in Borough	977	1,258	2,674	**623**	402
Worked Outside Borough	1,770	3,006	7,391	**2,327**	5,087
Percentage of Residents Working in Borough	35.6%	29.5%	26.6%	**21.1%**	7.3%

Source: U.S. Department of Commerce, Bureau of the Census, American Community Survey, 2007-2011

County seat. The number of retail and "accommodation and food services" establishments is higher in Media than in any other peer community, save West Chester, and the percentage of these businesses to the total number of businesses is comparable to the peer communities in Table 2-9.

TABLE 2-14
WORKFORCE COMMUTING TO WORK (2011)

Transportation Mode	*Percentage of Workforce*	
	Media Borough	Delaware County
Car, Truck or Van -- Drive Alone	70.8%	74.8%
Public Transportation	10.4%	9.0%
Walking	7.7%	4.0%
Work at Home	5.7%	3.5%
Car, Truck or Van -- Carpool	3.9%	7.8%
Other Means (Taxi, Bicycle, Motorcycle)	1.5%	0.9%

Source: U.S. Department of Commerce, Bureau of the Census, American Community Survey, 2007-2011. Includes workers over 16 years of age.

TABLE 2-15
TRAVEL TIME TO WORK (2011)

Travel Time	*Percentage of Workforce*	
	Media Borough	Delaware County
9 Minutes or Less	14.3%	11.4%
10 - 19 Minutes	23.4%	24.5%
20 - 29 Minutes	12.2%	20.5%
30 - 39 Minutes	19.0%	19.5%
40 - 59 Minutes	25.2%	16.5%
60 - 89 Minutes	4.3%	5.6%
90 or More Minutes	1.5%	2.1%

Source: U.S. Department of Commerce, Bureau of the Census, American Community Survey, 2007-2011. Includes workers over 16 years of age.

TABLE 2-16
VEHICLES AVAILABLE BY HOUSEHOLD / HOUSING UNIT (estimate)

	Total		Owner-Occupied Units		Renter-Occupied Units	
	Est.	Per.	Est.	Per.	Est.	Per.
Total	2,711	-	1,262	-	1,449	-
No Vehicle	261	9.6%	26	2.1%	235	16.2%
1 Vehicle	1,473	54.3%	633	50.2%	840	58.0%
2 Vehicles	832	30.7%	517	41.0%	315	21.7%
3 or more Vehicles	145	5.3%	86	6.8%	59	4.1%

Source: U.S. Department of Commerce, Bureau of the Census, 2007-2011 5-Year Estimates

Many Media residents commute 40 minutes or more to work.

After a significant downturn in 2000, employment in Media climbed more than 700 jobs by the 2010 Census. Employment is projected to climb through 2040, though not to the level of employment in 1990.

Comparing Media to other nearby boroughs that are built around a downtown business district (Lansdowne and Swarthmore), and county seats in the region (Doylestown and West Chester), a lower percentage of Media residents work in their borough of residence compared to Doylestown, West Chester and Swarthmore. While Swarthmore's and West Chester's statistics most likely relate to the presence of students who live, work and study in their respective college towns, Media lags behind county seats like Doylestown in providing employment opportunities for residents of its Borough.

A little over one-fifth of Media residents also work inside the Borough, and Media attracts a population of employees that is over twice the Borough population. According to calculations for daytime population provided by the U.S. Census, Media attracts a daytime population of 11,627 on an average weekday. Daytime population is a difficult statistic to estimate, and a small proportion of the number cited includes employees of dining establishments after normal business hours, and does not account for business patrons. According to Media Borough Code Enforcement Director Jim Jeffery, another 400 people could be added to the daytime population total as members of jury pools or area residents with court appointments.

Media's dense neighborhoods and access to transit provides more opportunities for residents to commute to work without a car, and fittingly, commuters in Media use public transportation and walk to work at a higher rate than County residents. Nearly

TABLE 2-17

HOUSING TENURE IN MEDIA BOROUGH AND DELAWARE COUNTY (2000-2010)

Housing Units	MEDIA BOROUGH				DELAWARE COUNTY			
	2000	Percent	2010	Percent	2000	Percent	2010	Percent
Total	2,966	-	2,981	-	216,798	-	222,902	-
Occupied	2,782	95.2%	2,764	92.7%	206,320	95.1%	208,700	93.6%
Vacant	184	4.8%	217	7.3%	10,478	4.8%	14,202	6.4%
Owner Occupied	1,160	41.7%	1,146	41.5%	148,384	71.9%	147,212	70.5%
Renter Occupied	1,622	58.3%	1,618	58.5%	57,936	28.1%	61,488	29.5%

Source: U.S. Department of Commerce, Bureau of the Census, 2000-2010

TABLE 2-18

YEAR HOUSEHOLDER MOVED INTO UNIT

	2005 or later	2000-04	1990-99	1980-89	1970-79	Before 1970
Media Borough	48.6%	19.1%	14.1%	8.3%	4.2%	5.7%
Upper Providence Twp.	34.7%	16.0%	20.4%	15.6%	7.3%	6.1%
Nether Providence Twp.	24.0%	19.9%	25.3%	12.6%	8.0%	10.2%
Middletown Twp.	26.9%	19.1%	29.0%	12.8%	6.3%	5.9%
Delaware County	32.1%	20.1%	20.0%	11.1%	7.2%	9.4%

Source: U.S. Department of Commerce, Bureau of the Census (American Community Survey), 2007-2011 Five-Year Estimates

TABLE 2-19

AVERAGE PERSONS PER HOUSEHOLD (2011)

	All Units	Owner-Occupied Units	Renter-Occupied Units
Middletown Twp.	2.69	2.81	1.54
Nether Providence Twp.	2.63	2.72	2.23
Upper Providence Twp.	2.40	3.05	1.47
Media Borough	1.69	2.11	1.64
Delaware County	2.50	2.75	2.18

Source: U.S. Department of Commerce, Bureau of the Census (American Community Survey), 2007-2011 Five-Year Estimates

TABLE 2-20

AGE OF HOUSING STOCK (2011)

Period Built	Media Borough	Delaware County
Pre - 1940	33.6%	22.5%
1940 - 1949	9.1%	14.9%
1950 - 1959	14.5%	26.0%
1960 - 1969	15.3%	11.4%
1970 - 1979	13.2%	9.1%
1980 - 1989	8.2%	6.2%
1990 - 1999	2.7%	5.3%
2000 - Present	3.4%	4.7%

Source: U.S. Department of Commerce, Bureau of the Census (American Community Survey), 2007-2011 Five-Year Estimates

TABLE 2-21
MEDIAN HOUSING PRICE
(OWNER-OCCUPIED - 2011 estimate)

	Median Price
Upper Providence Twp.	$439,900
Middletown Twp.	$346,400
Nether Providence Twp.	$319,600
Media Borough	**$268,900**
Delaware County	$234,700

Source: U.S. Department of Commerce, Bureau of the Census (American Community Survey), 2007-2011 Five-Year Estimates

TABLE 2-22
MEDIAN HOUSING RENT (2011)

	Rent
Middletown Twp.	$1,859
Nether Providence Twp.	$1,163
Media Borough	**$963**
Upper Providence Twp.	$889
Delaware County	$933

Source: U.S. Department of Commerce, Bureau of the Census (American Community Survey), 2007-2011 Five-Year Estimates

eight percent of Media residents in the workforce commute by walking to work, more than the four percent countywide. However, the use of public transportation by Media residents is only approximately 1.5 percentage points above the County average, despite it's superior mass transit access.

A higher percentage of Media residents have a commute to work less than 10 minutes than the County average. Interestingly, however, a significantly higher proportion of Media residents have a commute to work that is between 40 minutes and one hour than County residents. This is perhaps due to Media's position west of a significant portion of Delaware County population centers, which would affect commuters traveling into Philadelphia.

Additionally, nearly ten percent of households in the Borough do not have access to an automobile or vehicle of any sort (see Table 2-16). Of the estimated 261 households without a vehicle, over 90 percent are located in renter-occupied units, with nearly the same ratio concerning single-person households compared to multi-person households. Over 16 percent of renter-occupied households do not have access to a vehicle, and more than half of

TABLE 2-23
UNITS IN STRUCTURE (2011)

Units	Number	Percent
1-unit, detached	670	21.1%
1-unit, attached*	745	23.5%
2 units	261	8.2%
3 or 4 units	311	9.8%
5 to 9 units	201	6.3%
10 to 19 units	417	13.1%
20 or more units	569	17.9%
Total housing units	3,174	

Source: U.S. Department of Commerce, Bureau of the Census (American Community Survey), 2007-2011 Five-Year Estimates

* Includes townhouses and semi-detached "twin" houses

TABLE 2-24
PROPOSED UNITS (2003-2012)

Year / Type of Unit	Media		Middletown		Nether Providence		Upper Providence		Delaware County	
	Residential	Non.-Res.	Residential	Non.-Res.	Residential	Non.-Res.	Residential	Non.-Res.	Residential	Non.-Res.
2003	21	4	82	7	2	0	92	2	1,261	120
2004	5	6	36	5	17	3	3	1	1,217	121
2005	13	4	626	11	172	2	11	2	2,132	253
2006	2	8	22	7	26	0	14	2	1,183	564
2007	2	2	3	19	6	5	13	0	629	215
2008	3	6	0	4	1	0	4	1	615	537
2009	0	1	22	0	3	1	0	3	345	592
2010	0	2	136	3	0	1	5	1	1,334	305
2011	22	107*	139	5	4	0	0	1	459	170
2012	16	1	13	2	7	2	1	0	1,244	712
TOTAL	84	141	1,079	63	238	14	143	13	10,419	3,589

Source: DCPD
** The 107 units include the hotel units of the proposed Hampton Inn on Providence Road.*

both renter- and owner-occupied household units have access to only one vehicle. However, despite the diminished necessity of Media residents to own a car compared with the entirety of Delaware County, residents of the County generally have access to fewer cars, with nearly 11 percent of County households carless and nearly 28 percent of renting households without a vehicle.

Housing

Media's traditionally designed neighborhoods and walkable downtown naturally boast a greater balance between renter and owner-occupied units than most other municipalities in Delaware County, which are primarily built around the automobile. Therefore, the percentage of rental units in Media is nearly twice as high as in Delaware County.

From Tables 2-17, 2-18 and 2-19, one can surmise that the average household in Media is smaller (with a majority of households with one or two persons), located in its current unit for a shorter period and is more likely to be located in a renter-

occupied unit than households in surrounding municipalities or in Delaware County generally.

The majority of the Borough's housing stock was constructed prior to 1940, resulting in less land area to accommodate Post-World War II growth experienced by surrounding municipalities.

Media's diverse housing mix results in lower median housing prices and rents as opposed to surrounding municipalities. This is due to a higher concentration of apartments, attached and semi-detached dwelling units in the Borough. In general, the median price for a house in Media is likely higher than similar boroughs in the County and is higher than the median price of the County as a whole.

2.3 Recent Growth

Media, with few (though several prominent) parcels available for development, has witnessed proposals for dozens of units in the last ten years. Proposed units in the Borough have often eclipsed the number of those in neighboring municipalities in a given year, despite the comparative lack of space for new or infill development (see Table 2-24). Between 2006 and 2010, the Borough was subject to less than ten total proposed units. However, residential units have recently increased, with 22 units proposed in 2011, and 19 units proposed between 2012 and 2014. When not considering the proposed Hampton Inn hotel, the Borough has not seen more than five proposed non-residential units between 2008 and 2014.

Recent zoning changes adopted by the Borough have made possible new development along the Baltimore Avenue corridor. Amendments to the Traditional Neighborhood Development

District (TND-1) allowed for greater density and relaxed parking requirements along the western edge of Baltimore Avenue (Gateway Area-1 and Gateway Area-2) overlays). The changes, adopted early 2015 provide developers the opportunity to propose townhouse developments and apartments which would increase Borough housing stock, while densifying and revitalizing the Borough's "West End."

2.4 Transportation

Media has a mature and diverse transportation system, with an extensive street, mass transit, and pedestrian facility network.

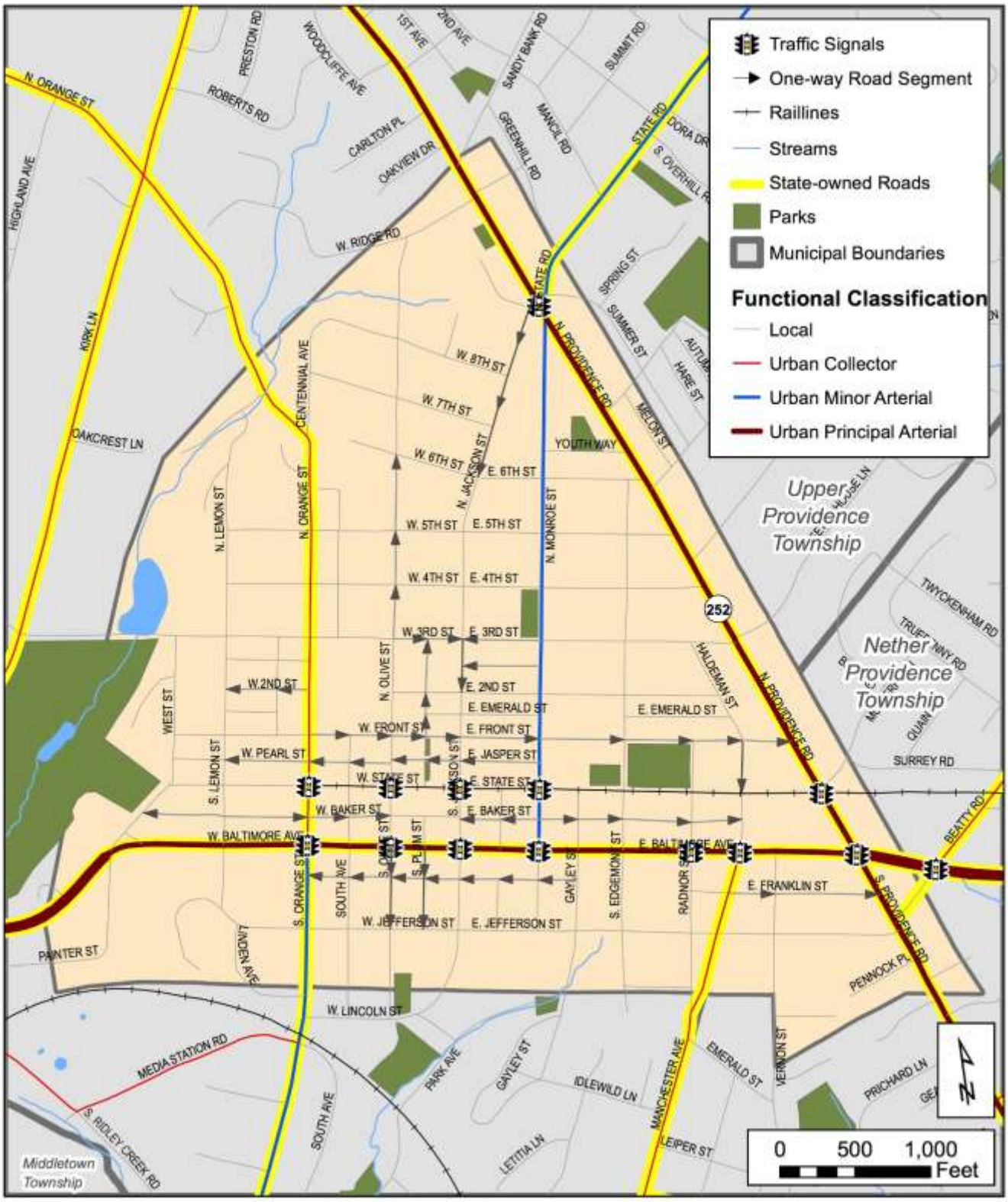
Roadway Functional Classification / Ownership / Bicycling

There are five primary state-owned roads within Media Borough (see Table 2-25). State-owned roads are owned and maintained by the Pennsylvania Department of Transportation (PennDOT). PennDOT is responsible for repairing potholes and maintaining signs and pavement markings on these roads. PennDOT also resurfaces these roads on a regular cycle, typically every seven to ten years.

Media is served by two limited-access highway bypasses: the US Route 1 Media Bypass, just north of the Borough and generally oriented to serve east-west traffic, and Interstate 476 (the Blue Route) just east of the Borough and generally oriented to serve north-south traffic. The Blue Route functions as the Philadelphia region's major north/south roadway in the western suburbs. The Blue Route has two full-service interchanges that serve the Borough: US Route 1 and Baltimore Pike. This section of the Blue Route is two lanes in each direction. The Delaware Valley Regional Planning Commission recently conducted an engineering concept study which determined that the Blue Route shoulders could be

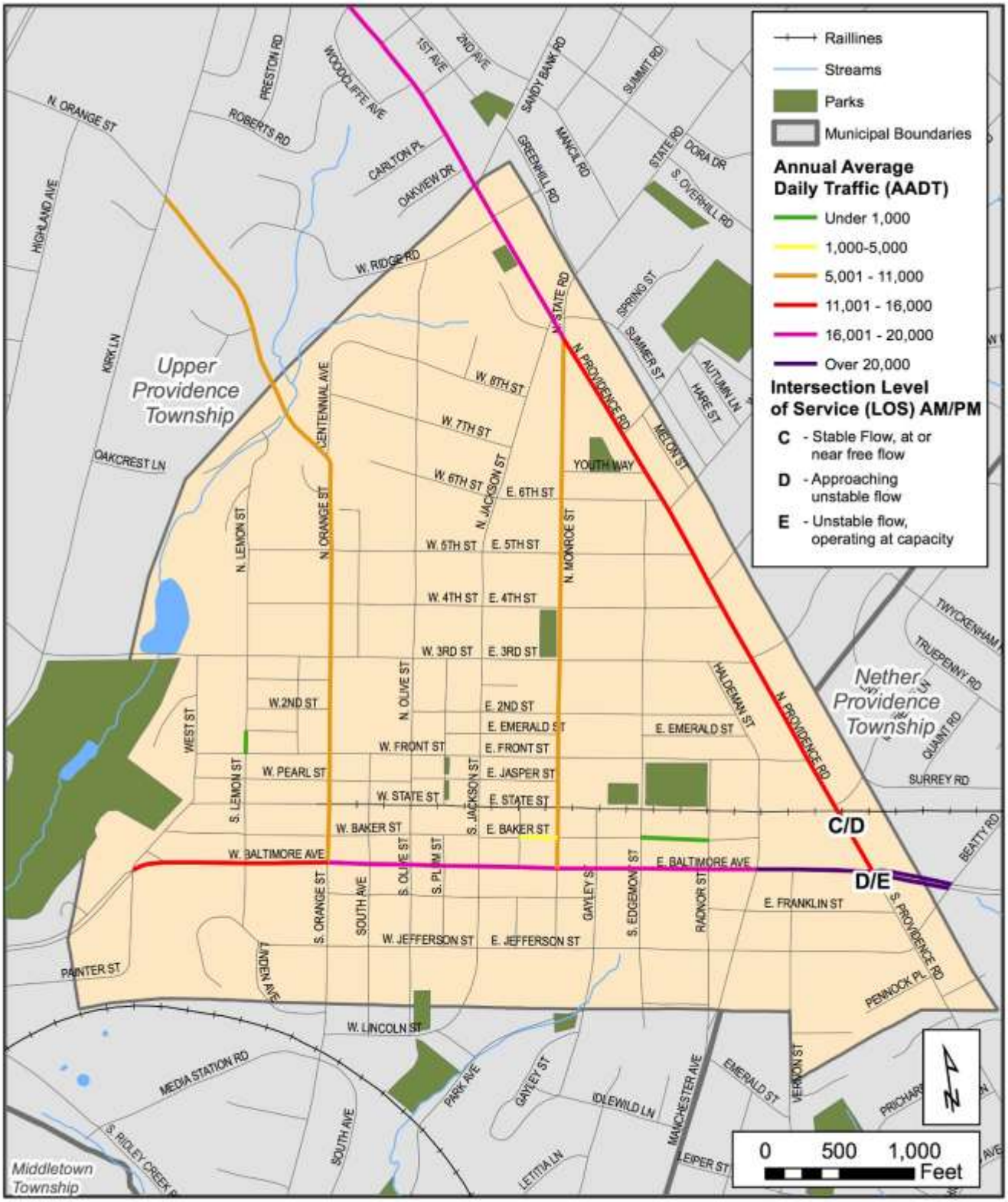
Flagship Corporate Center and Parking Garage.

MAP 2-1
ROADWAY FUNCTIONAL CLASSIFICATION / ROADWAY OWNERSHIP



Media Borough	Roadway Functional Classification/ Roadway Ownership	NOTES:

MAP 2-2
ANNUAL AVERAGE DAILY TRAFFIC



Media Borough	Annual Average Daily Traffic	NOTES: DVRPC - AADT Data; see the table - Selected Annual Average Daily Traffic (AADT) Data for Media Borough - for the dates traffic counts shown on this map were recorded.	Disclaimer: This map is for statistical purposes only. The reliability of this map depends on the accuracy of the underlying data sources which have not been verified.	Prepared by Delaware County Planning Department March 2011

TABLE 2-25
STATE-OWNED ROADS

Road	Route Number
Baltimore Avenue	State Route 2016
Manchester Avenue: South from Baltimore Avenue to Borough Line (SR 3019)	State Route 3019
Orange Street	State Route 3021
Providence Road	State Route (PA) 252
North State Road	State Route 1008

Source: PennDOT
**All other roads not listed are owned by Media Borough*

TABLE 2-26
ROADWAY FUNCTIONAL CLASSIFICATION

Road	Classification
Manchester Avenue: South from Baltimore Avenue to Borough Line	Urban Collector
Orange Street: North from Baltimore Avenue to Borough Line	Urban Collector
Monroe Street: from Baltimore Avenue to North Providence Road	Urban Minor Arterial
South Orange Street	Urban Minor Arterial
North State Road: North from North Providence Road to Borough Line	Urban Minor Arterial
Baltimore Avenue	Urban Principal Arterial
Providence Road	Urban Principal Arterial

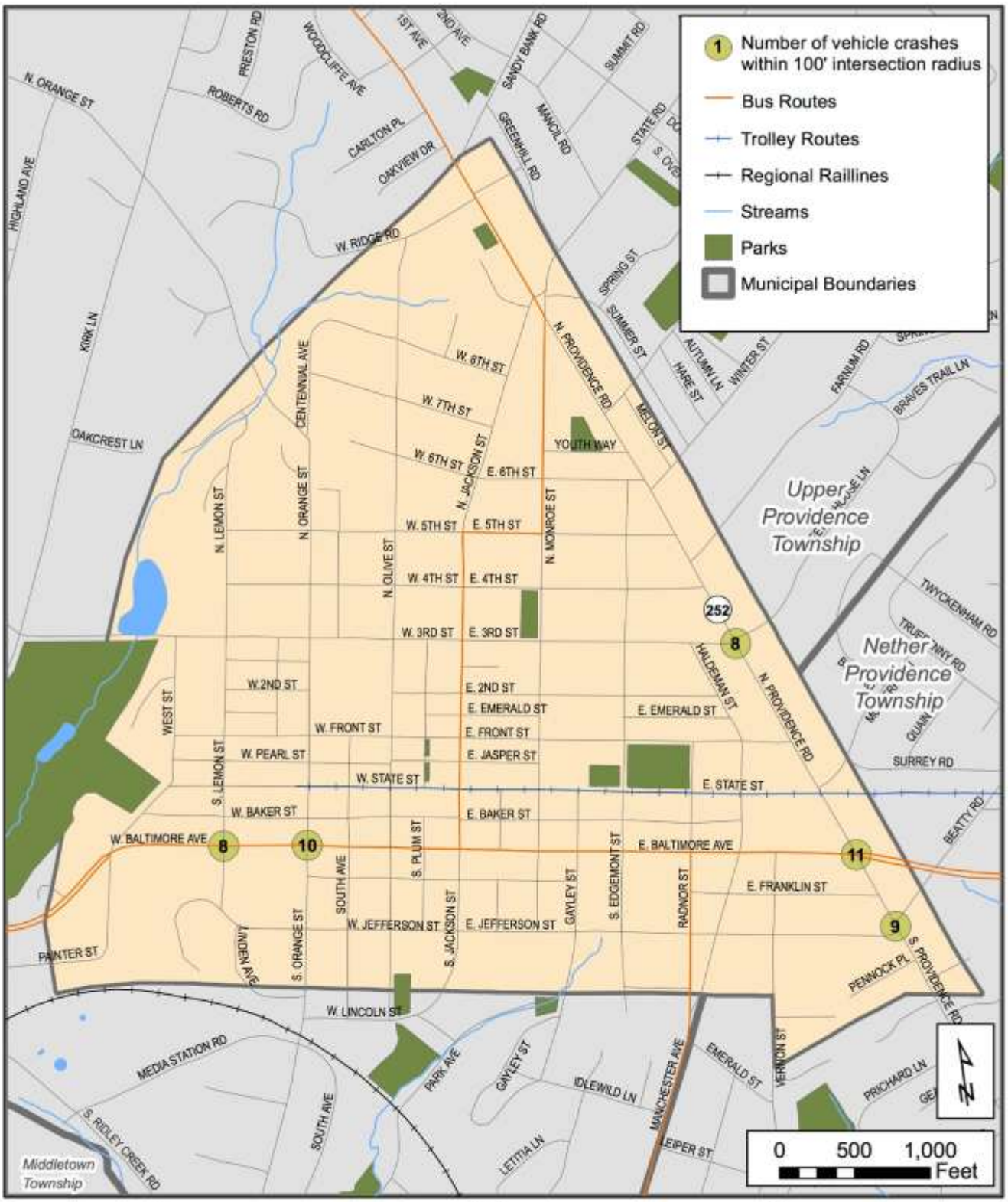
Source: PennDOT
**All other roads not listed in Media Borough are classified as "Local."*

TABLE 2-27
SELECTED ANNUAL AVERAGE DAILY TRAFFIC (AADT) DATA FOR MEDIA BOROUGH

Recorded	Measurement*	Road	Direction	Section	AADT
10/21/08	Hour	**Baltimore Pk.^***	Both	Providence Rd. to Beatty Rd.	**23,550**
10/21/08	Hour	**Baltimore Ave.**	Both	Manchester Ave. to Providence Rd.	**20,203**
11/4/08	Hour	**Providence Rd.**	Both	State Rd. to Kirk Ln.	**18,397**
11/10/09	Hour	**Baltimore Ave.**	Both	Orange St. to Monroe St.	**16,939**
9/26/12	15 Minute	**Baltimore Ave.**	Both	Monroe St. to Manchester Ave.	**16,173**
9/16/10	15 Minute	**Providence Rd.**	Both	4th St. to Monroe St.	**14,227**
8/4/95	Hour	**Providence Rd.**	Both	Baltimore Pk. to 4th St.	**14,151**
5/22/07	Hour	**Orange St.**	Both	Baltimore Ave. to Kirk Ln.	**5,632**
9/26/12	15 Minute	**Monroe St.**	Both	Baltimore Ave. to Providence Rd.	**5,615**
10/29/04	Hour	**Monroe St.**	Both	Baltimore Ave. to State St.	**4,999**
4/7/09	Hour	**Baker St.**	Eastbound	Church St. to Monroe St.	**1,166**
4/7/09	Hour	**Lemon St.**	Both	Front St. to Emerald St.	**903**
4/7/09	Hour	**Baker St.**	Eastbound	Edgemont St. to Radnor St.	**823**

Source: DVRPC
Measurements based on data recorded in either hourly or quarter-hour increments, though AADT figure always equals daily traffic count.
*^Eastbound AADT is 11,792 while westbound is 11,758. *Count includes section of roadway that is located in Nether or Upper Providence townships.*

MAP 2-3
VEHICULAR CRASHES



Media Borough	Vehicular Crashes (Top Five Intersections), 2003-2012	NOTES:

Wayfinding signs.

used by traffic during rush hours as a way to alleviate congestion at a relatively low cost.

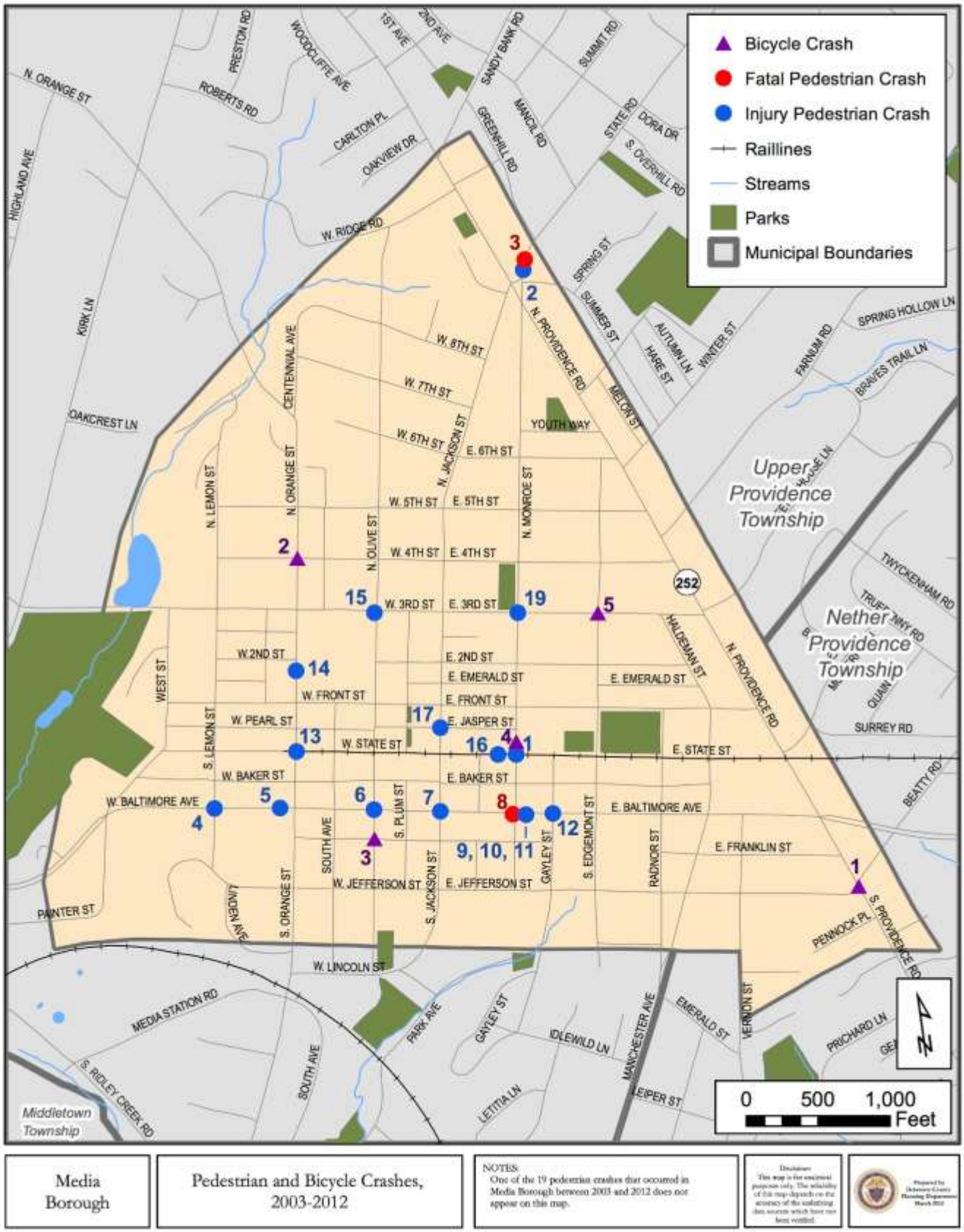
In addition to these state-owned roads, Media owns and maintains a network of local streets. Media has a unique situation with State Street, a Borough street. SEPTA operates the Route 101 trolley along State Street between west of Orange Street and Providence Road. The center of the road is concrete where the trolley tracks are located. Outside of the concrete is asphalt which is maintained by the Borough. Media and SEPTA coordinate maintenance efforts along State Street.

Media has four roads that are designated in the Delaware County Bicycle Plan as part of the On-road Bicycle Improvement Network. Providence Road (SR 0252) and Baltimore Pike (SR 2016) are designated as Primary roads. The Primary designation does not mean that these are necessarily the best or safest facilities for bicyclists. It means that there are many destination points and there is bicycle traffic along these roads. When a road is designated as a bicycle route in the Plan, improvements are encouraged to provide for bicyclist safety. As state-owned roads, all improvements and alterations to the existing roadway, including bicycle improvements must be approved by PennDOT. Manchester Avenue (SR 3019) is designated as a Secondary road. A small portion of State Road (SR 1008) in the Borough from Providence Road to the Upper Providence Township boundary is designated as a Tertiary road.

Traffic Volumes and Crash Data

Traffic volumes vary greatly throughout the Borough. As expected, the highest volumes occur on the roads with the highest functional classification: Baltimore Avenue and Providence Road. The intersection of these two roads is the busiest

MAP 2-4
PEDESTRIAN AND BICYCLE CRASHES



Media Borough	Pedestrian and Bicycle Crashes, 2003-2012	NOTES: One of the 19 pedestrian crashes that occurred in Media Borough between 2003 and 2012 does not appear on this map.	Disclaimer: This map is for analytical purposes only. The reliability of this map depends on the accuracy of the underlying data sources which have not been verified.	Prepared by Delaware County Planning Department March 2012

Route 110 Bus Stop Shelter.

intersection in the Borough. These two roads are also the location of the majority of vehicular crashes in the Borough, as detailed in Map 2-3. Pedestrian and bicycle crashes have occurred most often along Baltimore Avenue, though have occurred throughout the Borough, and especially around the State Street business district (see Map 2-4).

Parking

Parking can be at a premium, depending on the time of day and what events Media Borough are hosting. Certainly there are times when parking is very difficult to find. The parking garages and public lots, as well as on-street meter parking need to be more visible through better signage and real time availability provided by smart phone apps.. Improved signage to direct drivers to parking facilities is needed. Meter parking is free on the weekends while many residential streets near the business district and Courthouse require a parking permit. Media does an excellent job at enforcing permit parking, as well as enforcing the meter parking on weekdays. The Borough has taken steps to improve and modernize its parking facilities. An example includes the recent renovation of the Olive Street Parking Garage, which now features "Pay-by-Space" parking kiosks, which accept coins, bills, and debit and credit cards.

The Borough has a significant number of front-in angle parking spaces along Front, Jasper and Baker streets and Veterans Square. Front-in angle spaces have been converted to back-in angle spaces in many cities and towns in recent years, including Pottstown, Wilmington, and Lancaster. Back-in spaces are safer than front-in spaces because a driver's view is much better when pulling out of a back-in angle space; they can see approaching motor vehicles and bicycles much better. A study could be

conducted to consider the feasibility and benefits of back-in angle parking.

Bicycle parking in parts of Media is at a premium during certain events and day. The Delaware County Courthouse complex has a total of nine inverted U-style bicycle racks. There are five known bicycle racks in the business district: at the Veteran's Museum/ Trader Joe's, the Media/Upper Providence Free Library, the trolley shelter at the west end of State Street, PNC Bank on State Street, and on the east side of Veterans' Square near State Street. Providing facilities to encourage and promote bicycling as an alternative to automobiles could also help alleviate congestion on the roadways and free up parking spaces.

Public Transit Service and Facilities

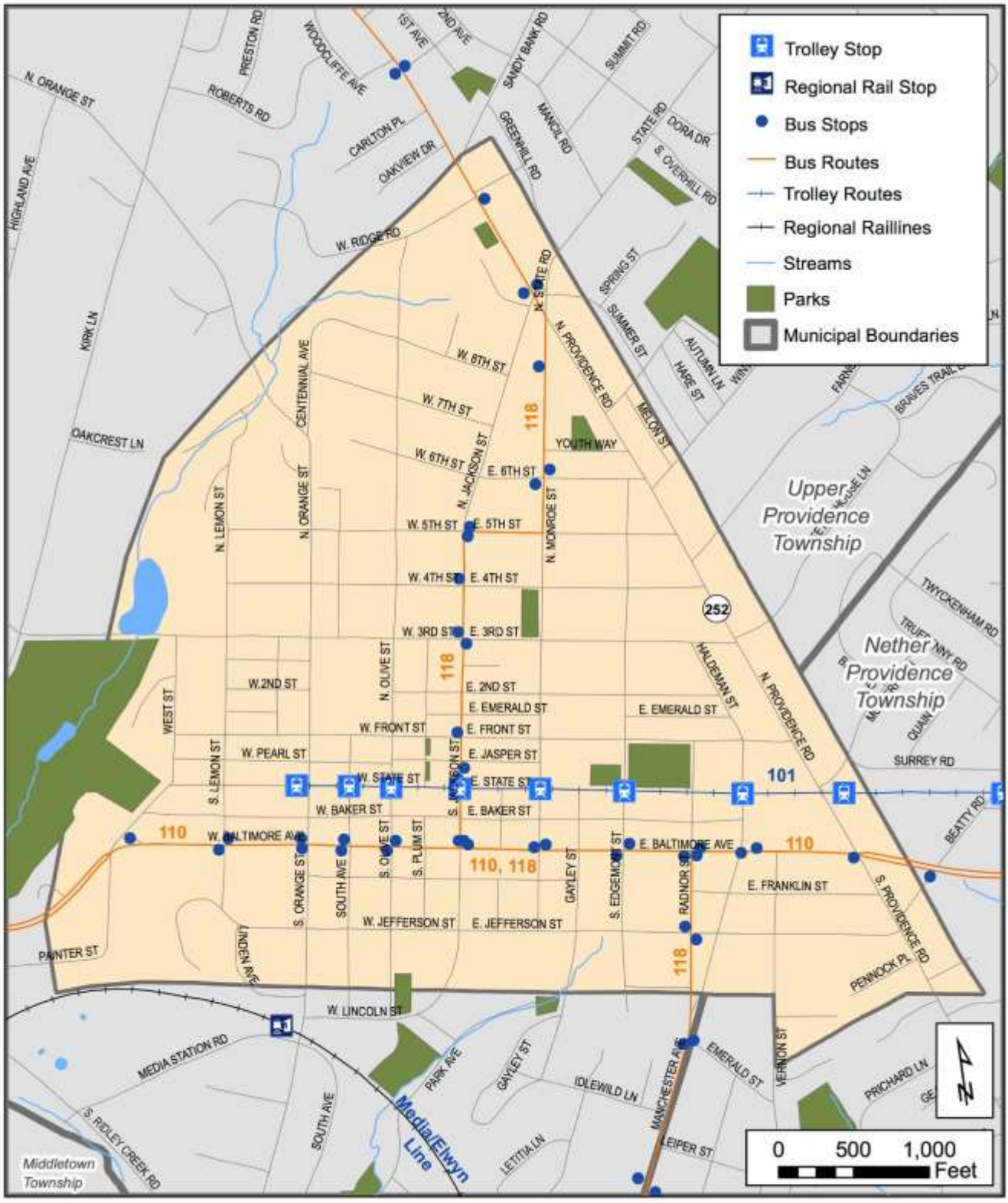
Public transit provides an environmentally friendly and reasonably priced means for Media Borough residents to reach many destinations in Delaware County and beyond. The Southeastern Pennsylvania Transportation Authority (SEPTA), the transit provider in the Philadelphia region, serves Media through three distinct modes of transit: bus (Routes 110 and 118), trolley (Route 101), and Regional Rail (Media/Elwyn Line). These routes connect with the City of Philadelphia to the east, Middletown Township to the west, the City of Chester to the south, and Newtown Square to the north, all with various destinations along each route.

Media Route 101 Trolley.

Bus

SEPTA provides bus service to Media via Routes 110 and 118. The 110 bus is an east-west route originating from 69th Street Transportation Center in Upper Darby, continuing west along PA Route 1 through Springfield Township and then via PA Route 320 through Media along Baltimore Avenue, terminating in

MAP 2-5
PUBLIC TRANSPORTATION ROUTES



Middletown Township via PA Route 352. Major destinations along the route include 69th Street Terminal, the Quarry Center, Marple Crossroads Shopping Center, Springfield Shopping Center, Anthem Institute, Strayer University, Springfield Hospital, Springfield Mall, Riddle Hospital, Granite Run Mall, Fair Acres Geriatric Center, Delaware County Juvenile Detention Center and Penn State University Brandywine Campus. Connections available along Route 110 include the following 18 different bus routes, two trolley routes, and the Market Frankford Line, and Norristown High Speed Line at the 69th Street Transportation Center.

Route 110, running approximately on an hourly basis through Media, operates 18 inbound and 19 outbound weekday trips, 16 inbound and outbound Saturday trips, and 15 inbound and 14 outbound trips on Sundays through Media. Within Media, the condition of Route 110 bus stops are sufficient but can benefit greatly from increased exposure. Currently, many of the bus stop

TABLE 2-28
RIDERSHIP FOR PUBLIC TRANSPORTATION ROUTES SERVING MEDIA BOROUGH^

Route	Mode	Daily Weekday* Passengers	Annual Weekday* Passengers	Weekend** Passengers	Annual Weekend** Passengers	Total Annual Passengers
101	**Trolley**	3,500	910,000	2,962	140,000	1,050,000
110	**Bus**	1,950	507,000	955	49,650	556,650
118	**Bus**	665	172,900	345	17,960	190,860
Media/Elwyn	**Regional Rail**	10,599	2,755,740	3,096	161,000	2,916,840

Source: SEPTA, FY 2011 Route Operating Ratio Report

^Ridership numbers represent total ridership for the entire service line and include areas inside and outside of Media Borough.

**Weekday includes Monday through Friday and is an estimated count per day. **Weekend includes Saturday and Sunday and is an estimated count per day.*

TABLE 2-29
MEDIA-ELWYN LINE PASSENGER ACTIVITY - WEEKDAY

	DAILY PASSENGERS			
	Swarthmore	**Media**	Lansdowne	Rose Valley/Moylan
Weekday Boarding	718	**660**	434	147
Weekday Alighting	712	**578**	446	257

Source: SEPTA, FY 2011 Route Operating Ratio Report

TABLE 2-30
MEDIA STATION PASSENGER ACTIVITY - WEEKEND

	Passengers
Saturday Boarding	163
Saturday Alighting	129
Sunday Boarding	98
Sunday Alighting	96

Source: SEPTA, FY 2011 Route Operating Ratio Report

signs are located on utility poles or posts that are hidden by street trees or have faded or torn from exposure to the weather. There is a passenger shelter with a trash can at the corner of Baltimore Avenue and Orange Street for outbound passengers. There is an excessive distance between westbound Route 110 bus stops between the Manchester Avenue stop and a stop several hundred feet east of Beatty Road on Baltimore Pike in Nether Providence Township just past the Media Shopping Center

Route 118 provides a north-south route through Media. The route originates at the Chester Transportation Center, exiting Chester to the north via Avenue of the States and Edgemont Avenue, traveling through Rose Valley via Brookhaven Road, continuing to Nether Providence Township via Wallingford and Manchester avenues, traveling north through Media, ending at Newtown Square using PA Route 252. Major destinations along the route include the Chester Transportation Center, Pennsylvania Institute of Technology, Media Borough, Rose Tree Park, Delaware County Community College, and Newtown Square. Connections available along Route 118 include 12 different bus routes, the Wilmington/ Newark Regional Rail line at the Chester Transportation Center and the Route 101 Trolley.

Existing Sidewalk along West Baltimore Avenue.

Route 118 provides 14 hourly inbound and outbound weekday trips and 12 hourly inbound and outbound Saturday trips. Currently, Route 118 does not operate on Sundays. Within Media, the condition of bus stops is adequate and highly visible including a bus shelter for inbound (southbound) traveling passengers at the corner of Jackson and State streets.

Trolley

The 101 Trolley transports the eighth-most passengers annually for suburban routes operated by SEPTA and provides direct rail

service between 69th Street Transportation Center and Media Borough. The 101 Trolley is an east-west route originating at the 69th Street Transportation Center, travelling west through Upper Darby, Springfield, and Nether Providence townships before terminating in Media Borough. Major destinations along the route include 69th Street Transportation Center, Upper Darby, Barclay Square Shopping Center, Bonner & Prendergast Catholic High School, Delaware County Memorial Hospital, Delaware County YMCA, Drexeline Shopping Center, Springfield High School, Springfield Mall, Chesley Office Campus and Media Borough. Connections along the route include 18 bus routes, the Sharon Hill, Route 102 trolley, and the Market Frankford Line, and the Norristown High Speed Line at the 69th Street Transportation Center.

Steps leading to the Media Station Platform.

The 101 trolley provides 51 inbound and outbound weekday trips, 34 inbound and outbound Saturday trips, and 32 inbound and outbound Sunday trips serving Media. Within Media, designated stops for the 101 trolley are clearly visible with passenger shelters at the terminus of the line on State Street past Orange Street, as well as the Providence Road Station at the end of State Street. Both stations provide trash cans and bicycle parking.

Regional Rail

Media station is located adjacent to the Media Borough line in Upper Providence Township, and provides the Borough with direct passenger rail access to Philadelphia via the Media/Elwyn Line. Media Station is a handicapped-accessible station equipped with "mini-high" platforms, raised platforms that allow for train car floor-level boarding and alighting usually at the first or last train car. While the station itself is handicapped accessible, the sidewalks to and from the station are not compliant with the

Baltimore Avenue/State Street/Brooke Street intersection.

Americans with Disabilities Act (ADA) and present a significant challenge for handicapped riders wanting to use the line from Media Station. The ramp and stairs from the outbound platform to Orange Street were closed several years ago.

Media station ranks 43rd of 152 SEPTA regional rail stations in terms of ridership. The station has approximately 660 boardings and 578 alightings every weekday. While a large contingent of riders fill the 250-space parking lot to its capacity, a substantial number of riders walk from within the Borough to the station. In addition to riders who choose to walk, the station offers eight bicycle parking spaces for riders who chose to bike to the station. SEPTA serves Media with 27 inbound trips to Center City on weekday and 26 outbound to Media trips. On weekends and major holidays, SEPTA serves Media station with 17 inbound and outbound trips on an hourly basis.

Pedestrian Facilities

Media Borough has an extensive system of pedestrian facilities, including sidewalks, crosswalks, and pedestrian signals. However, there are a number of deficiencies in the pedestrian network which are discussed below.

There are some missing sections of sidewalks. Table 2-31 lists blocks which do not have a sidewalk on at least one side of the street.

Despite SEPTA's Media Regional Rail station location outside of Media in Upper Providence Township, hundreds of Media residents and workers use the station every day, many of them walking to and from the station. One major drawback of the station is that there is no easily accessible walking route from the station platform to Orange Street. Riders must either climb many

steep steps or walk up a very steep grade on Media Station Road to get to Orange Street. There are no sidewalks on Media Station Road, so pedestrians who cannot climb the steps must walk in the road in traffic between the station parking lot and Orange Street.

The steps and ramp leading from the outbound (toward Elwyn) platform of the station to Orange Street were closed many years ago. Riders disembarking from outbound trains must wait until trains have left the station to cross the tracks on the walkway to get to the inbound platform and then climb to Orange Street. This wait on the outbound platform could be several minutes while two trains load or unload passengers and depart. In 2008, Media Borough Council, Upper Providence Township Council, and the Delaware County Planning Department formally requested SEPTA to reopen the outbound stairs and/or ramp. This project, which would require that the steps/ramp be ADA-compliant, is dependent on increased federal and state funding being provided to SEPTA.

The Baltimore Avenue/State Street/Brooke Street intersection is an excessively wide intersection that is pedestrian-unfriendly. A major pedestrian safety issue here is that residents and employees who live and work along Brooke Street and Painter Street have no way to safely cross Baltimore Avenue at this intersection to access the medical offices at the end of State Street, Glen Providence Park, and other destinations in this area. This intersection lacks crosswalks or any type of traffic calming features. In addition, this intersection, which serves as the western gateway to Media, is unattractive, especially for a gateway entrance.

Brooke Avenue, heading south from Baltimore Avenue, and

TABLE 2-31
MEDIA BOROUGH STREETS WITH NO SIDEWALKS

Street Name	Segment
Baltimore Avenue/Pike	Between Providence and Beatty Roads (portion of block)
Brooke Street	Between Baltimore Avenue and Painter Street
Edgemont Avenue	Between 4th and 5th streets (portion of block)
Edgemont Avenue	Between Jefferson and Lincoln streets (portion of block)
Gayley Street	From Jefferson St. to Borough Line (to connect with Philip Jaisohn House)
Haldeman Street	Between 2nd and 3rd streets (portion of block)
Jefferson Street	Between Radnor Street and Manchester Avenue (portion of block)
Jefferson Street	Between Manchester Avenue and Vernon Street (portion of block)
Lemon Street	Between 3rd Street and beyond 5th Street
Lincoln Street	Between Edgemont and Radnor streets (portion of block)
Lincoln Street	Between Radnor Street and Manchester Avenue
Orange St./Centennial Ave.	From north of Orange/Centennial intersection to 5th Street
Painter Street	Between Upper Providence border to Brooke Street
State Street	Between Baltimore Ave. and West St. (several missing gaps on north side)
State Street	Between Baker St. and Baltimore Ave. (portion of block on south side)
West Street	Between 3rd Street and Front Street (portion of block)
3rd Street	Between Upper Providence border to West Street
5th Street	Between Lemon to Orange streets
6th Street	At northwest corner of Providence Road
8th Street	Between Olive and Jackson streets

Source: DCPD

Painter Street, the extension of Brooke Avenue turning west, lack sidewalks, as noted in Table 2-31. There are many businesses and a few residences along both Brooke Avenue and Painter Street. The lack of sidewalks forces pedestrians to walk in the street along with the cars and trucks that use these streets. In addition to the need for sidewalks, the streets themselves need major upgrades, including reconstruction or repaving, curbs to define the edges of the streets, and street trees to improve the appearance of these very unattractive roads.

Most of the block of Baltimore Avenue/Pike in front of the Media Shopping Center lacks a sidewalk, as indicated in Table 2-31. Though this block is in Nether Providence Township the added

sidewalk would be an advantage to Media Borough. The SEPTA 110 bus route travels along Baltimore Avenue/Pike in this area. The two closest westbound bus stops that serve the shopping center area are on Baltimore Pike several hundred feet east of Beatty Road and on Baltimore Avenue at Manchester Avenue. (This transit access issue is also described in the transit section of this report.) For bus riders who work or shop at the shopping center, not having a sidewalk and having to walk in the road or through grass/landscaping can be unsafe.

The southern pedestrian crosswalk on Providence Road at State Street is heavily used by residents to walk to and from the Providence Road station of the Media trolley line and the Media Shopping Center. Providence Road here is effectively four lanes wide, as there are two northbound lanes and one southbound lane which often accommodates two lanes of traffic. Crossing at this location is often hazardous due to the width of the road and motorists turning from State Street onto southbound Providence Road.

The Borough desires to increase foot traffic on the south side of Baltimore Avenue by creating safe pedestrian crossings and retail draws. Pedestrian signals, crosswalks and handicapped ramps were significantly upgraded as part of the recent traffic signal improvement project along Baltimore Avenue; these improvements were only made at the signalized intersections. Several Baltimore Avenue intersections without traffic signals lack marked crosswalks: Lemon Street, Veterans Square/South Avenue, and Church, Gayley, Edgemont, and Vernon Streets. Residents and visitors cross at these unmarked crosswalks to go to and from the south side of Baltimore Avenue.

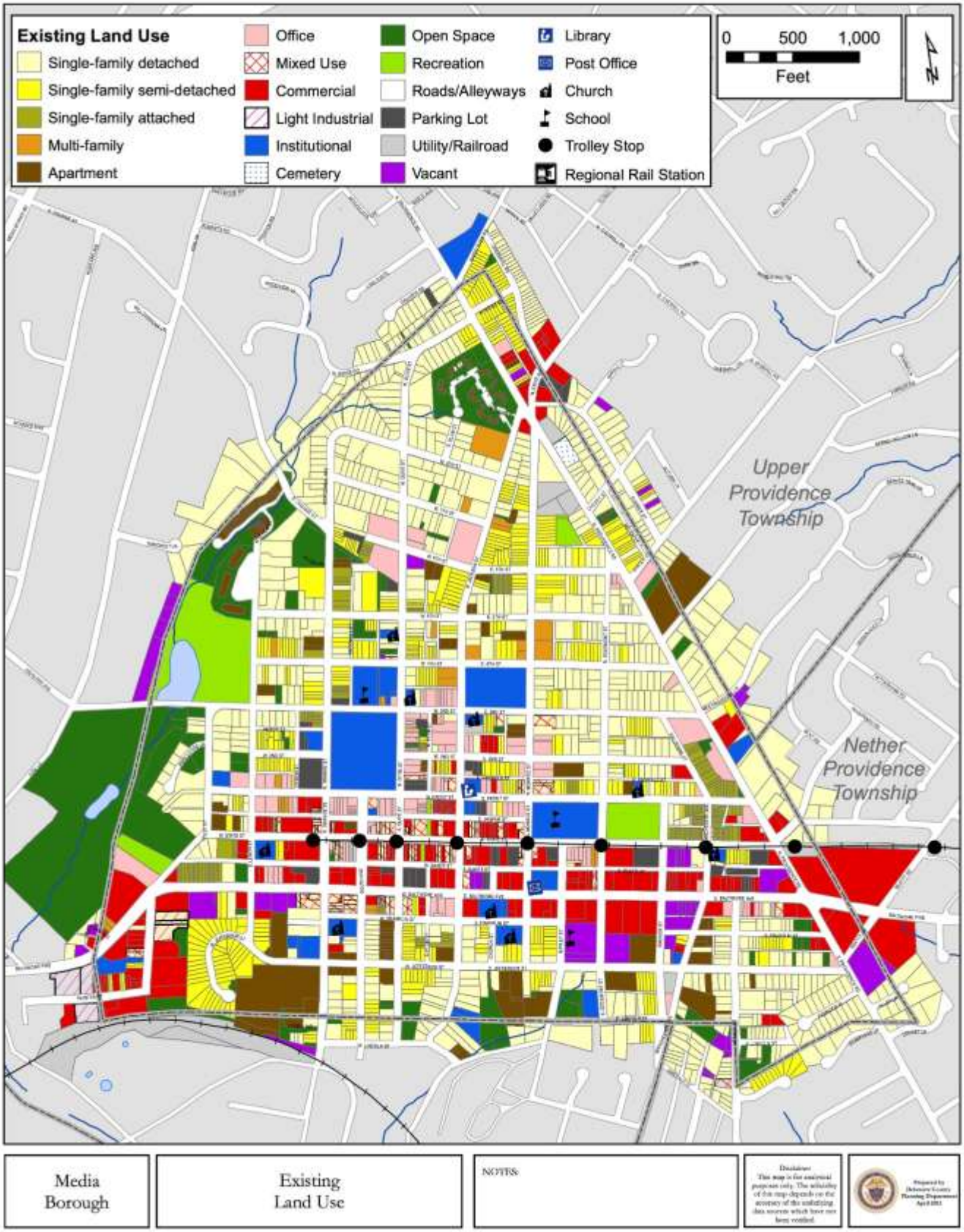
Some of the Providence Road sidewalks are narrow and don't have a planting strip buffer between the sidewalk and the road. This can deter pedestrians from walking in this area because of the higher speed traffic and the closeness of motor vehicles to them.

Sidewalk connections to areas outside of Media are necessary for residents to safely walk to places within walking distance. Examples include the Manchester Avenue sidewalk leading to the Pennsylvania Institute of Technology and Orange Street sidewalks leading to the Media train station. However, other potential sidewalk connections are lacking. For example, a sidewalk could be constructed along about a quarter of a mile of Baltimore Avenue/Pike in Media and Upper Providence Township which would lead to Middletown Township's Memorial Park and Delaware County's planned Mineral Hill Park. Also, a very short section of sidewalk, mostly in Media but partly in Upper Providence Township, could be constructed along Gayley Street from Jefferson Street to the Philip Jaisohn House.

2.5 Land Use

For a borough of less than a square mile, Media contains a great diversity of land uses. Over 40 percent of Media's land area is residential, with a mix of single-family detached, twins, row homes, multi-family houses and apartments. Residential areas are generally located in the northern and southern extremes of the Borough. Through the center of the Borough, a mix of uses lines commercial corridors (Baltimore Avenue, State Street, Providence Road), as well as near the County Courthouse with retail, commercial, office, mixed-use and residential parcels. The Borough also contains areas of recreation and open space, and

MAP 2-6
EXISTING LAND USE



light industrial uses in its southwestern corner. Additionally, the Borough is built on a street grid with numerous alleys; the tight-knit network of roadways accounts for more than a quarter of Media. Table 2-32, Figure 2-3 and Map 2-6 provide an overview of existing land uses in the Borough.

2.6 Natural Features

Soils

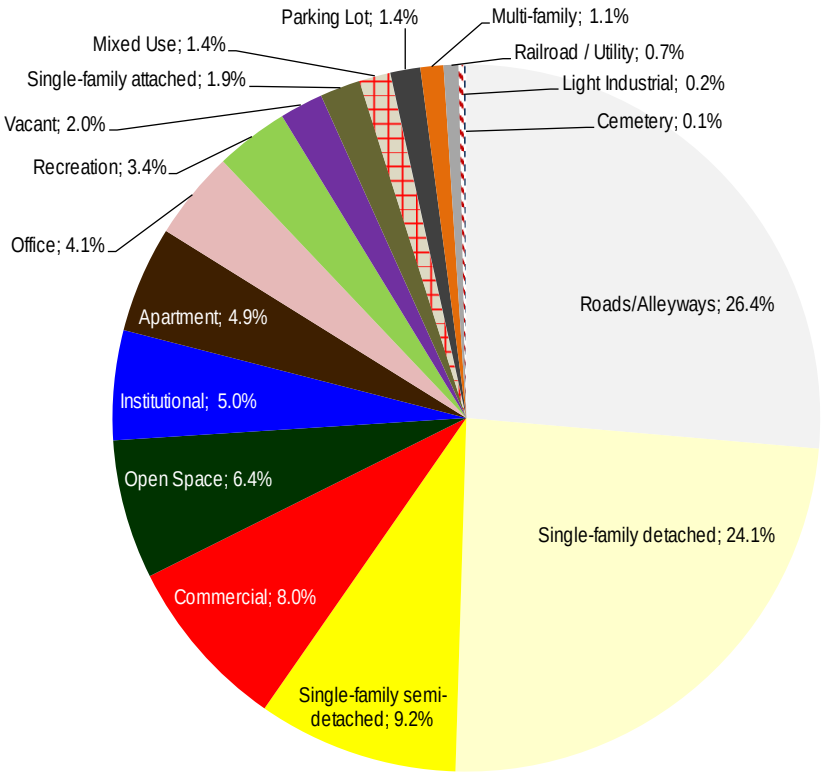
According to the *Soil Survey of Chester and Delaware Counties, Pennsylvania* (May 1963), the most prevalent soil type in Media Borough is classified as Made Land meaning that the soil no longer possess its natural properties due to human disturbances, such as land development. Though encompassing almost the entire Borough, the amount of Made Land actually present is likely greater than indicated in the Soil Survey due to subsequent

TABLE 2-32
MEDIA BOROUGH EXISTING LAND USE

Land Use	Acreage	Percent
Roads/Alleyways	128.33	26.4%
Single-family detached	117.26	24.1%
Single-family semi-detached	44.61	9.2%
Commercial	38.72	8.0%
Open Space	30.98	6.4%
Institutional	24.37	5.0%
Apartment	23.70	4.9%
Office	19.74	4.1%
Recreation	16.31	3.4%
Vacant	9.65	2.0%
Single-family attached	9.01	1.9%
Mixed Use	6.96	1.4%
Parking Lot	6.67	1.4%
Multi-family	5.11	1.1%
Railroad / Utility	3.35	0.7%
Light Industrial	1.08	0.2%
Cemetery	0.57	0.1%
Total Acres	**486.40**	

Source: DVRPC and DCPD, based on DVRPC 2005 land use data.

FIGURE 2-3
LAND USE



development that has occurred throughout recent decades. There are pockets of remaining native soil types, such as Glenelg channery (Ge), Glenville (Gn), and Wehadke silt loams (We), along Broomall's Run in the western portion of the Borough. These soils are well suited for the existing forested cover along and adjacent to the stream.

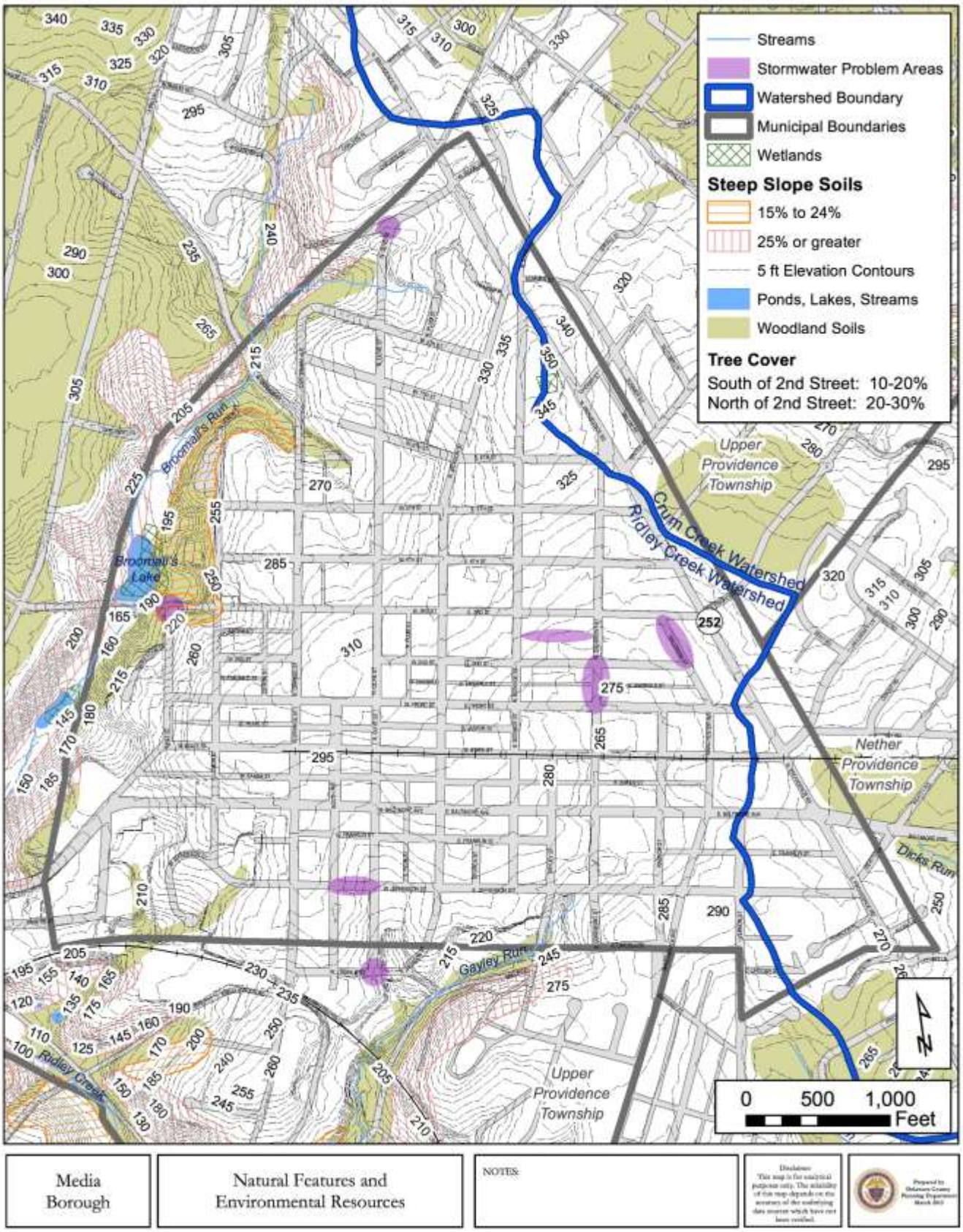
Topography/Steep Slopes

Media Borough essentially sits atop a hill that slopes to the west, toward Ridley Creek. The highest elevations in the Borough exist near the northeastern border with Upper Providence Township. This small ridge also forms the boundary between the Ridley Creek and Crum Creek watersheds. Other high points can be found in the central part of town, near the County Courthouse Complex. The lowest elevations and steepest slopes are located in the western and southern portions of the Borough, particularly around Broomall's Lake and within the County's Glen Providence Park, which straddles the border with Upper Providence Township. Steep slopes are very sensitive to disturbance, making their preservation important. Development on steep slopes often removes stabilizing vegetation, leading to increased runoff and erosion. Media's steep slopes ordinance regulates these activities in order to preserve their integrity.

Wetlands

Wetlands are areas of land that are saturated by water, either permanently or periodically throughout the year, and whose vegetation is specially adapted to the soggy soil conditions found there. Wetlands play a crucial role in the function of natural systems, including the ability to reduce flooding and improve water quality by intercepting, filtering, and gradually releasing water from storm events. They also provide habitat for a wide variety of plants and animals, including fish, reptiles, amphibians, birds, and mammals.

MAP 2-7
NATURAL FEATURES AND ENVIRONMENTAL RESOURCES



Media Borough	Natural Features and Environmental Resources	NOTES:	Disclaimer: "This map is for analytical purposes only. The reliability of the map depends on the accuracy of the underlying data sources which have not been verified."	Prepared by Delaware County Planning Department March 2013

While no major wetland areas are located in the Borough, the National Wetlands Inventory identifies two freshwater ponds located along Broomall's Run. These two ponds, known as Broomall's Lake and Broomall's Pond, are bordered by hydric soils (Gn and We), a key indicator of wetland formation. Broomall's Pond, also known locally as Scroggie Pond, is located in Glen Providence Park, where small spring-fed wetlands are also known to exist.

Woodlands (Tree Canopy)

Urban trees serve to not only establish a sense of community character, but also help to soften the visual impact of dense development. Wooded areas provide excellent recreational opportunities for local residents, while reducing the urban heat island effect and improving air quality. Vegetation found within even the smallest woodland areas provides important food and habitat for birds, mammals, and other wildlife. Along stream banks, tree canopy shades the water from the sun's rays, resulting in cooler temperatures and higher dissolved oxygen levels, which are necessary to support a healthy stream ecosystem.

Media has an active Shade Tree Commission and a Tree Warden. The Borough has achieved Tree City USA status from the National Arbor Day Foundation since 1981. Although the Borough is

TABLE 2-33
STREAMS WITHIN MEDIA BOROUGH

Name	Reach Code	Designated Use	Use Attainment
Broomall's Run	2040202001309	Trout Stocking Fishery (TSF)	Impaired
Gayley Run	2040202004910	Trout Stocking Fishery (TSF)	Impaired
Source Causes of Impairment	Urban Runoff/Storm Sewers – Siltation		
(both streams)	Urban Runoff/Storm Sewers – Water & Flow Variability		
	Urban Runoff/Storm Sewers – Cause Unknown		

Source: Pennsylvania Integrated Water Quality Monitoring and Assessment Report 2012

essentially built out and possesses relatively little open space, portions of the town have retained their tree canopy. There are many tree-lined streets and pockets of tree cover in lawns and parks throughout the Borough. According to a 2004 study by TreeVitalize, a state-affiliated public-private partnership, tree cover in Media is less than surrounding, less densely developed municipalities, though more than in the urbanized municipalities of comparable size and density in eastern and southern Delaware County.

In areas south of 2nd Street, tree cover averages between 10 and 20 percent, while areas north of 2nd Street contain tree cover of between 20 and 30 percent. The greatest density of trees can be found on the edges of town, away from the central business district. This is particularly true in the northern and western portion of the Borough near Broomall's Run and in Glen Providence Park. Within the park are over 36 tree species, including two young American chestnuts. This natural area provides habitat to a wide variety of wildlife, including over 100 documented species of birds.

Hydrology/Streams/Watersheds

Media Borough lies primarily within the Ridley Creek watershed, though a small area in the eastern portion of the Borough is part of the Crum Creek watershed. Both streams serve as fresh water sources for Aqua PA water treatment plants, located just outside of town on either side of the Borough. This makes the maintenance of fresh water sources and water management integral to the health of the watersheds and the supply of potable water.

Ridley Creek

The headwaters of Ridley Creek are located north of Media in eastern Chester County. As the 24-mile stream winds its way south toward its confluence with the Delaware River, it runs just west of the Borough. Despite its designation as a high-quality stream for portions north of the Media waterworks, Ridley Creek faces threats from nonpoint source pollution, primarily in the form of stormwater runoff from development on surrounding lands. In addition to the threats posed by possible contaminants, this excess runoff contributes to streambank erosion and leads to sedimentation of the Ridley Creek and its tributaries. Runoff caused by the extensive impervious cover in the Borough and surrounding areas also creates problems in terms of both quality and quantity of water entering the Creek through its streams via storm sewers.

There are two tributaries to Ridley Creek (Broomall's Run and Gayley Run) found within the Borough. A third tributary, Vernon Run, is located just outside the Borough, in Upper Providence Township. The stream is fed by land in the southeast corner of Media. All three streams are impaired due to alterations of their surrounding landscapes.

Gayley Run

Beginning in the southern end of the Borough, Gayley Run flows southwest toward its confluence with Ridley Creek. The stream runs through the Borough's Houtman Park, which is located south of the Borough line, in Upper Providence Township. Though not impounded, Gayley Run faces similar issues as Broomall's Run and Ridley Creek. Extensive impervious coverage creates issues with increased stormwater runoff entering the stream through storm sewers. This leads to stream bank erosion and siltation of the creek.

Crum Creek

A small piece of the western portion of the Borough lies within the Crum Creek watershed. Like Ridley Creek, Crum has its headwaters in eastern Chester County. The creek flows southerly through a range of land uses before passing just east of Media. There are no streams running through the Borough that drain to Crum Creek, however the area does drain to two of its tributaries (Dicks Run and an unnamed stream), located in Upper Providence.

Floodplains and flooding issues

When precipitation generates more water than watercourses can accommodate, they overtop their banks and drain onto adjacent, low-lying land known as a floodplain. Land development and other activities, such as impoundment or stream diversion, within a floodplain can disrupt the natural hydrologic regime and drainage patterns of the area. Such disturbances can threaten the health and safety of residents by increasing the level of flooding. Development, particularly in the floodway (portion of floodplain with moving floodwaters) can result in structure damage and raise flood heights in downstream locations.

Floodplain development in the Borough is regulated through a freestanding floodplain management ordinance that complies with state and federal requirements. This ordinance qualifies the Borough to participate in the National Flood Insurance Program (NFIP) which enables property owners in the 100-year floodplain (or "special flood hazard area") to purchase federally backed flood insurance. In Media, these areas are limited to the narrow stream valley along Broomall's Run, on the west side of town. As a result, relatively few properties lie within the designated floodplain.

[*Note: Several properties on N. Lemon Street, including those in the Hickory Hill and Hickory Valley Condominiums, obtained a*

Letter of Map Change (LOMC) from FEMA in order to remove the properties from the federal floodplain map.]

Stormwater Management and Drainage

Generally speaking, stormwater can be thought of as any runoff from the land that results from a precipitation event. While stormwater runoff is a natural occurrence, its quality, quantity, and velocity can be dramatically affected by land development activity. The more impervious surface (paving, buildings, etc.) within an area, the less precipitation is able to percolate into the ground. Any stormwater that cannot be absorbed into the ground, or taken up by plants and trees, becomes runoff. As it moves across the land, this stormwater runoff picks up contaminants from parking lots, roadways, and lawns before either flowing directly into nearby creeks into storm sewers, which in turn discharge into the streams. The negative effects of this runoff are intensified as trees and other vegetation are removed from the landscape. This condition destabilizes the soil and can lead to erosion and sedimentation issues in local waterways.

Act 167 Stormwater Management

The Stormwater Management Act of 1978 (PA Act 167) requires Pennsylvania's counties to prepare stormwater management plans for each watershed within its boundaries. These watershed-wide plans take a comprehensive approach to stormwater management by considering the effects of runoff on the entire watershed and its watercourses. Municipalities in watersheds with Act 167 plans are required to adopt stormwater management regulations consistent with the plan and associated model ordinance. A major objective of the program is to ensure that the maximum rate of stormwater runoff is no greater after development than before. The PA DEP requires Act 167 plans and

ordinances to emphasize on-site management and address stream bank erosion, groundwater recharge, overbank flooding, extreme events, and water quality through the use of stormwater control measures (SCM).

In 2012, Media adopted the model ordinance from the Crum Creek Watershed Act 167 Stormwater Management Plan (2011) municipality-wide, for both the Ridley and Crum Creek portions of the Borough. The ordinance contains requirements for managing stormwater on both small and large-scale development and redevelopment sites. The ordinance also satisfies Borough's National Pollutant Discharge Elimination System requirements.

Stormwater Management Issues

Given its age and density of development, Media experiences significant issues with stormwater runoff and localized flooding during heavy storm events. The Borough's storm sewers were constructed 75-100 years ago, long before stormwater management was required for new development. As a result, the system is somewhat inadequate to handle to amount of runoff generated from more recent development and increased impervious coverage. Flooding caused by excessive runoff leads to property damage, creates issues for vehicular traffic, and poses a health hazard for residents.

Below is a list of stormwater problem areas identified throughout the Borough:

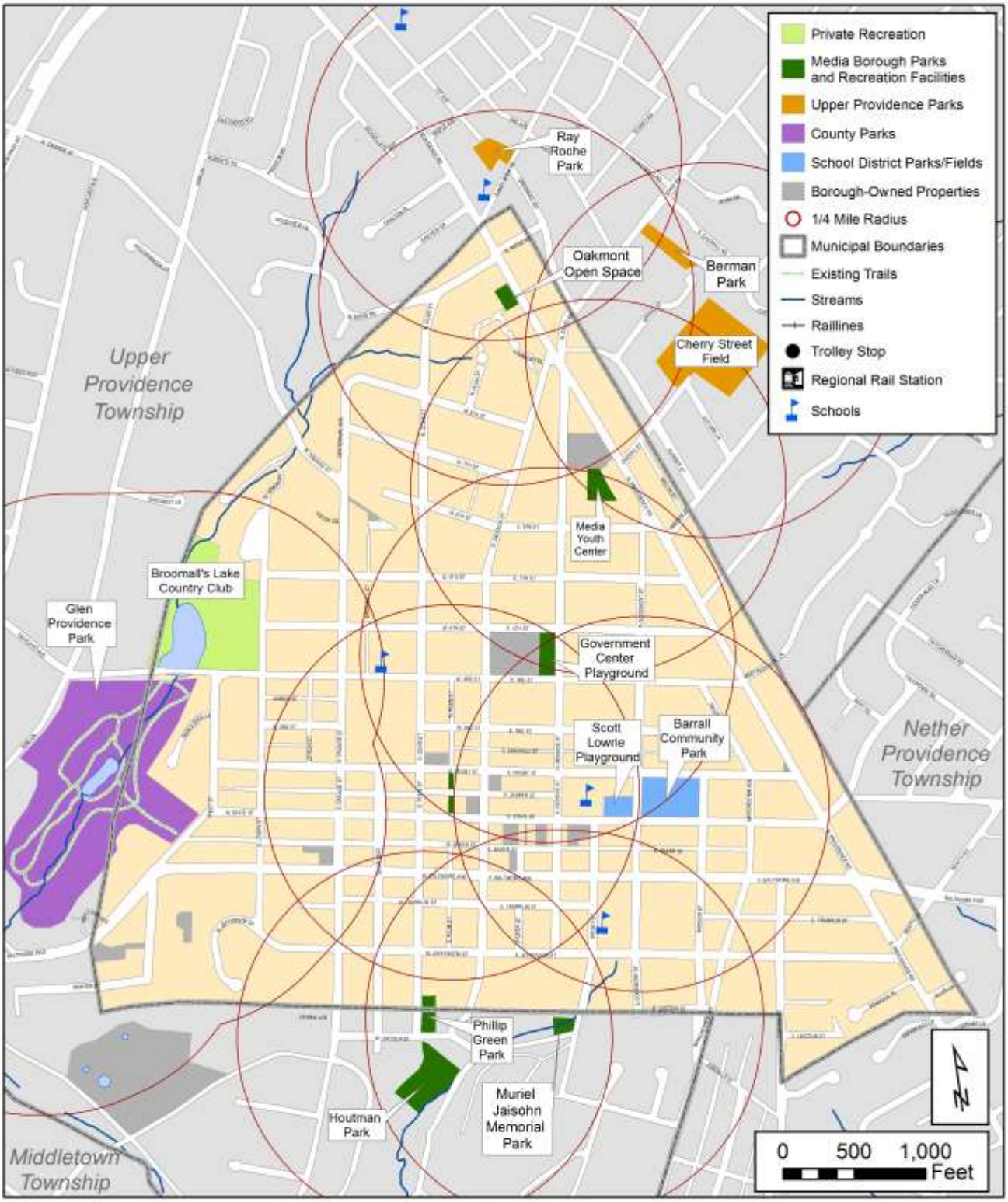
- N. Olive Street and Ridge Road intersection
- Lemon Street outfall at Broomall's Lake
- West Street & W. Third Street intersection
- Melon Street (drainage)
- Haldeman Avenue, between Second Street and Third Street
- 100 block of Second Street (rear yard drainage problems)

TABLE 2-34
OPEN SPACE AND OUTDOOR RECREATION FACILITIES, 2013

Owner	Name	Location	Facilities
Media Borough	**Houtman Park**	Jackson Street and Lincoln Street in Upper Providence Township	Wooded area, stream, drinking water, benches, and picnic tables
	Louis Scott Park	Ridley Creek Road and Baltimore Pike in Upper Providence Township	Wooded area, trails, stream
	Media Municipal Government Center Tot Lot	Third and Monroe streets	Tot lot playground with gated fence
	Oakmont Open Space	Providence Road behind Oakmont condos	Vacant lot, trees, lawn, fence
	Monroe Street Tanks Tot Lot	West side of Aqua PA tanks on Monroe Street, north of Youth Way	Tot lot with plastic play equipment
	Philip Green Park	Olive Street and Lincoln Street	Wooded area, stream, and hiking trail
	Plum Street Mall	Plum Street between State Street and Front Street	Benches and chairs, fountain, chess tables, murals, plaza space
Delaware County	**Glen Providence Park**	West Street, State Street, and Third Street, partially in Upper Providence Twp.	Picnic areas, pond, stream, trails, small pavilion, lookout area, performance stage
	County Courthouse and Government Center Grounds	Bounded by Front, Third, Orange, and Olive Streets	Lawns, memorials, plaza space, fountain
Rose Tree Media Sch. District	**John K. Barrall Community Park**	State & Edgemont Streets	2 Baseball/softball diamonds, tennis courts, concessions building (Borough leases and maintains park)
	Scott-Lowrie Playground	State Street at Media Elementary School (school owned/municipal lease)	Large playground, swings, basketball courts
Homeowners Association Open Space	**Astor Square**	N.Orange Street, on west side of 6th Street intersection	Wooded open space
	Gayley Park Apartments	On either side of Lincoln Street between Gayley and Jackson Streets	Wooded land, stream
	Hickory Hill	Lemon St., adjacent to Broomall's Lake Country Club	Apartment open space, woods, stream
	Hickory Valley	N. Lemon Street and N. Orange Street	Condominium open space, woods, stream
	N. Lemon Street Homeowners Association	N. Lemon Street condo open space	Wooded land, stream
	Oakmont	Oakmont Place	Open lawn and wooded land
Private Open Space/Recreation	**Broomall's Lake Country Club**	Swarthmore Avenue at railroad tracks and Little Crum Creek	Swimming pool, basketball court, volleyball court
	Media-Providence Friends School	On Third Street between Orange and Olive Streets	Tot lot playground structures, swings, benches, picnic tables, basketball court, indoor gym
	Media Youth Center	On Youth Way west of Providence Road	Indoor athletic center with space for basketball & volleyball
	Sandy Bank Cemetery	East side of Providence Road just South of Monroe Street intersection	Historic cemetery

Source: Delaware County Planning Department

MAP 2-8
RECREATION FACILITIES AND PRESERVED LANDS



- Edgmont Street, between Front Street and Second Street
- Jefferson Street, at (and between) South Avenue and S. Olive Street intersections
- S. Olive Street at Philip Green Park
- S. Olive Street at G.D. Houtman Park
- Glen Providence Park-Bottom of Sledding Hill

Parks and Open Space

Residents of Media Borough have access to several parks, open and natural spaces and parcels throughout the Borough. These green spaces offer both passive (natural, non-programmed space) and active (playgrounds, ballfields, etc.) recreational opportunities. The Borough owns and maintains several parks, including Houtman Park, which is located just outside of the Borough. The Borough has also worked to improve its park amenities. This includes the Houtman Park renovation in 2014 and 2015, which implemented the 2009 Houtman Park Master Plan. The renovation enhanced both natural and ecological features as well as trails and accessibility. Additionally, residents have access to spaces owned by the school district and County (Glen Providence Park).

More information on parks and open space is located in Table 2-34. The location and resident access to area parks and open space is illustrated in the "Recreation Facilities and Preserved Lands" Map 2-8.

2.7 Historic Resources

The Borough was settled with farms or small-town style development and has amassed a significant collection of historic structures and properties. Two properties in the Borough are

currently listed on the National Register of Historic Places, and several more have been deemed "eligible" for joining the register by the Pennsylvania Historical and Museum Commission (PHMC), due to their unique and maintained historic character.

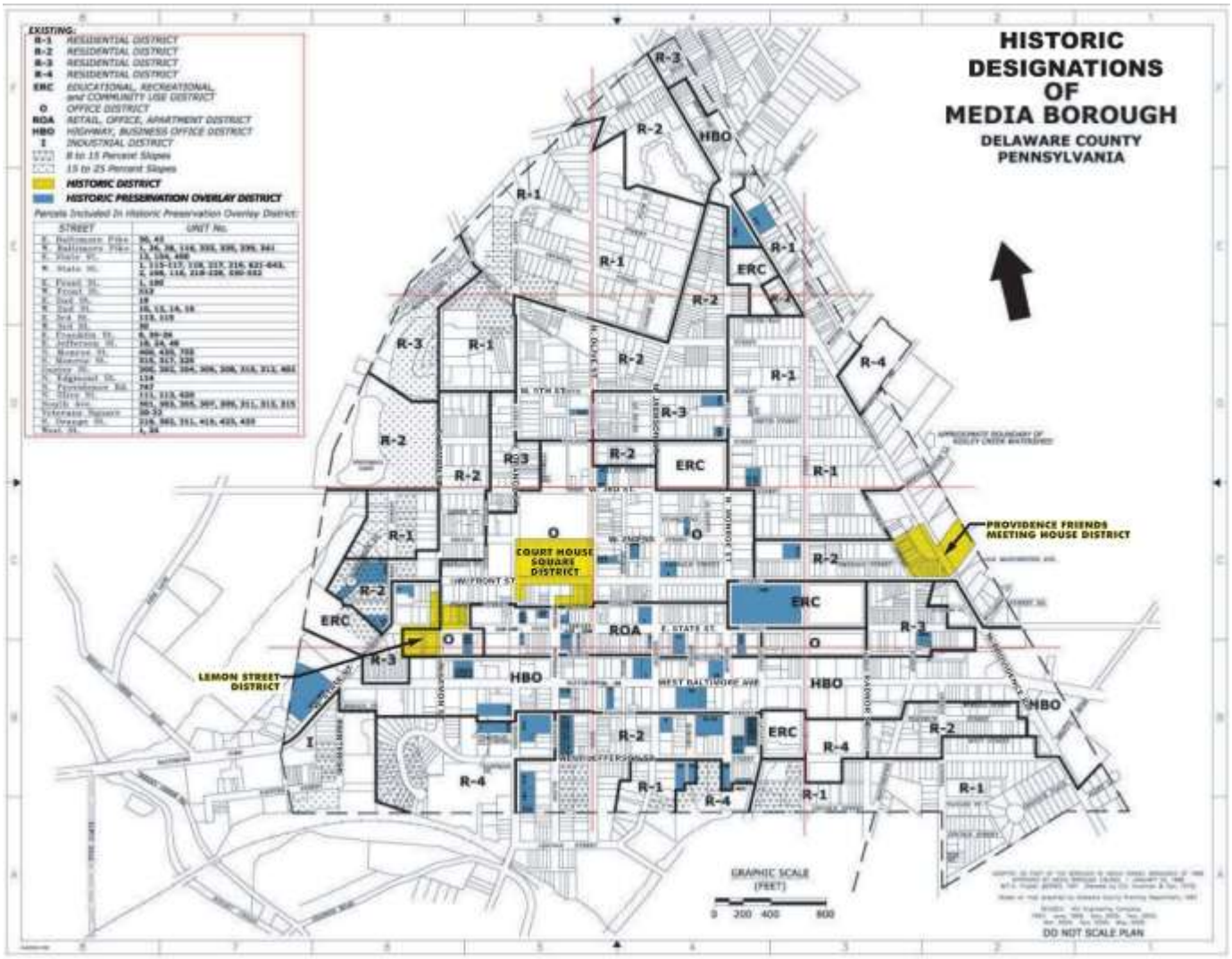
Listed Resources

- Dr. S.D. Risley House, 430 N. Monroe Street
- Media Armory, 12 E. State Street

Eligible Resources

- Glen Providence Park
- Media Theater, 104 E. State Street

MAP 2-9
HISTORIC DESIGNATIONS OF MEDIA BOROUGH



- Delaware County Courthouse
- Minshall House (George Lewis House)
- John Buchanan Robinson House, 19 E. 2nd Street

Local Historic Districts — Act 167 Districts

Act 167 is a state-enabling legislation that allows municipalities to designate certain areas as historic districts and regulate changes within the district, including demolition, new construction, additions, and exterior alterations. Local districts must be certified by the PHMC in order for them to be enforced.

Media Borough currently has three designated local historic districts (See Map 2-9): the Courthouse Square District, the Providence Friends Meetinghouse District, and the Lemon Street District. The ordinance adopting these districts was passed 1975, and regulates demolitions, new construction, reconstructions, restorations, and alterations. Media had at one time wanted to extend the boundaries of the Lemon Street District and add an additional district, identified in the Media Borough 1990 Historic Resources Survey as the Church Street District. The extension and additional district were never certified by PHMC and therefore, are not included in the current local historic district boundaries.

Act 167 requires a board be established to review and make recommendations to the elected officials. In Media, the Historical Architectural Review Board (HARB) is comprised of at least seven members, including the following: architect, professional artist, realtor or person experienced in business or real estate, and person experienced in building inspection or a building trade.

Property owners must first receive a permit known as a "Certificate of Appropriateness" in order to make changes to structures) within a Media historic district. The Borough Council

will approve, disapprove, or amend a "Certificate of Appropriateness" based, in part, on the recommendations of the HARB. The board is in the process of creating Design Guidelines, which will act as a guide for objective decision making and serve as a tool for homeowners.

Historic Resource Overlay District

The Pennsylvania Municipal Planning Code (MPC) allows local government the authority to "provide for protection of natural and historic features and resources." This has led municipalities to enact historic preservation zoning overlays that protect sites scattered throughout a municipality, including protection from demolition, additions, and exterior alterations.

In 2008, Media amended their Zoning Ordinance to include a Historic Resources Overlay District. This Overlay protects historic resources, as listed on the Official Listing of Historic Resources and located on the Historic Resource Map. Properties listed as historic in the Overlay may not be demolished without first receiving a permit from the Borough Council. The Council will receive recommendations and advice from the HARB and the public on whether or not the property should be allowed to be demolished. Currently, the list consists of 51 buildings divided into five categories, and can be added to or amended.

Historic Resource Survey

In 1990, the Delaware County Planning Department completed a survey of historic resources within Media Borough. The survey includes individual sites and historic districts, and also includes a brief history section and a section on recommendations. The survey identifies 180 resources and four districts on the Historic Resources Survey Map. Of those, 51 had PHMC Survey Forms

completed, which were submitted to PHMC. This survey is not comprehensive and does not include every possible historic resource or district within Media.

Media Historical Society

Media also has a historical society that helps maintain the Minshall House. The Minshall House is a field stone house located at the intersection of Providence Road and Front Street, built by Thomas Nuzum circa 1750. The house was restored and opened as a historic house museum in 1975. The organization also holds events, like the holiday house tours.

2.8 Community Facilities & Services

Education

Media residents of grade-school age along with students from Edgemont, Middletown and Upper Providence townships attend the schools of the Rose Tree Media School District. All Media public-school students attend Media Elementary School, located at Front and Monroe streets. All Rose Tree Media students attend Springton Lake Middle School in Upper Providence, and Penncrest High School in Middletown. Enrollment in the School District has declined slightly since 2007-08, from 3,875 students to 3,754 students in 2011-12. The school district is consistently ranked among the top 25 in the state and region, with test scores, a college promotion rate and student-to-faculty ratio that matches or exceeds area school districts.

Media is also home to Media-Providence Friends School at W. Third and Broomall streets, serving pre-school through the eighth grade. Founded in 1876, the school has a 2012-13 enrollment of 155 students, and an 8:1 student-to-faculty ratio.

TABLE 2-35

ROSE TREE MEDIA SCHOOL DISTRICT ENROLLMENT (2007-2012)

School Year	Elementary School	Middle School	High School	Total
2007-08	1,590	932	1,353	**3,875**
2008-09	1,499	930	1,357	**3,786**
2009-10	1,487	913	1,345	**3,745**
2010-11	1,521	892	1,293	**3,706**
2011-12	1,567	847	1,340	**3,754**

Source: PA Department of Education
**Elementary Schools include Glenwood, Indian Lane, Media and Rose Tree*

Administration

Borough Hall, at 301 N. Jackson Street, is the administrative office of Media and home to Council chambers. The government consists of seven Council members and a Mayor. The Mayor is elected to four-year terms and has been in office since 1992. Borough Council are also elected to alternating four-year terms, years with three or four members elected every two years.

The Borough Administration is appropriately sized to cover a Borough with 30,000 daytime residents, and for a municipality that sponsors so many events, that draw an even larger population. Borough employees include a Manager, who oversees day-to-day operations and helps draft the yearly budget, a Grants Administrator who helps the Borough secure funding, and a Code Enforcement Officer who administers the zoning, SALDO and building codes and permit applications.

Small businesses in Media are represented at the Borough-government level by the Media Business Authority (MBA), a public authority that acts as a business association, local economic development organization, as well as the marketing and tourism

TABLE 2-36

AREA HIGH SCHOOL (SCHOOL DISTRICT) SPENDING AND ACHIEVEMENT

High School (District)	Percentage of Students Attending 2 or 4-Year College	PSSA Reading/Math Proficiency Rate*	Student-to-Faculty Ratio	Instructional Spending per Student	Tax Millage^
Strath Haven (Wallingford-Swarthmore)	90%	91% / 86%	13:1	$10,639	39.3340 or 38.9150
Marple Newtown (Marple Newtown)	83%	81% / 70%	14:1	$10,461	17.2199
Penncrest (Rose Tree Media)	**90%**	**84% / 74%**	**13:1**	**$11,471**	**22.6143**
Springfield (Springfield)	95%	86% / 72%	15:1	$9,720	28.7300
Sun Valley (Penn-Delco)	81%	73% / 62%	14:1	$7,890	24.5490

Source: Philadelphia Magazine, 2012 and ^County of Delaware

** Based on test scores from 11th graders over a three-year period.*

bureau for the Borough (the authority maintains the visitmediapa.com website).

Police / Public Safety

The Police Department is staffed by 16 full-time and three part-time officers and at least two-to-three officers are on duty at any given time. The full-time officers are split into four platoons, including a sergeant in each group. The department is run by the police chief and also employs police lieutenant and five civilian staff members including a department secretary and a public information officer.

The Media Police Department operates under a county-wide mutual aid agreement. While officers may occasionally respond to calls in other parts of the County such as Chester or eastern Delaware County, officers are frequently assisting on calls and incidents in neighboring municipalities such as Upper and Nether Providence and Middletown townships. The Media Police Department also provides holding cells and processing services for a fee to the neighboring municipalities of Upper and Nether Providence townships, Swarthmore Borough and the Delaware County Park Police.

Crime in Media has occurred at a relatively stable rate for the past five years, with drug violations decreasingly significantly since 2008. The Borough is either at or below the County average for per capita crime rates, with assaults, drug violations and alcohol crimes being the most reported compared with the County.

While the Borough currently enjoys relatively low levels of crime and has seen significant declines over the past few decades, Media is a unique community in terms of policing needs, as it is the seat of government for Delaware County and also a regional

center for public events, arts and cultural activities, and holiday and other community celebrations. In addition to the resident population, the department must handle a large influx of visitors to the Borough each day including County employees, juror pools, individuals in the County courts and legal system, and residents and other parties availing themselves of the services of County government. During weekly and weekend events and activities the Borough can experience an influx of several-thousand visitors that require a greater police presence and consequently tax the department's resources.

Given Media's role as a downtown or central place for the mid-portion of Delaware County, public safety and the perception of safety among the Borough's visitors is a critical element in maintaining the momentum of the Borough's recent revitalization. Discussions with the mayor, police chief, and platoon officers indicate a need for two-to-three additional full-time officers, more hours budgeted for overtime and replacements and/or upgrades for some ageing vehicles, equipment and technology.

Fire and Emergency Services

Fire protection is provided by the Media Fire, Hook & Ladder Company No. 1, a volunteer force (with three "career" employees who primarily administer emergency services) that serves Media, as well as emergency ambulance services for Media, Rose Valley Borough, Upper Providence Township, and portions of Swarthmore Borough and Nether Providence Township. The fire company responds to approximately 275 fire calls and 1,200 ambulance requests on an annual basis.

According to Borough administration and Council members who keep in close contact with the Media fire company, the company

faces a possible impending crisis in recruiting and maintaining a volunteer force that can handle the company's workload. This is a problem that is found statewide and nationwide in volunteer firehouses, with fewer recruits joining fire companies.

The fact that the fire company has seen its force age and diminish is directly correlated to the lack of affordable (specifically owner-occupied) housing in Media. As housing prices have risen in the Borough, opportunities for young families to purchase affordable homes have decreased, with these families and potential firefighter recruits moving to nearby municipalities with more moderately priced houses.

Media must remain affordable for its public servants and volunteers, though the fire company can work with the Borough to help recruit and maintain a stable volunteer force. The fire company does not currently offer any pension or insurance benefits. Firehouse consolidation between Media Fire Company and nearby houses like Rose Tree and South Media would require a great deal of intergovernmental cooperation between Media and Upper and Nether Providence Townships.

The Borough must also prepare for issues concerning the provision of emergency services. Media Fire Company teams with Riddle Hospital (the fire company provides an EMT while Riddle provides a paramedic) for ambulance calls, with admittance for patients at the hospital. Hospital systems (including Riddle and its parent company, Main Line Health) are increasingly unable to afford admitting emergency patients whose insurance does not fully cover the cost of the ambulance call, or patients without insurance. Media is one of many municipalities in the County that must determine how to help Riddle Hospital maintain its level of

support without significantly increased municipal expenditures and/or taxes. The cost of providing these services is sometimes mitigated through donations or "subscriptions" from residents, who may choose to pay an annual fee to offset the cost of providing emergency services.

Technology and Resident Engagement

To alert residents of local emergencies or other necessary information, Borough administration uses the Global Connect system to contact residents via phone with important Borough news updates. Residents who sign up for the network receive targeted alerts and messages on their work, home and/or mobile phones. Borough Council and administration are satisfied with the implementation of Global Connect, and hope to encourage more residents to join the system.

The Borough has recently launched "Media Mobile," a free web and smartphone application powered by PublicStuff that enables residents to cite and report street and neighborhood repair issues directly to the Borough. The app can be downloaded for iPhone and Android. Progress of repair tasks is displayed at www.publicstuff.com/pa/media-pa.

Library

The Borough is served by the Media-Upper Providence Free Library at Front and Jackson Streets. As the name suggests, the library serves over 15,000 residents in those municipalities and is part of the Delaware County Library System. Since 1901, the library has served as the anchor of community information, education and inspiration, for children, teens and adults.

Situated in its current location for over 60 years in a row of adapted turn-of-the-century residences, the building has served

the community well, but unfortunately the facility is now functionally obsolete as a library. After years of planning, the library board made the decision to reconstruct the library at its present site.

Funding for the reconstruction will be provided by multiple sources– Media Borough, Upper Providence Township, and a capital campaign led by the board of the library. In addition, the board, in partnership with the Borough, secured the state's 2012 Keystone Recreation, Park, and Conservation Fund Grant. The library is planning to complete construction in mid-2016. The library will maintain space for the Media Borough Archives.

The new library design will fit into the distinct, small-town character of the Borough; it will be a sanctuary in the neighborhood connecting the library to the people. The new building will provide a sheltered bicycle and incorporate energy efficient measure into the design. The result will be a building that surpasses standard practices, uses less energy, save money, and helps the environment.

One of the main functions of libraries is to collect and manage information and to teach users how to find the information they desire, whether in book or digital form. The new library will provide resources and services that help people of all incomes learn to read, use computers and develop other skills they need to succeed. People will visit to find a book, help with a job search, gain free access to the Internet, and attend a lecture or a book club or to connect to the community. The library will be a community gathering place, with classrooms and meeting spaces. It will offer vital resources that everyone in the community can access at no cost.

Community Space

The Municipal Complex at 301 N. Jackson Street is home to community space that can be rented and utilized for residents and local groups. The two event rooms attached to Borough Hall are the Community Center, which holds 180 guests, and the Mansion Parlor Room, with a capacity of 50-60 guests. The new Media-Upper Providence Free Library will offer large and small meeting spaces for the residents, businesses and civic organizations of the area.

A major provider of youth programming and activities is provided to the Borough is the Media Youth Center, located on Youth Way at the northern end of Media. The Youth Center organizes basketball leagues, and features a gym on its premises. Additionally, area children can participate in such programs as robotics clubs, and the Youth Center houses a young child development center. In a partnership with Media Arts Council, the center offers the Media Youth Film Initiative (MyFi) for area high school students to learn about filmmaking.

Utilities

Sewers

The Borough of Media is served entirely by separate storm and sanitary sewers. Flows are conveyed via pump station and gravity lines to the Media wastewater treatment plant located on Ridley Creek and Media Station roads in Upper Providence Township. Philadelphia Suburban's Little Washington Wastewater Company (now Aqua PA) purchased the plant and collection system from the Borough in 2001. Currently, the plant serves all of Media Borough as well as portions of Upper Providence Township and the Elwyn Institute. Media residents are billed directly by Little Washington Wastewater (Aqua PA).

Media Theatre.

As with most towns in the region, the Borough's aging infrastructure experiences issues with inflow and infiltration (I&I) from sources such as sump pumps and cracked pipes in the streets. This extra water entering the system adds to the overall treatment cost for residents.

Water Supply and Fire Hydrant Service

Aqua PA is also responsible for the supply of potable water for Media Borough and its vicinity. Aqua PA is supplied with water from an extensive regional network of pipes and intakes as well as local sources, including Crum and Ridley creeks. Given the large service area, rates have remained relatively low and are consistent with other municipalities in the region. If necessary, auxiliary water service can be provided from the Chester Water Authority.

Crum Creek Water Treatment Plant on Beatty Road

Draws 17 MGD from Crum Creek via Lower Crum Reservoir which is supplied by the larger Springton Reservoir)

Ridley Creek Water Treatment Plant on Elwyn Road

Draws 4.1 MGD from Ridley Creek

Aqua PA also provides water for fire hydrant service in Media. The Borough pays a quarterly rental fee of $42.25 per hydrant. Hydrant flows are not metered, so there is no limit to their usage for fire protection demands.

Waste Management

Municipal Solid Waste (trash) is collected twice weekly by the Borough's Public Works Department:

- East side of Jackson Street – Monday and Thursday
- West side of Jackson Street – Tuesday and Friday
- Bulk items are collected the last Wednesday of the month

TABLE 2-37

MEDIA WWTP STATISTICS

Year Constructed	1937
NPDES Permit #	PA0024121
Design Capacity	1.8 MGD
Current Flow*	1.472 MGD
Residents Served*	15,000 (approx.)
Plant Type	Activated Sludge
Receiving Waters	Ridley Creek

Source: Media Borough and DCPD

**Includes flow from Media and Upper Providence, as well as Elwyn Institute*

TABLE 2-38

FIRE HYDRANT ASSOCIATED COSTS

Total Hydrants	84
Quarterly Rental Fee (per hydrant)	$42.25
Annual Rental Fee (per hydrant)	$169.00
Total Quarterly Expense	$3,549.00
Total Annual Expense	$14,196.00
Total 2010 Population	5,327
Annual Expense per capita	$2.66

Source: Media Borough and DCPD

TABLE 2-39

2012 SOLID WASTE STATISTICS*

Total 2010 Population	5,327
Curbside Recycling Program	Yes
Recycling Rate (recycling/ MSW)	70%**
Total Municipal Solid Waste (MSW) tonnage	869.08
Total Recycling tonnage	2,044.10***
Total MSW + Recycling tonnage	2,913.18
Total MSW + Recycling per capita	1,093 lbs/ person

Source: Media Borough and DCPD

- Leaves, yard waste and old Christmas trees that the Borough collects are taken to the County composting farm in Chester, PA

The Borough also contracts with J.P. Mascaro & Sons to provide a single-stream, curbside recycling program. Recyclables are collected once a week. Eligible materials include the following: cans, foil, cardboard, catalogs, glass bottles/jars, junk mail/ envelopes, magazines, newspaper, paper (any grade), paperboard, plastic bottles (number codes 1-7), aseptic packaging/Tetrapak, and telephone/soft-covered books. The Borough also participates in the County's Igloo recycling program. Igloo receptacles can found on Brooke Street and at Rose Tree Park (in Upper Providence).

In 2012, Media had the highest rate of recycling in the County (refer to Table 2-39). The Borough has adopted an updated recycling ordinance which, among other things, focuses on increasing commercial compliance/enforcement.

As part of this new ordinance, the Borough will also implement a public information and education program explaining the features and requirements of the program.

Energy

Seven Borough-owned buildings and one County-owned building have solar-panel installations:

- Media Youth Center
- Media Borough Hall
- Sweney Building and Government Center (County)
- Highway Department Garage
- Media Fire Company
- Media Elementary

- Media Armory
- Media Theatre

The Borough has been recognized for its investment in solar panels and renewable energy, and was designated a Pennsylvania Clean Energy Community in 2007. It is one of approximately 20 municipalities in the Commonwealth that has pledged to extract 20 percent of its municipal energy use from renewable sources. According to the Borough, the solar arrays it has installed have a capacity of 41 kilowatts (kW), and can generate as much as 45 kilowatt-hours (kWh) per year, saving approximately $5,500 in energy costs per year.

Additionally, Media Borough currently offers one electric vehicle charging station by the Media Fire Company at 11 S. Jackson Street. Electric car owners can charge their vehicles for an hourly rate, with the typical electric vehicle needing four hours to charge if the battery is half-full.

2.9 Tax Structure & Budget

Media Borough helps to fund its services and government through business, property and income taxes. Compared to other Delaware County municipalities, the Borough assesses more taxes on its residents and businesses, although property taxes are lower than most municipalities. These tax revenues fund the amenities and services provided to residents, which are greater than in neighboring municipalities, per capita. Media is only one of several municipalities in Delaware County that assesses a one-percent wage (non-resident) tax as well as an earned-income tax for residents who work outside the Borough.

Bastille day festivities. Courtesy of Media Patch.

Additionally, business taxes (privilege, retail and wholesale) are assessed to businesses located in Media, though the privilege and wholesale taxes are at a lower millage than some nearby municipalities, including Marple and Middletown townships.[1] Compared to neighboring counties, Delaware County has a higher countywide tax millage (5.452) than Chester (4.163) and Montgomery (3.152) counties.

Concerning Media's General Fund budget, total revenues have climbed since the 2010 budget ($6,973,700), to $7,624,345 in the 2013 budget. The increased budget has allowed the Borough to spend more on public safety (12.7 percent increase between 2010 and 2013) and "culture – recreation" (21.6 percent during same time period).

The Capital budget has nearly doubled (from $725,675 to $1,417,500) between 2010 and 2013. Revenues come from state grants and Borough interfund transfers, and include items such as a DCNR grant for Houtman Park in Upper Providence, which is owned by the Borough ($200,000 in 2012). The Capital budget includes revenues and expenditures for municipal building improvements, streetscape improvements and storm sewers. At least $240,000 has been received in grants and allocated in the budget dating back to at least 2010 for the 3rd Street Bridge improvement project, which is still in the planning phase (see Appendix for budget tables).

2.10 Recent Social Movements

Media's civic culture is unique to Delaware County, as well as the Delaware Valley. Social and civic organizations in Media include more than business/service organizations like the Rotary Club of Media, but also organizations tied to social movements, including

the Media Arts Council, Transition Town Media and Timebank Media. These organizations have helped redefine Media as a civic-minded and progressive town with numerous events, initiatives and opportunities for community engagement, from residents, visitors and local businesses.

The Fair Trade Committee is a volunteer group that coordinates events and initiatives for the sale of fair trade items, and was instrumental in bringing Media the designation of the first Fair Trade Town in the U.S. in 2006. Fair Trade products are generally produced in developing countries, and are sold with consideration to the treatment of the producer, who is provided a fair living wage for selling the product. A Fair Trade Town is a designation for localities that provide Fair Trade items at municipal and community events, and accommodate businesses that sell Fair Trade products. Fair Trade products are sold with the intent of ameliorating poverty and providing needed amenities to families in developing countries, and Media's designation as a Fair Trade town makes the Borough an important part of the process, and a unique tourist destination for visitors interested in Fair Trade goods.

The Media Arts Council (MAC) was founded in 2004 and soon after was chartered as a 501c3 nonprofit. In concert with Borough Council, MAC works to make Media an "arts destination" through supporting local artists and advertising and holding art events and showings, and providing space for showcasing art in the Borough. The organization, with 14 volunteer members and an executive director, is responsible for spearheading "Second Saturdays" where businesses stay open after-hours and offer venues for local artists and musicians.

Timebank Media is based on similar organizations in the country, and offers members a chance to exchange services and labor for other services, based on "Time Dollars," or currency based on an hour of

volunteership. The initiative is organized by Transition Town Media, which coordinates the efforts of local residents and businesses to donate time for the exchange of volunteer projects. The goal of Timebank is for residents to invest in community engagement and improvement through volunteership while offering services to members that are often costly for no monetary charge.

Transition Town Media is an environmental and community activist organization that seeks to help Media Borough and surrounding communities adapt to the economic and environmental changes that will come with the shift of local energy use from oil to more sustainable alternatives. Transition Town focuses on outreach and events for providing information and resources to area residents for reducing the carbon footprint of the Greater Media area. The organization coordinates initiatives and meetings that emphasize the need for Media to become an increasingly "sustainable" and "resilient" community. Events and initiatives are focused on topics that include the growth of local businesses, increasing home energy efficiency and permaculture.

2.11 Community Events

A result of the engagement and interaction of residents, officials and business owners has been the establishment of community events throughout the year, which are presented by the Borough and nonprofit groups.

Media is host to several music festivals hosted by the Media Business Authority and local businesses, including the Media Americana Roots Ramble in April, State Street Blues Stroll in June and Jazz by Night in November. Nationally and internationally recognized musical acts perform in businesses and restaurants along State Street, backed by

press from local and regional outlets. The Roots Ramble and Jazz by Night have been staples in the Business District of Media since 2003.

Each Wednesday evening from May through September, Dining Under the Stars™ brings dining along State Street outdoors, as restaurants set tables on the sidewalk and roadway of State Street between Orange and Jackson streets. Since 2008, the MBA and local restaurants have coordinated the event, which combines outdoor dining with live musical performances. After an inauspicious start in its inaugural year, Dining Under the Stars ™ attracts hundreds of area residents each Wednesday night to dining tables along State Street.

Each Thursday between the months of May and November, the Media Farmers Market provides local produce and food in the parking lot of the Media Theatre. The Market, a nonprofit organization run by a steering committee and market manager, provides space for approximately two-dozen farms and bakeries, often augmented by a performance of local musicians.

Since 2007, the MBA and MAC have hosted a Bastille Day Celebration during the Second Saturday arts event in July, where State Street is closed to automobile traffic and the location of live art demonstrations, musical and theatrical performances, as well as a miniature replica of the Eiffel Tower. The family-friendly event celebrates the signing of the Declaration of Independence as well as the storming of the Bastille prison in Paris in 1789. The celebration is the largest commemorating Bastille Day in the region, outside of Philadelphia.

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STOP
3-WAY
DOWNTOWN MEDIA
P
PUBLIC PARKING

Vision and Goals

3.1 Vision

Media seeks to maintain and enhance the Borough as a sustainable, economically vital, diverse and culturally rich community through the implementation of the 2015 Comprehensive Plan Update.

The Plan's vision is to :

- Strengthen the community of Media Borough and promote community livability;
- Promote the economic vitality of Media Borough businesses;
- Promote the sustainability and environmental health of Media Borough; and,
- Promote an appreciation of culture and history in Media Borough.

3.2 Goals and Objectives

To realize this vision, Goals and Objectives were established in the following categories:

1. Transportation
2. Land Use
3. Energy and Resource Conservation
4. Parks, Open Space and Natural Areas
5. Economic Development
6. Arts and Culture

7. Historic Preservation
8. Community Facilities and Services
9. Compatibility with Surrounding Municipal Plans

Specific objectives were articulated to guide the recommendation actions of this plan. The goals and objectives reflect a general statement of community values and desires suggested by residents and stakeholders during the planning process. The goals and objectives are outlined to provide a cross-reference with each recommendation.

1. Transportation

A. Enhance pedestrian mobility and connectivity throughout the Borough.

B. Make on-road bicycling safer and more convenient throughout the Borough.

C. Institute traffic calming measures on streets with high-accident rates and re-design problematic, awkward or obsolete intersections to improve traffic flow and pedestrian mobility.

D. Promote alternatives to automobile transportation.

E. Seek parking efficiencies.

F. Improve pedestrian access and amenities at public transportation nodes.

G. Continue to progress toward reconstruction of the 3rd Street dam and the rebuilding of 3rd Street.

2. Land Use

A. Allow for additional density and building height in areas served by public transit and good roadway access.

B. Create design guidelines for architecture, streetscape, signs and lighting and reevaluate the existing landscape ordinances.

C. Support the redevelopment of vacant or underutilized sites in commercial zoning districts.

D. Work with the private sector to identify development types responding to market demand and ensure the zoning ordinance is accommodative of these development types while also complementing the Borough's quality of life.

3. Energy and Resource Conservation

A. Focus Borough efforts on energy conservation initiatives, priorities, and strategies for their implementation. Involve Environmental Advisory Committee. Include the perspective of other community groups dedicated to energy conservation.

B. Promote energy conservation and 'green' construction in new buildings or renovations with appropriate incentives in the zoning ordinance and building permits.

C. Enhance public awareness about energy conservation practices.

D. Work with DVRPC to identify possible funding.

4. Parks, Open Space and Natural Areas

A. Provide parks / civic space within ¼ mile of all neighborhoods.

B. Examine upgrades to existing open space areas to meet the needs of local neighborhoods.

C. Improve aesthetics and visibility at Borough gateways.

D. Promote "greening" of the Borough through expansive planting of street trees.

E. Work with Delaware County Parks Department and Friends of

Glen Providence Park to support programming in, and stewardship of Glen Providence Park.

F. Develop guidelines for stormwater infiltration in all sections of the Borough and design new planting areas with stormwater infiltration capabilities.

G. Encourage community gardens and edible landscapes (permaculture) in public and private lands.

5. Economic Development

A. Promote a mix of residential dwelling unit types and respond to residential development trends.

B. Improve efforts to market and brand Media to draw more visitors, retain existing commercial establishments, and attract new businesses.

C. Create an updated Downtown Strategy Plan for Media. The plan would include items discussed in Chapter 5 — Implementation.

D. Encourage a diverse mix of commercial and business establishments to maintain and enhance the Borough's economic base and provide employment opportunities for residents and surrounding areas.

6. Arts and Culture

A. Encourage a vibrant cultural atmosphere that includes opportunities to enjoy music, theater, film and public art.

B. Celebrate diversity through public events and art.

C. Work with the Media Arts Council to ensure a vibrant a public art program.

7. Historic Preservation

A. Promote the continued preservation of the existing Act 167 Local Historic Districts and the Historic Resource Overlay District.

B. Preserve the historic character of Media's downtown.

C. Encourage the preservation and protection of Media's residential neighborhoods.

D. Support the protection of scattered historic resources

E. Identify cultural and historic resources that contribute to the Borough's development.

8. Community Facilities and Services

A. Establish more community spaces and meeting areas for local organizations.

B. Address the possible future of diminished resources and services pertaining to fire and emergency medical services.

C. Create the "infrastructure" needed to make cross-communication between community groups and knowledge resource sharing between organization leaders standardized.

D. Develop nuisance ordinances for property maintenance and enforcement.

9. Compatibility with Surrounding Municipal Plans

A. Work with adjacent municipalities to encourage transit-oriented and multi-modal friendly developments.

B. Work with adjacent municipalities to ensure consistent transportation planning.

C. Work with adjacent municipalities to utilize shared community facilities.

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CLEARANCE

Recommendations

The recommendation summaries below are established to help Media achieve the goals of this Plan, guide future growth, support the local economy, environment and community. The recommendations are a result of ideas generated during Plan Steering Committee meetings, the public participation process, and input from the Borough Planning Commission and Council. These summaries are expanded upon and prioritized as individual action items in Chapter 5, Implementation.

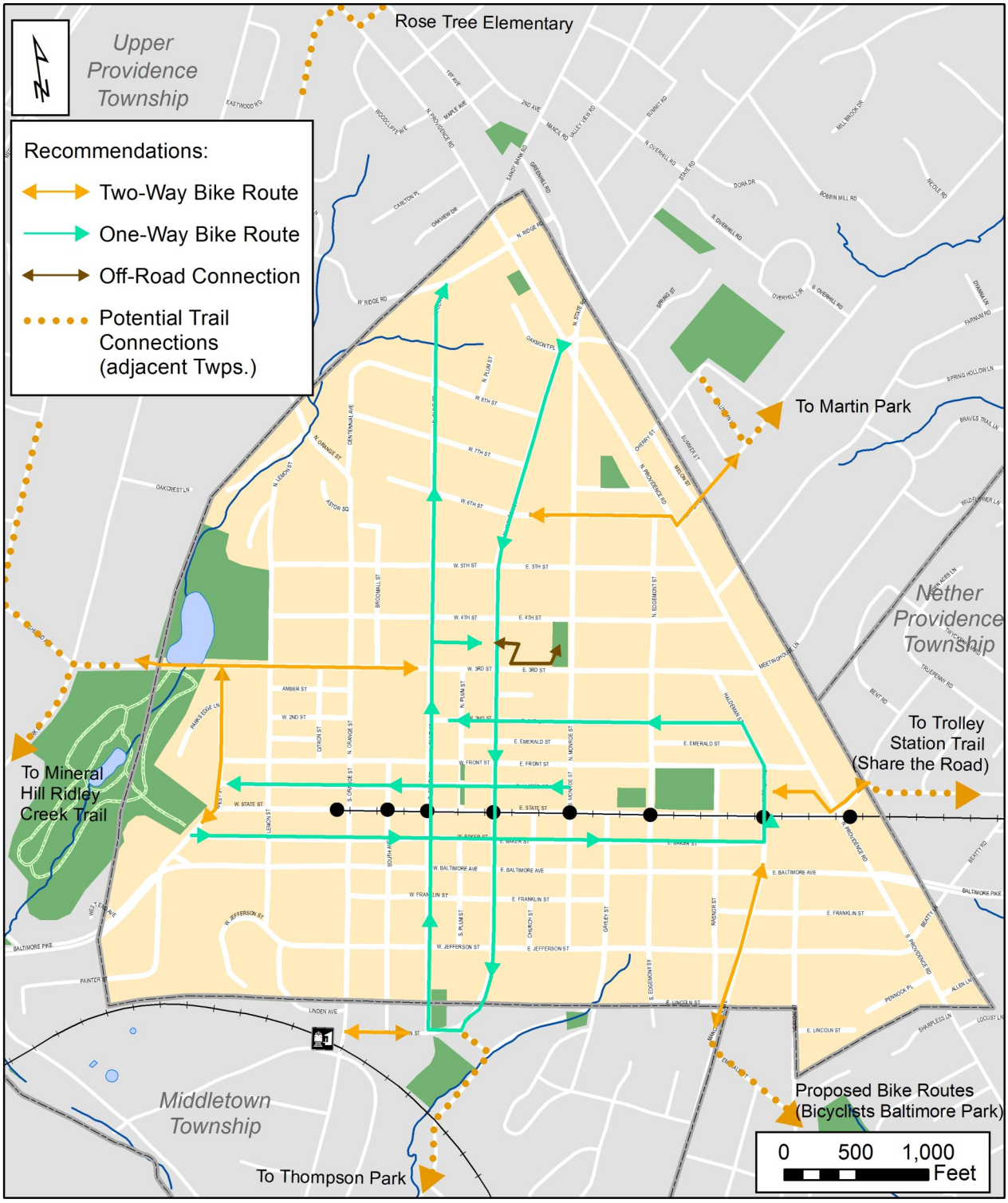
It is recommended that the Comprehensive Plan Committee continue to meet biannually to monitor the progress of the of the Plan recommendations and continually reassess the Plan's implementation priorities in light of emerging trends or issues.

4.1 Transportation

Convenient access to transportation was the number 1 reason selected by the majority of survey respondents as to why they chose to locate in Media. The Borough should strengthen its connections to mass transit and regional highways by expanding opportunities for non-motorized and alternative forms of transportation linking existing transportation hubs. This can be accomplished through a combination of developing new facilities and improving the efficiency and functionality of existing facilities.

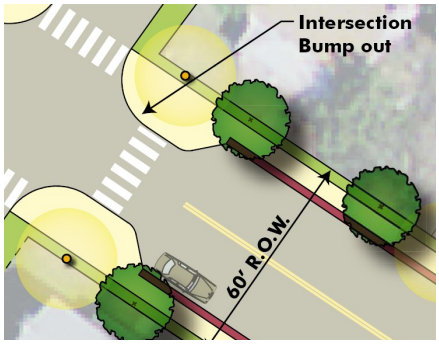
The Borough should seek partnerships with neighboring

MAP 4-1
CONCEPTUAL BIKE ROUTES AND CONNECTIONS



Media Borough	Conceptual Bike Routes and Connections	NOTES:	Disclaimer This map is for analytical puposes only. The reliability of this map depends on the accuracy of the underlying data sources which have not been verified.	Prepared by Delaware County Planning Department April 2013

Street with bike lanes, parallel parking and curb bulb-outs.



Curb bulb-outs (or intersection bump outs) help narrow pedestrian crossing distances.

Textured and colored pedestrian crossings improve pedestrian visibility.

municipalities to jointly plan for pedestrian and bicycle connections and other alternative forms of transportation to and from the Borough. Initial projects could focus on creating designated bicycle circulation routes to connect public transit stops and other major destinations. Map 4-1 identifies conceptual bike routes and connections utilizing alleys and low volume streets to link schools, transportation hubs and other destinations. Conceptual bike routes and connections are shown on following North/South Roadways: West Street, Olive Street, Jackson Street, and Manchester Street; and on the following East/West Roadways: 3rd Street, Miller Street, Second Street; Jasper Street; and, Baker Street. Related projects could include the installation of bicycle racks at transportation hubs and other major destinations as well as the establishment of a bike share program. Pedestrian circulation should be improved by installing missing sidewalk links and examining improving pedestrian crossings at major roadway intersections. Traffic calming measures such as colored and textured crosswalks and narrowing pedestrian crossing distances through curb bulb-outs or roadway medians should be considered where feasible.

In addition to improvements to non-motorized transportation, there are several other initiatives recommended to help alleviate traffic congestion. These include: redesign of obsolete roadway intersections and projects aimed at improving traffic flow and reducing pedestrian conflicts—gateway intersections and other high volume intersections should be prioritized for these improvements; the location and visibility of wayfinding signage should be studied to ensure visitors are clearly directed to parking areas and other points of interest to reduce unnecessary

turnaround movements and to direct traffic away from residential neighborhoods; and, the Borough and neighboring municipalities should partner to study the establishment of an alternative fuel shuttle bus connecting remote parking areas, employment centers and transportation hubs.

An official map should be adopted to reserve areas for pedestrian, bicycle and intersection improvements. More detail on the official map process can be found in chapter 5.

Olive Street Garage along Baltimore Avenue.

4.2 Land Use

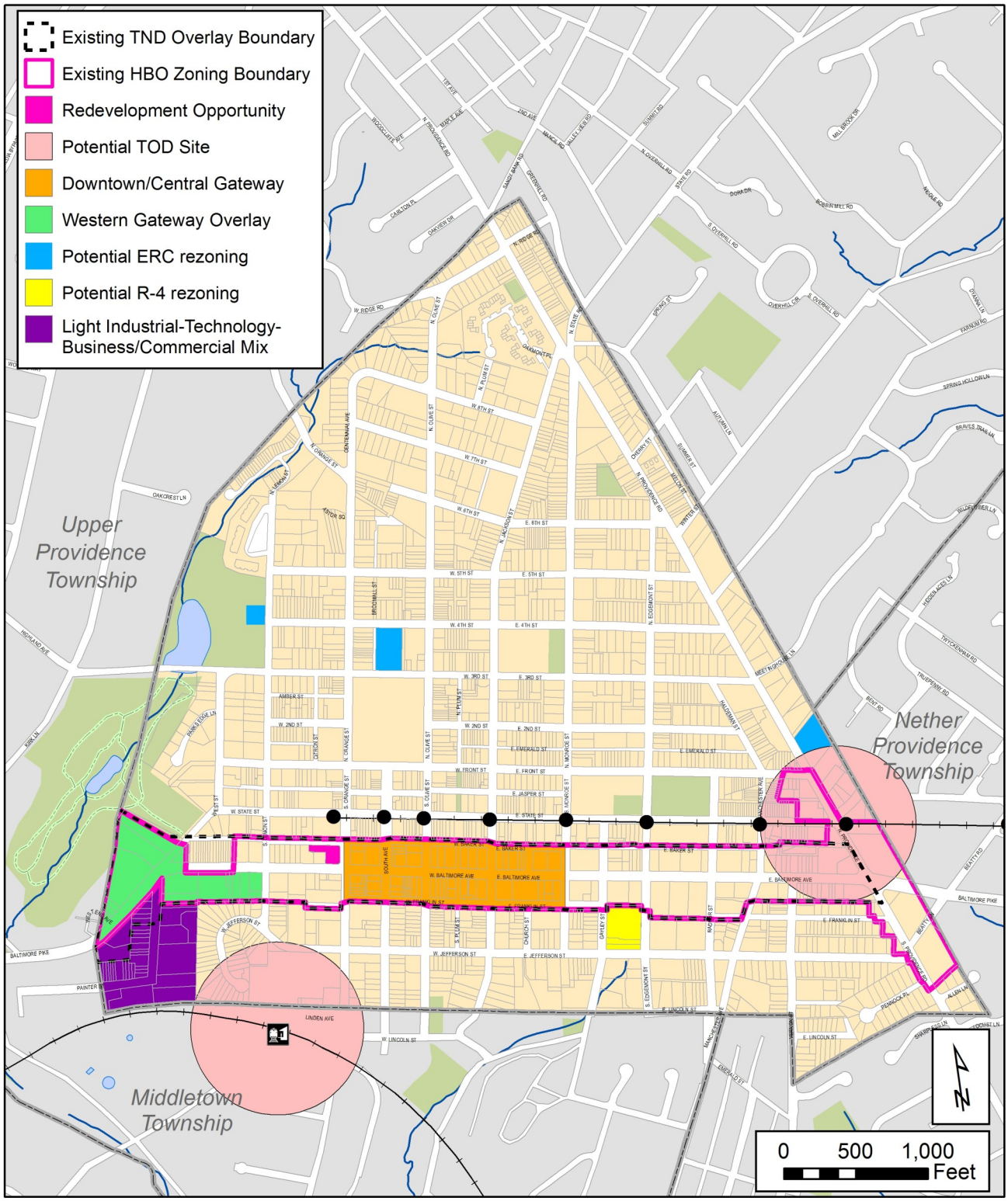
Undeveloped land in the Borough is virtually nonexistent, therefore efforts should be focused on redeveloping underutilized properties. There are several suggested target areas that can benefit from the implementation of zoning changes. Zoning resolutions should be flexible enough to respond to market demand while requiring amenities and architectural detailing that positively contributes to the quality of life. Many of the land use recommendations seek to strengthen underutilized commercial areas by capturing spinoff benefits from the vibrancy of State Street area and existing transportation hubs, while preserving the diverse character of the Borough.

The Baltimore Avenue corridor is identified as a future commercial growth area and recognizes that land uses along this road should reflect the three distinct characters of the corridor.

Parking garage with ground level retail in Athens, Georgia.

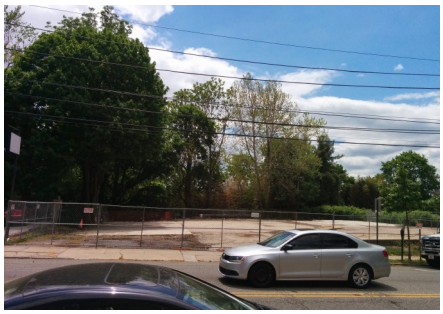
The west end of Baltimore Avenue, which generally consists of properties from Orange Street to the Borough boundary, should generally evolve according to the intent of the Traditional Neighborhood Development Overlay District (TND-1) and the recently adopted amendments to it, the Gateway Area-1 and

MAP 4-2
LAND USE RECOMMENDATIONS



Media Borough	Land Use Recommendations	NOTES:	Disclaimer This map is for analytical purposes only. The reliability of this map depends on the accuracy of the underlying data sources which have not been verified.	Prepared by Delaware County Planning Department April 2013

Gateway Area-2 overlays at the western entrance to the Borough. The overlays allow for increased density and building height — with appropriate setbacks — in exchange for development and open space amenities. Plans have already been submitted for a townhouse development, contemporary apartment building and restaurant in this area. Development should be encouraged that takes full advantage of the neighborhood's proximity to State Street, and serve as a vibrant and mixed-use western entrance into the Borough.



Construction site in the western Gateway area of Baltimore Avenue.

The Borough should consider designating "inner gateways" along the central portion Baltimore Avenue (Orange Street to the west, and Monroe Street to the east) that mark the entrance into the main section of the State Street business district, and its counterpart along Baltimore Avenue. This would also identify an area of increasingly pedestrian-oriented development along the central portion of Baltimore Avenue.

The eastern portion of Baltimore Avenue has traditionally been more auto-centric, though the Borough should maintain its commitment to the types of development encouraged by the TND-1 overlay, while allowing some flexibility in building setback and parking requirements to best facilitate the development process. This area contains a number of significant and smaller redevelopment opportunities, as well as the impending development of a multi-purpose Wawa facility at the Borough's eastern Gateway and potentially a new Hampton Inn Hotel at South Providence Road.

The Borough-owned Orange Street parking lot and Olive Street Garage are identified as underutilized areas that should be re-imagined and redeveloped/renovated to promote first floor

commercial uses fronting on Baltimore Avenue with structured parking on the upper floors — and more in line with the TND-1 Traditional Neighborhood Development zoning overlay. A redeveloped Orange Street parking facility should also be designed to facilitate and direct connections to public transit, bike and pedestrian routes, and access to downtown Media.

To respond to resident and demographic trends for convenient access to public transportation, this Plan recommends the establishment of mixed-use commercial/residential districts with increased building heights in close proximity to transportation hubs. Increased density in these areas will enhance economic development, increase tax ratables and increase mass transit ridership - ensuring that these critical transportation services are maintained.

Parking lot at Orange Street and Baltimore Avenue.

The future land use map (Map 4-2) shows two "Recommended Transit Oriented Development (TOD) Sites," which mark a 500-foot perimeter around the transit focal points of the SEPTA Media Station for the Media-Elwyn Regional Rail line and the Providence Road 101 Trolley Station. TOD sites are designed to intensify development in close proximity to transportation facilities by allowing greater residential and commercial development that is easily accessible to transit riders.

The TOD surrounding Media Station in Upper Providence Township provides possible redevelopment opportunities that could include apartments and structured parking. The Borough should work with SEPTA, Upper Providence and adjacent landowners to explore this feasibility. The Providence Road station is located at the edge of nearby Borough residential neighborhoods and the busy intersection of Providence Road and

Baltimore Avenue. The Borough should explore ways in which vacant and underutilized parcels in this area could accommodate attractive new residential and commercial development.

Additionally, current land use suggests that the Providence Road corridor is transitioning from a residential use to mixed residential, office and commercial uses and should be zoned accordingly.

4.3 Energy and Resource Conservation

In addition to environmental benefits, energy and resource conservation enhances energy resiliency, security and economic viability. The Borough has been very proactive to initiate many energy and resource conservation improvements at Borough-owned facilities. However, the Borough administration alone cannot address all energy and resource conservation goals and should incentivize the installation of energy conservation improvements by the private sector. The most straightforward and cost effective way to accomplish this is by revising Borough ordinances to give incentives to developers and property owners who install energy conservation improvements in new construction and retrofits. Incentives could include density bonuses and/or reduced building permit or other administrative fees. Incentives should avoid encouraging improvements that require monitoring, measuring and third party certification. The development of energy and resource conservation incentive ordinances could run concurrently with the development of ordinances that permit and regulate renewable energy technologies to encourage greater utilization and a more straightforward approval process.

This Plan recommends that the Environmental Advisory Council (EAC) form a sub-committee to advise Borough officials on energy and resource conservation policy, priorities, strategies and potential pilot projects. The sub-committee should begin by establishing goals and prioritizing strategies for meeting these goals. The committee should also look for partnerships with local volunteers and universities to establish the Borough's baseline energy usage and develop a system for monitoring the Borough's progress towards meeting its energy and resource conservation goals.

The Borough should continue to expand its public outreach efforts through workshops to educate the community about the steps they can take to conserve energy and reduce impacts to natural resources. Benefits and methods of energy and resource conservation should also be promoted in Borough publications and informational signage at demonstration project sites.

4.4 Parks, Open Space and Natural Areas

Media's parks and open spaces provide areas for civic engagement and various natural benefits integral to maintaining the high quality of life in the Borough. Many residents are located within the recommended ¼ mile service area of existing parks as shown in Map 2-8. However there are a few neighborhoods that are underserved by parks. The Borough should study the development of new parks and/or civic spaces in underserved areas located in the northwest and southeast areas of the Borough and at all gateway locations. New parks or civic spaces should be designed and constructed to promote ease of

maintenance while fostering a high level of social engagement. Conditions at existing parks should be carefully monitored and upgraded to ensure these areas remain viable and respond to the changing needs of their primary users.

This Plan recommends a vision plan for all of the Borough's gateways to examine how these areas can be transformed to balance the functional needs of motorists, pedestrians, bicyclists and others while ensuring they are aesthetically pleasing through the strategic placement of landscaping, public art and other features conveying the identity of Media. The establishment of a gateway vision plan will allow improvements to be identified and later constructed by private sector developers or through state, local or private sector projects.

Glen Providence Park.

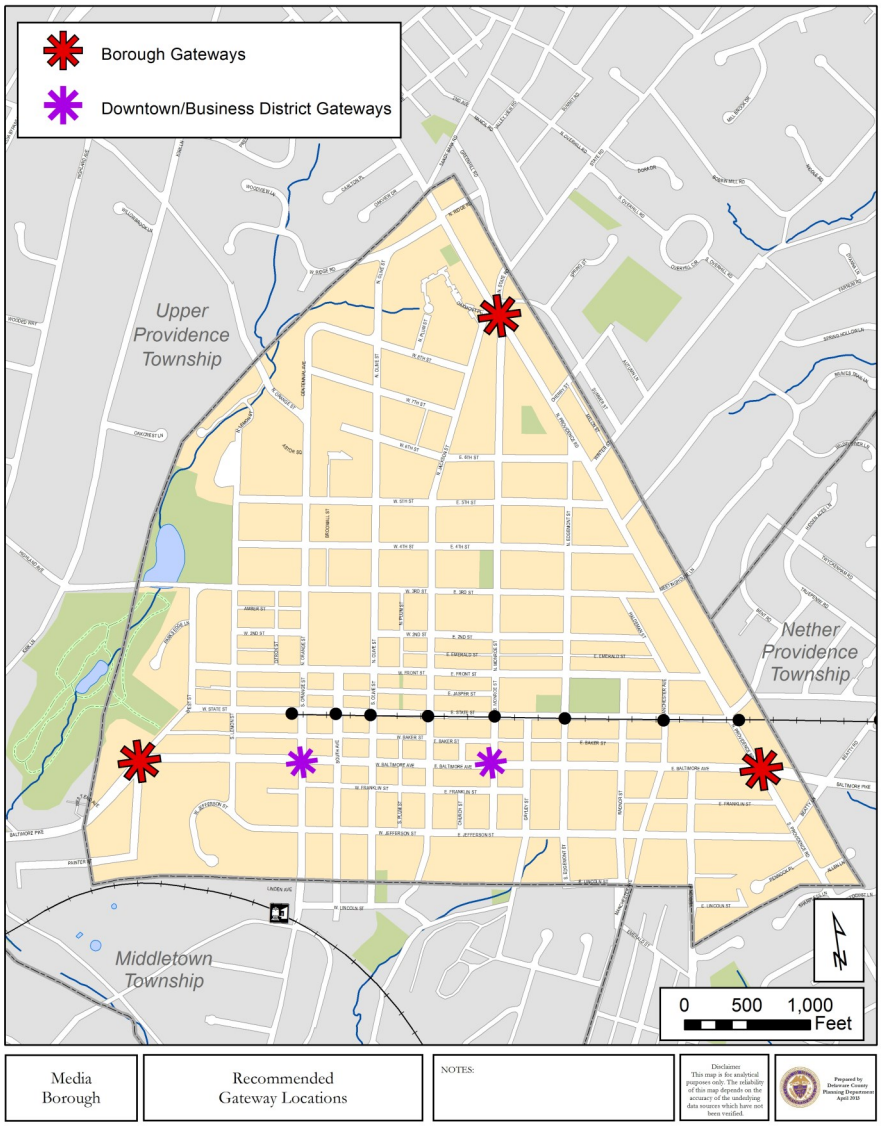
Photo from: Delaware County Pennsylvania Website.

Due to the built-out condition of the Borough, it will not be possible to provide new parks or civic spaces everywhere there is a perceived need. The Borough should change the way it views streets and sidewalks. In many urban places, streets and sidewalks are used as linear parks that can be improved to benefit citizens and the environment. Strategies should be established to ensure the 'greening' of streets through street tree plantings, street furniture and the incorporation of curbside stormwater management facilities such as rain gardens, bio-swales and planted medians. In many areas 'greening' may be combined with other functional uses such as roadway medians or as 'buffer' areas to separate vehicle travel lanes from bike lanes or pedestrian routes. Some streets, such as Veterans Square, could be redesigned as a flexible civic space with the ability to create a pedestrian-only zone for weekend events when demand for courthouse parking is low. It is recommended that the Borough

adopt an official map to identify future park areas, gateway and streetscape improvements. More information on the official map process can be found in chapter 5.

The Borough should continue to expand its public outreach efforts to educate residents on actions they can take to conserve natural resources. These might include educational workshops for

MAP 4-3
RECOMMENDED GATEWAY LOCATIONS



Primary gateway intersections include: North Providence Road and State Street; South Providence Road and East Baltimore Ave; and, State/Brooke Street and West Baltimore Avenue.

the installation of native plants, rain gardens and rain barrel use. Additionally, the Borough should collaborate with community groups to identify parks where community gardens should be installed and seek to create edible landscapes or permaculture in portions of all its parks.

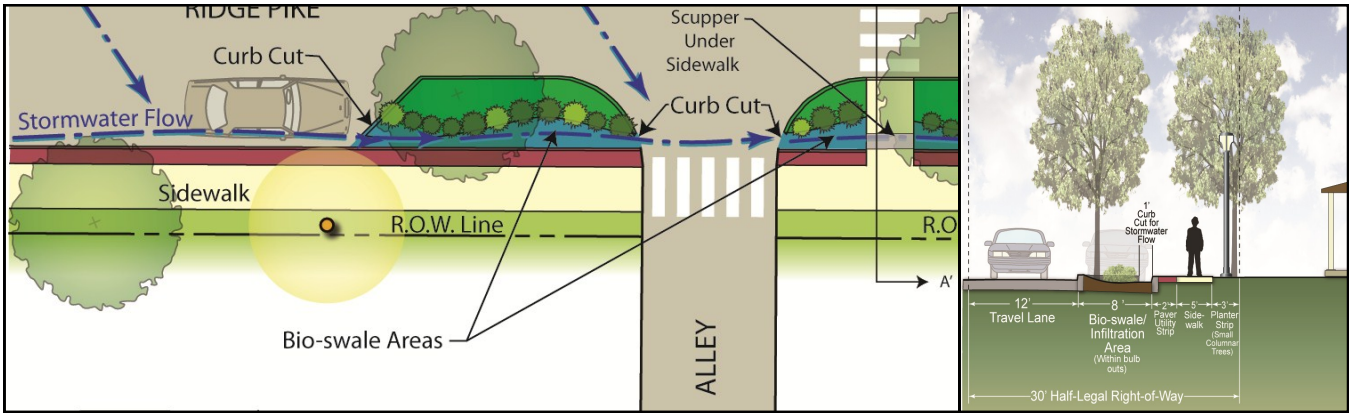
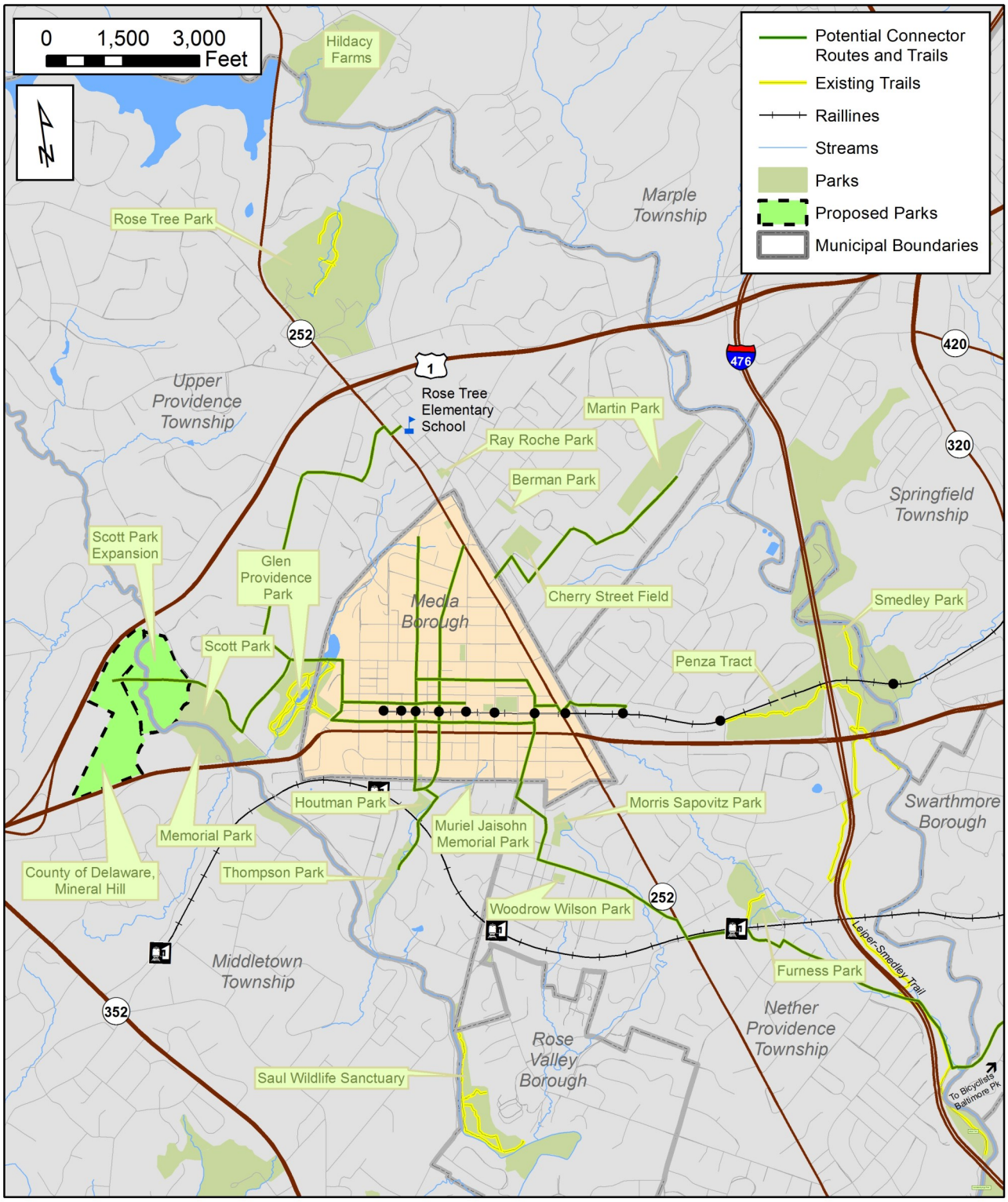


Diagram of a curbside stormwater management facilities.

4.5 Economic Development

The eclectic mix of residential building styles contribute to the Borough's charm and small town character and is one of the reasons many chose to locate here. The recent influx of residents has increased housing values and made entry level home ownership less obtainable for some. As the Borough takes in new residents, it should look for ways to encourage entry level home ownership by working with developers to construct/renovate a certain percentage of entry level housing. The Borough should consider the feasibility of partnering with other entities to create land bank programs. Land banks are created when an entity purchases the land so that price can be removed from the cost of the house – making it affordable to entry level buyers. Media should also ensure that's its ordinances are flexible to respond to new trends in residential development such as co-housing and housing for the elderly / in-laws that can be incorporated into existing residential lots.

MAP 4-4
POTENTIAL PEDESTRIAN / BICYCLE CONNECTIONS IN THE GREATER MEDIA AREA



Media Borough	Potential Pedestrian / Bicycle Connections in the Greater Media Area	NOTES:	Disclaimer This map is for analytical purposes only. The reliability of this map depends on the accuracy of the underlying data sources which have not been verified.	Prepared by Delaware County Planning Department March 2013

The local economy benefits from the unique cultural events that attract visitors to the Borough. This Plan recommends that the Borough partner with the Media Business Authority to create a strategy for Media's downtown district for the next 10 years. The Downtown Strategy would include marketing studies to identify how to attract additional visitors to its businesses, how new events can be created, and how to best manage and grow existing events. The Strategy should develop a branding theme, evaluate the creation of a business improvement district (BID) and identify synergies between existing businesses. The Strategy should also consider the feasibility of creating a marketing director position to assist with marketing studies, promotion, business recruitment, coordination and event planning.

While Media retains a considerable economic base of commercial establishments, businesses, professional offices, and governmental operations, new regional "town-center" projects such as the redevelopment of the Granite Run Mall, the Ellis Preserve in Newtown Square and other nearby locations have been proposed. These walkable "town center style" developments, inspired by traditional downtown districts such as State Street, may pose a degree of challenge to the Borough's continued economic growth and diversification. The Borough, with the MBA, should continue working to ensure that Media's downtown district is stable and vibrant, and provides unique retail experiences.

Plum Street Mall.

4.6 Arts and Culture

The community should embark on a visioning process to identify the core cultural values embodied by the Borough. This should result in a plan that identifies the following: themes or motifs

representing the cultural identity, significant historical events or figures; locations for public art installations; and, programming for public events celebrating Media's diverse culture.

4.7 Historic Preservation

The Borough should continue to gauge community support for the creation of new or expanded historic districts and historic architecture design guidelines to protect its historic architecture. Historic architecture design guidelines should be established for existing districts first, and established for new districts concurrent with their creation. The establishment of historic architecture design guidelines should be tailored to the predominant architectural features of each residential or commercial neighborhood. The completion of historic architecture design guidelines will help guide development towards architectural styles compatible with the district while expediting the Borough review process. The Borough should continue to educate the public about its historic resources by collaborating with community groups and volunteers to promote historic walking tours and cultural events that celebrate the Borough's heritage.

Public art display sponsored by the Philadelphia Museum of Art.

4.8 Community Facilities and Services

A major challenge facing the Borough in the next few years is the possibility of diminished resources for volunteer fire and emergency medical services. It is recommended that the Borough partner with nearby municipalities, the County, Riddle Memorial Hospital and Rose Tree-Media School district to establish programs to attract and retain volunteer emergency workers that may include a combination of tax relief, tuition reimbursement, volunteer recruitment drives and EMS subscription programs.

Media's large community events and designation as a County seat make police protection highly critical. The Borough should continue to provide adequate police funding to ensure there is sufficient police coverage at its many community and cultural events, and for continued updates to police equipment and technology.

Adaptive re-use of a historic structure.

4.9 Compatibility with Surrounding Municipal Plans

Many of the recommendations in this Plan extend beyond the Borough's boundaries and will require collaboration with adjacent municipalities. Of high importance for cooperative planning are items such as non-motorized and motorized transportation, land use planning, gateway improvements and emergency services. Map 4-4 shows there is great potential for the Borough to become a mass transit hub, focusing future trails and open space planning in the greater Media Area.

Dining under the stars.

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Implementation

5.1 Implementation Table

The Implementation Table provides a work program that the Borough and other stakeholders will use to achieve the vision and goals of the Comprehensive Plan. It organizes, prioritizes, and assigns responsibility for actions to be implemented by the Borough administration, department heads, elected officials, and others. Some recommendations can be achieved easily with little coordination and cost while others require further development through coordination, planning, and funding. It is expected that over time, priorities will shift and some recommendations will become more urgent while others will lessen in importance. Maintaining flexibility is critical.

The Implementation Table includes a 'Time Frame' column that can be used as a guide to assist the Borough in making decisions about the prioritization of capital investments for the implementation of the recommendations.

A column is provided to identify 'Potential Funding Sources' including numerous county, state, and federal programs, which are competitive and require careful planning for success. The Borough and other potential applicants should become familiar with each program's requirements. Each program is summarized following the Implementation Table. In many cases, the Borough's

consultants will have experience applying for these programs and can be of assistance. It is also possible to submit one application to cover more than one recommendation. The Implementation Table suggests combining a number of similar recommendations.

The Implementation Table also suggests a 'Costs' (minimal, low, medium, high) column for each recommendation to serve as an approximate guideline for the order of magnitude expenditures and to help plan for implementation. Some recommendations can be implemented for limited costs by using existing Borough staff time and resources. When this is possible the funding source recommended in the Implementation Table is Media's Operating Budget. Similarly, smaller capital projects may also be implemented with Borough funding. The funding source recommended for these projects is Media's Capital Improvement Program. Costs noted as 'minimal' might also be accomplished through a private sector sponsorship or as a condition of land development.

1. Transportation

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
A. Enhance pedestrian mobility and connectivity throughout the Borough					
1.1	Complete the sidewalk network by constructing sidewalks on all blocks that do not have sidewalks. Missing sidewalk sections are listed in Table 2-31. A priority for sidewalk construction is the missing section along Baltimore Avenue between Beatty Road and Providence Road., which would require coordination with Nether Providence Township.	Within 5 Years	Borough, Private Developers	Borough, PennDOT, FHWA funds through Delaware Planning Department, Private Sector	Medium
1.2	Adopt an official map and add missing sidewalk sections to the map.	Immediately	Borough	Borough	Minimal
B. Make on-road bicycling safer and more convenient throughout the Borough					
1.3	Complete a Borough-wide bicycle feasibility study to identify possible bike routes utilizing alleys and low volume streets to connect schools, transportation hubs and other destinations. The study should also consider the feasibility of a bike share program in the Borough. It should also include engineering requirements and preliminary costs for recommended alignments/routes.	Within 1-2 Years	Borough, Rose Tree-Media School District	DCNR, TAP, DCED, PennDOT, DVRPC-CMAQ, DVRPC-TCDI	Low
1.4	Install bike racks at the Media regional rail station, in the downtown business district and near employment sites throughout the Borough. Incorporate advertising spaces for local business to fund bike racks.	Within 1-2 Years	Borough, SEPTA, Upper Providence Township / Media Business Authority, Delaware County TMA	Local Businesses, Borough, SEPTA, Upper Providence Township, FHWA through Delaware County Planning Department	Low
1.5	Adopt an official map and identify and designate streets intended for bike routes based on the feasibility study recommendations.	Within 1-2 Years	Borough	Borough, DVRPC-TCDI	Minimal
C. Institute traffic calming measures on streets with high-accident rates and re-design problematic, awkward, or obsolete intersections to improve traffic flow and pedestrian mobility					
1.6	Improve traffic flow and turning movements and provide areas for gateway beautification at the Baltimore Avenue/State Street/Brooke Street intersection. Consider implementing the following measures: sidewalk installation, curb bulb-outs, highly visible crosswalks and a landscaped median. Similar upgrades should also be considered for portions of Brooke Street and Painter Street leading into the intersection.	Within 10 Years	Borough, PennDOT	FHWA funds through Delaware Planning Department, PennDOT, DCED	High
1.7	Conduct a traffic study along the Providence Road corridor to identify contributing factors to traffic congestion and identify solutions. Focus on the areas near the intersections with Baltimore Avenue and State Street.	Within 2-3 Years	Borough, PennDOT	Borough, PennDOT, DVRPC-CMAQ	Low

1. Transportation

Recommendation		Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
C. Institute traffic calming measures on streets with high-accident rates and re-design problematic, awkward, or obsolete intersections to improve traffic flow and pedestrian mobility (continued)					
1.8	Examine the utilization of traffic calming measures on Baltimore Avenue to facilitate pedestrian mobility and visibility in the southern portion of the Borough. • Consider raised table intersections with textured paving at the eastern gateway (Baltimore Avenue and South Providence Road) and western gateway (Baltimore Avenue and State Street/Brooke Street) and Monroe, Olive, Jackson and Veterans Streets. • Consider the use of highly visible colored or textured crosswalks at the Baltimore Avenue non-signalized intersections of Lemon, Church, Gayley, Edgmont and Vernon streets. • Study the feasibility of providing on-street parking on selected blocks at the eastern end of Baltimore Avenue between Edgmont Street and Providence Road. • Consider bulb-outs at intersections.	Within 5 Years	Borough, PennDOT	Borough, FHWA funds through Delaware Planning Department, DCED, DVRPC-CMAQ	Medium / High
1.9	Adopt an official map and identify intersections in need of improvements.	Immediately	Borough	Borough, DVRPC-TCDI	Minimal
D. Promote alternatives to automobile transportation					
1.10	Work with SEPTA to establishing a pilot program for free or reduced fare trolley service within the Borough by utilizing the new smart card fare meter technology.	Ongoing	Borough, SETPA	SEPTA Capital Budget	Low
1.11	Study the possibility of an alternative-fuel shuttle bus service connecting remote parking areas (park and rides), Rose Tree Park, commercial districts, courthouse, trolley and Media regional rail station. This could possibly be linked with a stop placed at the proposed Orange Street and Baltimore Avenue redeveloped parking lot site.	Within 5-7 Years	Borough, Media Business Authority, Upper Providence, Nether Providence and Middletown Townships, Delaware County TMA	DVRPC-CMAQ, Delaware County, Media Borough, participating municipalities	Medium
1.12	Work with local lenders to create mortgage incentive programs for Borough homebuyers with one or no motor vehicle per household.	Ongoing	Borough, Local Banks	Local Banks	Low
1.13	Explore with the MBA the establishment of unique transportation services such as pedi-cabs and carriage rides during Borough events, holidays and weekends. A pilot program should be developed to solicit local entrepreneurs willing to run these operations.	Ongoing	Borough / Private Sector	Private Sector	Low

1. Transportation

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
E. Seek parking efficiencies					
1.14	Improve and consolidate way-finding signage directing visitors to the courthouse, State Street, businesses, parking and other significant destinations and away from residential neighborhoods.	Within 2-3 Years	Borough	DVRPC-TCDI, DVRPC -CMAQ	Low
1.15	Explore the development of a real-time web application to track vacant Borough parking spots.	Within 2-3 Years	Borough	Borough, DVRPC-CMAQ	Low
1.16	Work with banks, law offices and other businesses and encourage them to rent unused parking spaces in existing parking lots. Look to West Chester as a model.	Ongoing	Borough, Local Businesses	N/A	Minimal
1.17	Evaluate converting front-in angle parking to back-in angle parking to improve visibility for motorists and bicyclists. The Borough should consult with towns such as Pottstown and Bethlehem that have installed this type of parking to learn from their experiences.	Within 2-3 Years	Borough	Borough, DVRPC-CMAQ	Low
F. Improve pedestrian access and amenities at transportation nodes					
1.18	Work with SEPTA and Upper Providence Township to create a more accessible walking route between the Media train station platforms and Orange Street, including reopening the steps/ramp between the outbound platform and Orange Street.	Within 3-5 Years	Borough, SETPA, Upper Providence Township	SEPTA Capital Budget, FHWA funds through Delaware County Planning Department	Medium
1.19	Work with SEPTA to install a westbound bus stop on Baltimore Avenue at the Media Shopping Center to improve bus rider access to the Shopping Center. If this is not possible, install a bus stop at the northwest corner of Baltimore Avenue and Providence Road.	Within 2-3 Years	Borough, SEPTA	SEPTA Capital Budget	Low
G. Continue to progress toward reconstruction of the 3rd Street dam and the rebuilding of 3rd Street					
1.20	Proceed toward design and buildout of dam improvements and roadway reconstruction.	Within 2-3 Years	Borough	N/A	Low

2. Land Use

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
A. Allow for additional density and building height in areas served by public transit and good roadway access					
2.1	Examine zoning and land use policies along public transportation routes to encourage new growth and increased mass transit use. Consider the establishment of zoning to allow mixed use Transit Oriented Developments (TODs) for parcels within approximately 500' of the Providence Road trolley station and the Media regional rail station.	Ongoing	Borough / Upper Providence Township	Borough / Upper Providence Township, DVRPC-CMAC, DVRPC-TCDI	Low
B. Create design guidelines for architecture, streetscape, signs, and lighting and reevaluate the existing landscape ordinances					
2.2	Create SALDO design guidelines in commercial and mixed-use districts to include common site amenities such as lighting, benches, litter receptacles, sidewalk pavement, utility/planting strips and textured and colored crosswalks.	Within 1-3 Years	Borough	Borough	Low
2.3	Create design guidelines in commercial and mixed-use districts for signs. Consider requiring signs to match or compliment the architecture of the primary structure.	Within 1-3 Years	Borough	Borough, DVRPC-TCDI	Low
2.4	Evaluate the existing landscape ordinances for reoccurring problems and ensure there are adequate standards for street trees, screening and buffering.	Within 1-3 Years	Borough	Borough	Low
2.5	Work with Shade Tree Commission and Planning Commission to update Borough ordinances to require the inclusion of trees in parking lots.	Within 1-3 Years	Borough, Shade Tree Commission, Planning Commission	Borough	Low
C. Support the redevelopment of vacant or underutilized sites in commercial zoning districts					
2.6	Encourage redevelopment of the Borough's Orange Street parking lot through a cooperative venture with public and private partners or by selling or leasing it to a private developer interested in building a mixed use commercial building with structured parking. Active uses should provide street frontage and parking should be located to the rear and upper floors—in-line with the spirit of the TND zoning overlay ordinance, and transit-oriented development (TOD).	Within 5-7 Years	Borough	Private Developers, DVRPC-CMAC, DVRPC-TCDI	T.B.D.
2.7	Study the feasibility of reconstructing the Olive Street parking garage with active commercial uses at the street level. Use redevelopment proceeds from the Orange Street lot to offer incentives to private developers.	Within 7-10 Years	Borough	Private Developers, DVRPC-CMAC, DVRPC-TCDI	High

2. Land Use

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
D. Work with the private sector to identify development types responding to market demand and ensure the zoning ordinance is accommodative of these development types while also complementing the Borough's quality of life					
2.8	Move toward form based zoning in residential districts.	**Within 3-5 Years**	**Borough**	**Borough**	**Low**
2.9	Institute a mixture of form based and Euclidean (traditional) zoning in commercial and mixed-use zoning districts. This "hybrid' zoning should tailored to fit the unique characteristics of each district.	**Within 2-3 Years**	**Borough**	**Borough**	**Low**
2.10	Refine the personal service definition to clearly list all desired uses and prohibit all others.	**Within 1-2 Years**	**Borough**	**Borough**	**Low**
2.11	Re-examine zoning of the Highway Business Office – HBO / Traditional Neighborhood Development Overlay-TND along all areas of Baltimore Avenue: • Clearly define limits of the TND district on the zoning map. • Create a maximum front yard setback (10-15') in addition to a minimum front yard setback ("build-to" line) to reduce the 'canyon' effect and allow for flexibility / additional building articulation. • Allow buildings over 3 stories with the inclusion of design standards that reduce building scale and mass. A few examples of these design standards may include: ◊ A horizontal building step back at 35' to reduce "canyon" effect. ◊ Offsetting building setbacks for parcels located adjacent to the R-2 residential districts. For buildings over 35', side and rear yard building setbacks should be extended at least 2' for every 1' of building height over 35'. ◊ A minimum separation distance between buildings over 3 stories. • Prohibit drive through windows on the side of the buildings facing a street.	**3-5 Years**	**Borough**	**Borough, DVRPC-TCDI**	**Low**

2. Land Use

Recommendation		Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
D. Work with the private sector to identify development types responding to market demand and ensure the zoning ordinance is accommodative of these development types while also complementing the Borough's quality of life (continued)					
2.12	Explore the creation of three distinct areas within the Highway Business Office – HBO /Traditional Neighborhood Development Overlay-TND zoning to reflect the variety of development characters along Baltimore Avenue. Eastern Gateway (Within 500' of the Providence Road trolley station, and including area between Monroe St. & Radnor St.): • Explore allowing increased density and taller building heights (based on the tallest existing building in the Borough) with building design guidelines listed in recommendation 2.11, sustainable design incentives listed in recommendation 3.4 and landscape buffers adjacent to residential districts. • Consider introducing a degree of flexibility in the location of parking such as allowing spaces along the sides of buildings to extend to the front property line - similar to some new development along Baltimore Pike - in exchange for enhanced landscaping or other zoning treatements. Core Area - between Orange and Monroe: • Allow zoning similar to the Retail-Office-Apartment (ROA) district of State Street to encourage more compact and walkable developments. • Consider eliminating auto-centric uses in core area such as auto repair, auto service, or allowing them as conditional uses. • Encourage future construction of banks and restaurants with drive-throughs on the side of the buildings (per 2.11). • Ensure that this area promotes a diversity of retail opportunities - especially on the south side of Baltimore Avenue - to attract foot traffic into this area. Western gateway (between State Street/Brooke and Orange Streets): Allow mixed-use commercial for R-4 properties fronting on Baltimore Avenue. Retain existing TND design standards that apply to all buildings fronting on Baltimore Pike. • Revise industrial zoning to allow a mix of light industrial, technology businesses and commercial.	**3-5 Years**	**Borough**	**Borough, DVRPC-TCDI**	**Low**
2.13	Increase flexibility of mixed-use provisions in the Office District - O: • Allow community serving retail and personal service uses in the office districts. Retail or personal services should be within a set distance of roadway intersections (corner stores) and permitted in any building fronting State Street. • Allow offices above retail. • Allow first floor residential uses and multi-family buildings more than 4 units.	**Within 1-2 Years**	**Borough**	**Borough**	**Low**

2. Land Use

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
D. Work with the private sector to identify development types responding to market demand and ensure the zoning ordinance is accommodative of these development types while also complementing the Borough's quality of life (continued)					
2.14	Consider Education and Recreation District -ERC zoning for the Friends School, Friends Meeting and all or a portion of Broomall's Lake Country Club.	**Within 1-2 Years**	**Borough**	**Borough**	**Low**
2.15	Allow transitional commercial uses for parcels fronting on Providence Road and located in the R-1 (low density), R-2 and R-3 residential zoning districts. • Enact a transitional commercial zoning overlay district south of 5th street allowing for future small professional offices and professional service uses as needed.	**Within 1-2 Years**	**Borough**	**Borough**	**Low**
2.16	Reexamine zoning districts permitting townhouses and consider revising the following requirements: • Reduce the maximum parking requirement for Townhomes from 3 spaces to 2 spaces. • Require rear loaded alleys and parking. • Consider design guidelines for townhouses.	**Within 2-3 Years**	**Borough**	**Borough**	**Low**
2.17	Consider re-zoning the Nativity School property to R-4 to allow for more redevelopment opportunities. This is adjacent to an existing R-4 district.	**Within 1-2 Years**	**Borough**	**Borough**	**Low**
2.18	Review zoning ordinances and ensure that they do not inhibit small scale sustainable agriculture. • Adopt a definition for "small plot sustainable farm enterprises" and associated uses such as animal husbandry, community gardens, markets or community supported farms, horticultural nursery or greenhouses. These definitions should be tailored to the specific needs of the community. • Ensure that small-scale greenhouses and are permitted in commercial, industrial and institutional zoning districts. • Consider categorizing hoop houses and high tunnels as temporary structures. • Create standards for keeping small animals such as chickens and rabbits on lots greater than 10,000 sf. • Once definitions and standards are established, analyze each zoning district to determine which defined uses should be permitted and how standards should be applied.	**Within 2-3 Years**	**Borough**	**Borough, DVRPC-TCDI**	**Low**

3. Energy and Resource Conservation

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
A. Focus Borough efforts on energy conservation initiatives, priorities and strategies for their implementation					
3.1	The Environmental Advisory Committee (EAC) with assistance from the Borough should appoint a committee to focus on establishing an energy initiative vetting process and establish procedures for moving ideas forward. • This committee should determine energy goals for the Borough such as achieving energy self-sufficiency, net zero, cost reductions, return on investments, etc. • Consider forming a multi-municipal partnerships to establish energy benchmarking and utilize local college students for energy audits. • Work with the City of Philadelphia to establish energy benchmarking based on their model. Standards should be tailored to the development pattern of Media. • Consider Energy Innovation Hubs (Based on Philly model).	Within 1-5 Years	Borough, Environmental Advisory Committee, City of Philadelphia, Local universities	Borough, PECO	Low
B. Promote energy conservation and 'green' construction in new buildings or renovations with appropriate incentives in the zoning ordinance and building permits					
3.2	Adopt alternative energy ordinances to ensure a streamlined approval process.	Within 1-2 Years	Borough	Borough, DVRPC-TCDI	Low
3.3	Consider allowing the reduction of the building permit application fee by establishing a 'green' points scoring system where green construction methods or materials would earn points that can be used towards a reduction in the building permit fee.	2-3 years	Borough	Borough, DVRPC-TCDI	Low
3.4	Allow increased density and building height bonuses with the incorporation of 'green' construction materials and methods in commercial, mixed-use and R-4 zoning districts, where appropriate. • Materials and methods qualifying for a bonus should be able to be clearly quantified on the plans. These materials and methods may include: passive and active solar, geo-thermal heating and cooling, 'green' roofs, porous paving, 'cool' roofs, waterless urinals and other low flow water fixtures, greywater use for site irrigation, operable windows, urban head island reduction, shared parking and shared driveways. • Do not require performance based standards such as a LEED (Leadership in Energy and Environmental Design) certification since this will be difficult and expensive for the Borough to monitor and may increase development costs.	Within 2-3 Years	Borough	Borough, DVRPC-TCDI	Low
3.5	Adopt relevant aspects of the Delaware County Energy Plan	Within 2-3 Years	Borough	Borough	Low

3. Energy and Resource Conservation

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
C. Enhance public awareness about energy conservation practices					
3.6	Promote weatherization and renewable energy choice (REC) for residents and businesses through outreach and/or subsidies.	Ongoing	Borough	Borough, PECO	Low
3.7	Showcase energy conservation models at Borough facilities through educational signage, brochures and other promotional materials.	Ongoing	Borough	Borough, PECO, PADEP-EE, EPA	Low
3.8	Promote the benefits of energy savings in Borough publications.	Ongoing	Borough	Borough	Low

4. Parks, Open Space, and Natural Area

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
A. Provide parks/civic space within 1/4 mile of all neighborhoods					
4.1	Provide a public open space in the underserved area located in the southeast section of the Borough. • Add part of the greenspace portion of the property on the northwest corner of the intersection of Baltimore Avenue and Providence Road as open space on the Official Map for possible use as a civic space and park that will dually serve as a gateway. Contact the appropriate property owner.	Within 5-7 Years	Borough	DCNR, NEA, PECO, DCED	Medium
4.2	Provide a public open space in the underserved area located in the northwest section of the Borough. • Evaluate adding all or a portion of Broomall's Lake Country Club to the Official Map as open space since this currently provides an open space value and is located in an area that is underserved by parks. ◊ Evaluate the possibility for a small pocket park in the area of Country Club property located at the western terminus of 4th street.	Within 5-7 Years	Borough, Broomall's Lake Country Club	DCNR, PECO, DCED	Medium
4.3	Support ongoing upgrades to Houtman Park.	Ongoing	Borough	DCNR	Medium
4.4	Adopt an official map and designate areas for civic space, open space, vest-pocket parks or playgrounds.	Immediately	Borough	Borough, DVRPC-TCDI	Low
B. Examine upgrades to existing open space areas to meet the needs of local neighborhoods					
4.5	Continue efforts to redesign the Plum Street Mall and continue to work with Media Arts Council to seek grants from the National Endowment for the Arts and other funding sources. • Ensure the mall is designed as a flexible space with unobstructed pedestrian circulation able to accommodate small music and dance venues, gathering and seating areas, public art and seasonal markets. • Consider partially covering portions of the mall to enable all-weather use.	Within 2-3 Years	Borough, Media Arts Council	NEA, DCNR, PECO, DCED	Medium/High

4. Parks, Open Space, and Natural Area

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
B. Examine upgrades to existing open space areas to meet the needs of local neighborhoods (continued)					
4.6	Convert Borough-owned property surrounding the water tower into a pocket park.	Within 7-10 Years	Borough	DCNR, PECO, DCED	Low/Medium
4.7	Continue using Veterans Square as a flexible venue for events, while exploring ways to best maximize its utilization as a civic space.	Within 5-7 Years	Borough / Delaware County	DCNR, NEA, PECO	Low/Medium
C. Improve aesthetics and visibility at Borough gateways					
4.8	Prepare a vision plan and feasibility study to identify specific improvement areas and designs at each of the Borough's gateways: northern gateway (North Providence Road and State Road), eastern gateway (Providence Road and Baltimore Avenue) and western gateway (Baltimore Avenue and State Street). • Incorporate landscaping, public art, plazas, bicycle and pedestrian amenities, etc. • Account for intersection realignments where necessary. • Incorporate safe and accessible pedestrian and bicyclist access. • Consider revisions to the zoning ordinance for enhanced architectural design standards for private sector improvements to building façades adjacent to gateways. Require a visual emphasis on gateway building facades with the use of step backs, fenestration patterns, balconies, towers, chamfers, building entries and similar features. • Work with Media Arts Council to incorporate public art conveying the Borough's identity.	Within 2-3 Years	Borough, Media Arts Council	NEA, DVRPC-TCDI	Low
4.9	Adopt an official map and add gateway locations under the 'Civic Space/ Open Space' designation.	Immediately	Borough	Borough	Low
D. Promote "greening" of the Borough through expansive planting of trees					
4.10	Work with Tree Vitalize and the Shade Tree Committee to focus shade tree plantings in areas identified as lacking trees, particularly streets south of 2nd Street with emphasis on the following: • State Street between South Lemon and Gayley Street. • Baltimore Avenue between Jackson Street and North Providence Road. • Fifth Street between Olive and Orange.	Ongoing	Borough, Tree Vitalize, Shade Tree Committee, Planning Commission	Tree Vitalize, Borough	Low
4.11	Encourage landowners to plant appropriate tree species for their property.	Ongoing	Borough	Borough	Low

4. Parks, Open Space, and Natural Area

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
E. Work with Delaware County Parks Department and friends group to support programming in, and stewardship of Glen Providence Park					
4.12	Partner with the County Parks Department and Friends of Glen Providence Park in their efforts to support programming in, and stewardship of the park. • Use the Borough website and other public relations to promote Delaware County Parks programs. • Use wayfinding signage to point the way to Glen Providence Park from the Media Trolley stop at State and Orange Streets. • Work with County Parks to hold Borough-sponsored programs in the park or programs co-sponsored by the Borough, the County, and/or the Friends.	Within 2-3 Years	Borough, County Parks Department	Donations, Sponsorships from area Businesses, DVRPC-TCDI, PECO	High
F. Develop guidelines for stormwater infiltration in all sections of the Borough and design new planting areas with stormwater infiltration capabilities					
4.13	Prepare a stormwater master plan to undertake hard and soft-scape improvements to mitigate stormwater problem areas. Follow up with new systems, especially where no such system exist.	Within 2-3 years	Borough	PADEP-GG	Low
4.14	Evaluate streets with space to accommodate of curbside bio-swales or planted medians. Look for opportunities to install planted bio-swales to separate vehicle travel lanes from bike routes proposed by this plan.	Within 3-5 Years	Borough	PADEP-GG	Medium
4.15	Promote groundwater recharge in new developments and retrofits with the installation of rain gardens, bio-swales, rain barrels, permeable paving etc.	Ongoing	Borough	Private Developers, PADEP-GG, PADEP-EE, EPA, PECO	Low
4.16	Continue to limit development in the floodplain.	Ongoing	Borough	Borough	Low
4.17	Keep the Borough's floodplain ordinance up to date with the latest FEMA requirements.	Ongoing	Borough, FEMA	Borough	Low
4.18	Encourage the use of at-home stormwater management practices, such as rain barrels and rain gardens to minimize the demand on the storm sewer system. • Continue to collaborate with Ridley-Crum Watershed Association and the Stroud Water Research to conduct stormwater management workshops with residents.	Ongoing	Borough, Ridley-Crum Watershed Association, Stroud Water Research	PADEP-GG, PADEP-EE, EPA, PECO	Low
G. Encourage community gardens and edible landscapes (permaculture) in public and private lands					
4.19	Make land available to Transition Town Media and other groups to establish community vegetable gardens and permaculture plantings in appropriate public spaces.	Within 2-3 Years	Borough, Transition Town Media	Borough, PECO	Low

5. Economic Development

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
A. Promote a mix of residential dwelling unit types and respond to residential development trends					
5.1	Provide a mix of dwelling unit types including affordable housing opportunities • Consider increasing entry-level home ownership in the Borough with the establishment of a land bank program. Consider creating a non-profit or municipal funded entity to purchase underutilized parcels. This entity can make housing more affordable since the price of the land is removed when purchased by the municipal or non-profit entity. • Look for ways to encourage small dwelling unit types and large (4BR+) unit types.	Ongoing	Borough / Nonprofits	Borough / Non-profits	High
5.2	Account for new trends in residential building types. • Ensure ordinances allow co-housing (private homes supplemented by shared facilities). • Ensure that ordinances do not unnecessarily prohibit in-law quarters. Revise ordinances as needed to account for this growing need.	Ongoing	Borough	Borough	Low
B. Improve efforts to market and brand Media to draw more visitors, retain existing commercial establishments, and attract new businesses					
5.3	Promote more temporary market opportunities for artisans and local food producers and create standards ensuring a streamlined event permitting process • Develop a standardized application process for all events including street closure procedures, mass gatherings and other events. • Adopt ordinances as necessary. • Appoint a main point of contact on Borough staff to handle coordination of all events.	1-2 Years	Borough, Media Business Authority	Borough	Low
5.4	Develop standardized signage or other advertising to announce the details and dates of events and street closures and provide advertisement space for partners sponsoring events.	1-2 Years	Borough, Media Business Authority	DVRPC-TCDI, Borough	Low
5.5	Create an outlet where non-profits and citizens can brainstorm ideas and poll manpower for events: • Establish a website or social media site for sharing information and ideas for Borough activities/events and recruitment of new participants. • Establish an annual planning retreat to discuss goals for Borough activities/events for the upcoming year.	Ongoing	Borough	Borough	Low
5.6	Establish standards for filming and video production so Media is prepared to take advantages of recent interest: • Establish standards for permitting film crews and rental rates for Borough streets, services or property. • Establish a standard for notifying the public of filming street closures, etc.	2-3 Years	Borough	Borough	Low

5. Economic Development

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
C. Create an updated Downtown Strategy Plan for Media					
5.7	Consider establishing a position to coordinate, plan and market Borough events. • Retain a highly qualified individual as a part of Borough administration or local non-profit such as the Media Business Authority.	2-3 Years	Borough, Media Business Authority	DVRPC-TCDI, Borough	Low
5.8	Conduct a branding study for the Borough. • Search for grants to hire a marketing consultant to establish goals, vision and give ongoing advice.	1-2 Years	Borough	DVRPC-TCDI, Borough	Low
5.9	Consider the creation of a business improvement district in partnership with the Media Business Authority to enhance chances for grant funding opportunities for items such as: • Preparation of an economic development plan. • Establishment of a shuttle service. • A position for an events planner. • Branding study.	1-2 Years	Borough, Media Business Authority, Local Businesses	Borough, DVRPC-TCDI	Low
5.10	Promote new businesses and maintain existing small businesses and owner-occupied businesses through education for small business development by the Small Business Association (SBA) and SCORE, and through financial incentives from the Borough and/or lenders.	Ongoing	Borough, Media Business Authority	Small Business Association, SCORE, Borough, Local lenders	Low
5.11	Reinforce partnerships between the Media Theatre and retail shops to establish retail discounts with the purchase of a theater ticket as is similarly done with many Borough restaurants.	Ongoing	Borough, Media Business Authority Media Theater, Local Business	Media Theater, local Businesses	Low
5.12	Consider a retail version of Dining Under the Stars that could include events such as street fairs and sidewalk sales.	1-2 Years	Borough / Local Businesses	Borough, Media Business Authority	Low

6. Arts and Culture

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
A. Encourage a vibrant cultural atmosphere that includes opportunities to enjoy music, theater, film and					
6.1	Prepare a cultural vision plan for the Borough.	Within 2-3 Years	Borough, Media Arts Council	Borough, NEA	Low
B. Celebrate diversity through public events and art					
6.2	Conduct focus groups to identify the core cultural characteristics of Media	Within 2-3 Years	Borough, Media Arts Council	Borough	Low

6. Arts and Culture

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
C. Work with the Media Arts Council to ensure a vibrant public art program					
6.3	Continue discussions with Borough Council to implement the public art policy and maintain guidelines for the Borough's purchase, display, and maintenance of public art pieces throughout the Borough, including temporary public art exhibits and commissioned public art. Ensure that the guidelines are welcoming and embracing to all forms of public art in the community and define public art broadly to promote creativity.	Ongoing	Borough, Media Arts Council	Borough, Media Arts Council	Low
6.4	Annually identify sites appropriate for public art and solicit artist's works for these areas. Consider the following sites/projects: • All gateway locations • North block of Plum Street Mall between Jasper and Front: Continue to seek a grant for a public sculpture installation in this location. • Water tower (mural)	Ongoing	Borough, Media Arts Council	Borough, NEA	Low

7. Historic Preservation

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
A. Promote the continued preservation of the existing Act 167 Local Historic Districts and Historic Resource Overlay District					
7.1	Ensure that the scattered sites and the Act 167 Local Historic Districts are clear on all zoning maps.	Immediately	Borough	Borough, DVRPC-TCDI	Low
7.2	Work with realtors to ensure potential buyers are informed about both ordinances.	Ongoing	Borough	Borough	Low
7.3	Publicize the Media HARB Design Guidelines, now that they are approved. The Guidelines should be used to guide projects within the existing Act 167 Local Historic Districts.	Immediately	Borough	Borough	Low
B. Preserve the historic character of Media's Downtown					
7.4	Engage the public to gauge support for adding State Street as an Act 167 Local Historic District.	Within 5-7 Years	Borough	Borough	Low
7.5	Consider pursuing nomination of State Street to the National Register of Historic Places.	Within 3-5 Years	Borough	Federal Rehabilitation Investment Tax Credits	Low
7.6	Incorporate local history and architecture in events along State Street to educate citizens about their importance. These activities could also incorporate other topics important to Media Borough, like the environment and the arts.	Ongoing	Borough	Borough, DVRPC-TCDI	Low
7.7	Revise ordinances to protect all historic façades in view from the principle street in accordance with Act 167.	Within 1-2 Years	Borough	Borough	Low

7. Historic Preservation

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
B. Preserve the historic character of Media's Downtown (continued)					
7.8	Engage the public to gauge support for the creation of neighborhood design guidelines based on historic architectural styles predominant in the immediate neighborhood.	2-3 Years	Borough	Borough	Low
7.9	Streamline the HARB review process and identify specific criteria for obtaining a 'certificate of appropriateness'.	Within 1-2 Years	Borough	Borough	Low
C. Encourage the preservation and protection of Media's Residential Neighborhoods					
7.10	Engage the public to gauge support for adding additional Act 167 Local Historic Districts to retain the character and fabric of historic neighborhoods, such as Orange Street, Church Street, and North of Media (West of N. Edgmont St. & East of N. Olive Street; North of E. Jasper St. and South of Youth Way).	Within 5-7 Years	Borough	Borough	Low
7.11	Encourage the nomination of residential districts, like the above-mentioned districts, to the National Register of Historic Places. Federal Rehabilitation Investment Tax Credits could be an incentive for rehabilitation of large homes that have been converted to income-producing apartments.	Within 3-5 Years	Borough	Federal Rehabilitation Investment Tax Credits	Low
7.12	Promote walking tours of historic residential neighborhoods in order to educate citizens about the history of their community, which can encourage the preservation of historic buildings.	Ongoing	Borough	Borough	Low
D. Support the protection of scattered historic resources					
7.13	Engage the public to gauge support for additions to the Historic Resource Overlay District.	3-5 Years	Borough	Borough	Low
E. Identify cultural and historic resources that contribute to the Borough's development					
7.14	Update the Historic Resource Survey. Historic Resource Surveys should be updated on a regular basis because even the most extensive survey can overlook important resources. • Verify the accuracy of current Survey Forms • Create Survey Forms for those resources that were listed in the 1990 Survey but were not documented • Include recent resources in the update that were not considered in the Survey done over 20 years ago • Consideration should be given to non-building resources, such as archaeological sites, landscapes, and objects, which also contribute to the historic character of a community	1-3 Years	Borough	Borough, DVRPC- TCDI	Low
7.15	Promote Historical sections in Media / Upper Providence for listing as a resource.	Ongoing	Borough	Borough	Low

8. Community Facilities and Services

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
A. Establish more community spaces and meeting areas for local organizations					
8.1	Work with the Media-Upper Providence Free Library to help in the reconstruction of their building to provide increased activity space for the community.	Within 2-3 Years	Borough, Media-Upper Providence Library	Borough, Upper Providence Township	High
8.2	Lease or purchase the vacant Nativity BVM School on Franklin Street for use as community space. Enlist RTMSD and local non-profits as partners and/or conservators of the property.	Within 3-5 Years	Borough, RTMSD, Local Non-profits	Borough, Non Profits, RTMSD	High
8.3	Partner with and market local restaurants that have dining rooms that could be used for organizational meetings (including restaurants with isolated rooms/floors) Example online: http://www.lansing.org/meeting/meeting-facilities/restaurants-with-meeting-space/	Immediately	Borough, Local Restaurants	Borough, Local Restaurants	Low
8.4	Make Community Center and Parlor Room more accessible/affordable to community not-for-profit groups.	Immediately	Borough	Borough	Low
B. Address the possible future of diminished resources and services pertaining to fire and emergency services					
8.5	Offer tax relief and benefits for current and prospective volunteer firefighters • Offer property tax abatements. In Connecticut (based on their general statutes, legal in PA?) several towns have offered property tax abatements of up to $1,000 or more per year for volunteer service. • Join other area municipalities in lobbying Delaware County Council in establishing a version of FireVEST program in the County. FireVEST was created in Allegheny County, and provides tuition remission to volunteers who enroll in the local community college.	Within 2-3 Years	Borough, Area Municipalities	Borough	Low (Reoccurring)
8.6	Partner with the Media Fire Company to sponsor area volunteer recruitment drives. • Shorten the firefighter application to 1-2 pages and follow-up with recruits • Partner with Rose Tree and South Media fire companies to recruit and retain volunteers • Reach out to Rose Tree Media School District and Penncrest High School to find interested students	Within 2-3 Years	Borough, Media Fire Company, Rose Tree and South Media Fire Companies	Borough, Local Fire Companies	Low
8.7	Maintain and enhance the current base of police protection and services by ensuring adequate staffing levels, good coverage for community civic and cultural events, and continued updating of departmental equipment and technology.	Ongoing	Borough	Borough	Low (Reoccurring)
8.8	Coordinate emergency management and hazard mitigation planning with neighboring townships and Delaware County in the case of floods or other natural disasters	Ongoing	Borough	Borough, PA Emergency Management Agency (PEMA)	Low (Reoccurring)

8. Community Facilities and Services

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
C. Create the "infrastructure" needed to make cross-communication between community groups and knowledge resource sharing between organization leaders standardized					
8.9	Work with Commonwealth, Delaware County and Media's surrounding municipalities to plan and coordinate a disaster relief response.	Ongoing	Borough	Borough, State	Low (Reoccurring)
8.10	Create an event coordinator position either funded by the Media Business Authority or Council whose main job is to organize community groups and help facilitate community events. Job could be full-time, part-time or volunteer-based.	Within 2-3 Years	Borough, Media Business Authority	Borough, Media Business Authority	Low
8.11	Conduct annual or bi-annual comprehensive plan committee meetings to monitor the progress of the plan recommendations and continually reassess the plan's priorities in light of emerging trends or issues.	Ongoing	Borough	Borough	Minimal
8.12	Develop nuisance ordinances for property maintenance and enforcement	Ongoing	Borough	Borough	Minimal

9. Compatibility with Surrounding Municipal Plans

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
A. Work with adjacent municipalities to encourage transit-oriented and multi-modal friendly developments					
9.1	Work with Upper Providence Township, Nether Providence Township and SEPTA to redevelop the area of the Media regional rail station and Providence Road trolley station as a fully integrated mixed-use transit oriented development (TOD). • Adjust Media's zoning to allow higher building densities and taller buildings within 500' of the TOD.	Within 7-10 Years	Borough, Upper Providence Township, Nether Providence Township, SEPTA	Borough, DVRPC-TCDI, Private Developers	Low
9.2	Work with Upper and Nether Providence townships to facilitate pedestrian and bicycle traffic to and from Moylan-Rose Valley SEPTA Station. Manchester Avenue lacks sidewalks for great stretches. *(Advised in NP Comp Plan)*	Within 2-3 Years	Borough, Upper Providence Township, Nether Providence Township	PennDOT, FHWA funds through Delaware County Planning Department, Private Sector, DVRPC-TCDI, DVRPC -CMAQ, DVRPC	Medium

9. Compatibility with Surrounding Municipal Plans

	Recommendation	Timeframe	Responsible Entity	Potential Funding Sources	Costs: Low: <$100K Medium:<$500K High:>$500K
B. Work with adjacent municipalities to ensure consistent transportation planning					
9.3	In agreement with the Upper Providence comprehensive plan (2005), work with the township to build "mixed-use village centers" adjacent to the Borough by Media Station, and along Providence and State roads.	Within 3-5 Years	Borough, Upper Providence Township	Borough, Upper Providence Township, DVRPC-TCDI	Low
9.4	Partner with adjacent municipalities to develop a regional bicycle and pedestrian network master plan. • Coordinate with Middletown and Upper Providence Township to provide a bicycle and pedestrian connections from Media Borough to the Media Regional Rail Station, Scott Park, Mineral Hill/Ridley Creek Trail, Rose Tree Elementary and Martin Park. • Collaborate with Nether Providence Township to establish a bicycle and pedestrian link to the Trolley Station Trail. • Work with Upper Providence and Middletown townships and PennDOT to explore the feasibility of constructing a sidewalk/trail along Baltimore Avenue/Pike west from Media to Middletown Township's Memorial Park and Delaware County's Mineral Hill Park.	Within 2-3 Years	Borough, Upper Providence Township, Nether Providence Township	DCNR, PennDOT, DVRPC-TCDI, TAP	Low
9.5	Partner with Upper Providence Township and PennDOT to improve Providence Road leading into Media with a complete sidewalk network and shoulder for bicycles. (in UP Plan)	Within 3-5 Years	Borough, Upper Providence Township, PennDOT	PennDOT	Medium
9.6	As stated in the Upper Providence comprehensive plan, work with the township to make State Road (northeast of Providence Road) a more pedestrian-friendly corridor.	Within 5-7 Years	Borough, Upper Providence Township	PennDOT	High
9.7	Work with Upper Providence to improve vehicle mobility at the intersection of Baltimore Pike and Ridley Creek Road.	Within 3-5 Years	Borough, Upper Providence Township	PennDOT, DVRPC-CMAQ	Medium
C. Work with adjacent municipalities to utilize shared community facilities					
9.8	Work with the Media, Rose Tree and South Media fire companies to jointly recruit and retain volunteer firefighters.	Ongoing	Borough, Media, Rose Tree, and South Media Fire Companies	Borough, Adjacent Municipalities	Medium
9.9	Partner with Nether and Upper Providence townships to help upgrade streetscapes in South Media that can serve as gateways to all three communities. (in NP Comp Plan)	Within 5-7 Years	Borough, Upper Providence Township, Nether Providence Township	PennDOT, FHWA funds through Delaware Planning Department, Private Sector	Medium

5.2 Implementation Strategies

It is not expected that the funding of all the recommendations will be the sole responsibility of the Borough. Some of the recommendations can be accomplished as part of the land and/or roadway development processes where the funding is borne by the specific project budget and/or private land developer. Many of the recommendations can be also funded through grant programs whereby the Borough and its partners can leverage funds to achieve the maximum amount of improvements per Borough dollar. State agencies such as DCNR and DCED will be important sources for design/engineering and construction funding. PennDOT should be involved with the improvement projects on state roadways. Local non-profit groups and businesses can contribute through fund raising and/or by applying for funding as non-profit agencies.

Adopt an Official Map

One of the first recommended implementation items is to adopt an Official Map for the Borough which will serve as a strategic planning tool for many of the physical improvements identified in the implementation table. As permitted by the Pennsylvania Municipalities Planning Code, a municipality may adopt an official map to show streets, parks, open space reservations, pedestrian ways and easements (including bikeways, trails and sidewalks). Once the Official Map is adopted, these areas are "reserved" for the designated use and can be incorporated into future improvements and land development plans. The official filing of a land development application or other written notice to the Borough to develop lands containing Official Map reservations is the "trigger" beginning a one year period during which time the Borough has the right to acquire reserved land for public improvements. The

Borough may also negotiate with the applicant to build reserved improvements as a part of the land development process. Planned physical improvements that are shown on the official map have a better chance of being constructed.

Designate an Official Borough Planner

To assist the Borough in implementing the proposed changes to their land use ordinances and to help review major development applications that come into the Borough, the Borough should designate an official Borough planner. The Borough's designated planner would review development applications and represent the Borough's interests at the Planning Commission and other review meetings. The planning consultant's work would not duplicate that of the Borough engineer but focus on broad planning and zoning issues. The cost of the land development reviews would be born by the applicants, not the Borough.

5.3 Funding Sources

The Borough and their partners must use their funds to leverage additional grant funding from local, state and federal sources. Many State grant programs can be used as a designated match for other federal grant programs and vice versa. By leveraging funds, the Borough will be able to maximize the amount of constructed improvements per municipal dollar.

PA DCNR Community Conservation Partnership Program (DCNR)

The PA DCNR Community Conservation Partnership Program (C2P2) provides funding for communities and nonprofit organizations to acquire, plan and implement open space, conservation and recreation resources. DCNR accepts grant

application periods annually—usually in April. A new addition to this funding round is that projects will receive additional consideration for using "green" technology or practices. The next C2P2 funding cycle is in April 2016. State funds can be used for discrete projects or as a match to federal funds. DCNR requires a 50–50 match (cash or in kind services) to its grant awards for trail development projects. More information on this program can be found at the DCNR website: http://www.dcnr.state.pa.us/brc/grants/indexgrantsinstruct.aspx

PA DEP Growing Greener II (PADEP-GG)

The Growing Greener Program is an environmental grant program established under the Environmental Stewardship and Watershed Protection Act. Funds are distributed among four state agencies: the Department of Agriculture to administer farmland preservation projects; the Department of Conservation and Natural Resources for state park renovations and improvements; the Pennsylvania Infrastructure Investment Authority for water and sewer system upgrades; and the Department of Environmental Protection for watershed restoration and protection, abandoned mine reclamation; and abandoned oil and gas well plugging projects.

Grants are available to a variety of eligible applicants, including counties, municipalities, county conservation districts, watershed organizations, and other organizations involved in the restoration and protection of Pennsylvania's environment. These grants will support local projects to clean up "non-point" sources of pollution throughout Pennsylvania.

Applicable Growing Greener projects include greenway

restoration projects, such as riparian buffer planting, stream bank restoration and stormwater management improvements. It may also be possible to coordinate Growing Greener grants with other grants for trail construction. More information on this program can be found at the PA DEP website: http://www.depweb.state.pa.us/growinggreener/site/default.asp

DCED Community Revitalization Funds (DCED)

The Department of Community and Economic Development (DCED) Community Revitalization Fund is a state program that supports local initiatives that improve the stability of communities and enhance local economies. This agency has an open application period throughout the year, but applications should be submitted as early as possible in the fiscal year after June 30. The grant program covers a wide range of eligible uses including acquisition of land, buildings, and right-of-ways; trail, civic, and recreation projects; programs and developments that build capacity of the local community and relevant local organizations to better serve the needs of the community, and other reasonable and necessary expenses related to community-based activities. Active support of the district's state senator and / or state representative is critical in a successful grant application. More information on this program can be found at the DCED website: http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/funding-detail/index.aspx?progId=228

Transportation Alternatives Program (TAP)

On July 6, 2012, the Moving Ahead for Progress in the 21st Century Act (MAP-21) was signed into law. This legislation reauthorizes the nation's surface transportation bills at current spending levels through September 2014. MAP-21 consolidated several programs

into the Transportation Alternatives Program (TAP). These include Transportation Enhancements (TE), Safe Routes to School (SRTS), and Scenic Bi-ways and Recreational Trails programs (RTP).

The new Transportation Alternatives Program (TAP) [Formerly Transportation Enhancements (SAFETEA-LU)] is administered through the Delaware Valley Regional Planning Commission (DVRPC) and competitively awarded for all Transportation Enhancements (TE), Safe Routes to School (SRTS) and Recreational Trails Programs (RTP). Regional and statewide projects will be allocated $3.74 and $13 million respectively per year to carry out all TAP projects for fiscal years 2014 and 2015. Those that are not selected under the regional funding allocation will be automatically submitted for consideration to receive statewide funding. Eligible entities for TAP funding include local governments, regional transportation authorities, transit agencies, schools, tribal governments, and other governmental agencies responsible for the oversight of transportation or trails. The current emphasis for funding will be placed on 'shovel ready' projects that fill regional transportation gaps. Currently, there is one grant application period covering both fiscal years which ends on April 4, 2014. (THERE IS NO INDICATION OF WHEN THE NEXT GRANT APPLICATION PERIOD WILL OPEN. APPLICANTS THAT MISSED THE 2014 GRANT ROUND SHOULD CHECK FOR UPDATES IN 2015-16).

The new Transportation Alternatives Program, has consolidated the previous twelve eligible activities categories into six categories. The new law makes several substantial changes to these programs including eliminating the bike/pedestrian safety

and education programs, transportation museums, and the acquisition of scenic and historic easements.

The six eligible project categories include:

1. Continuing existing bike/pedestrian facilities and expanding the definition of these projects;
2. Safe routes for non-drivers, including children, older adults, and individuals with disabilities;
3. Conversion of abandoned railroad corridors for trails for pedestrians and bicyclists, or other non-motorized transportation users;
4. The scenic byways category (However, the stand alone National Scenic Byways programs is completely eliminated);
5. A community improvement category that includes:

- inventory control of outdoor advertising
- historic preservation and rehabilitation of historic transportation facilities
- vegetation management practices in transportation rights-of–way (formerly landscaping and scenic beautification)
- archeological activities related to transportation projects

6. Environmental mitigation activities to address stormwater management control and water pollution prevention, and wetlands mitigation, and to reduce vehicle-caused wildlife mortality.

Typically, a non-federal match is required to be 20% of the grant award. A strategy preferred by PennDOT is to require the local partner to prepare construction documents and obtain necessary environmental clearances, property control documents and utility relocations plans as the local match for these "pre-construction" tasks - so that the project is ready for construction using the TAP

funding. The costs to prepare these documents can be the non-federal match to the MAP-21 funds, and does not necessarily need to be exactly 20% if all needed documentation can be completed for less. Often, DCNR funding can be used as the 20% match to cover design and engineering. More information about this program can be found at the following link: http://www.dvrpc.org/TAP/

PA DEP Environmental Education Grants Program (PADEP -EE)

The Pennsylvania Environmental Education Grants Program awards funding to schools, nonprofit groups and county conservation districts to develop new or expand current environmental education programming. Administered through the Pennsylvania Department of Environmental Protection, the funds are used for projects ranging from creative, hands-on lessons for students and teacher training programs to ecological education for community residents. Educational resources, including exhibits, interpretive trails, educational signage, and demonstration projects, also qualify for funding. Applications are typically due in January. More information about this program can be found at the following link: http://www.portal.state.pa.us/portal/server.pt/community/environmental_education/13903/grants/588549

US EPA Environmental Education Grants Program (EPA)

The US Environmental Protection Agency Environmental Education grants are another potential source of funding for environmental education programs. This program supports projects that design and/or disseminate environmental education practices, methods, or techniques, and that will serve as models

that can be replicated in a variety of settings. The following organizations are eligible for an environmental education grants: local education agency, state education or environmental agency, college or university, non-profit organization, noncommercial educational broadcasting entity, tribal education agency.

The US EPA awards grants of $50,000 or less through its regional offices, and grants up to $100,000 through its Washington, DC headquarters. Applications are typically due in the fall. More information about this program can be found at the following link: http://www2.epa.gov/education/environmental-education-ee-grants

National Endowment for the Arts—Our Town (NEA)

Organizations may apply for projects featuring public art as their core theme to create unique spaces directly contributing to the livability of communities. This grant is intended for community projects that use public art to create a 'sense of place' through engaging design aimed at improving quality of life, local economy and creative activity. Grants are available to public, private and nonprofit entities. A variety of project types will be considered including public and private spaces, rejuvenation of structures and streetscapes, and projects that inspire and draw a diversity of people. An organization may request a grant amount from $25,000 to $200,000. Grant applications are typically due in January. More information about this program can be found at: http://arts.gov/grants-organizations/our-town

Act 13: Marcellus Shale Natural Gas Drilling Impact Fees (ACT 13)

As of Fall 2012, all of Pennsylvania's 67 counties will share a $75.3 million fund earmarked for competitive grants for water and sewer,

local bridge improvements, local community park and recreation, Growing Greener and other municipal projects. This fund may increase or decrease over time based on the global supply and demand effecting the price of natural gas. Delaware County officials are currently mulling specific options for funding allocation, but the initial funding priorities will likely be used to fill existing County funding shortfalls or for renovations of outdated facilities at existing parks. The Borough should closely monitor the allocation of future funding cycles that might be utilized to fund recommended improvements.

DVRPC Regional Trails Program (DVRPC)

The Regional Trails Program, administered by the Delaware Valley Regional Planning Commission, with funding from the William Penn Foundation, aims to capitalize upon opportunities for trail development by providing funding for targeted, priority trail design, construction and planning projects that will promote a truly connected, regional network of multi-use trails with Philadelphia and Camden as its hub. Previous grants administered through this program required a 20% match. Funding priorities are focused on creating trail connections to regional multi-use trails. Since these trails lie outside the Borough, future connections from Media should seek a multi-municipal partnership with neighboring municipalities to be better positioned to receive this funding. For information contact Chris Linn, DVRPC grant administrator or visit the program's website at: http://www.dvrpc.org/RegionalTrailsProgram/ (THE MOST RECENT GRANT ROUND CONCLUDED IN 2013. CHECK THE WEBSITE FOR FUTURE UPDATES REGARDING THE STATUS OF THIS PROGRAM.)

PECO Green Region Grants (PECO)

PECO's environmental grants support organizations and initiatives whose mission is to improve the quality of our environment by promoting environmental education and conservation; preserving open spaces; protecting endangered species; and encouraging individual and organizational energy efficient efforts. Green Region grants are available to municipalities in amounts up to $10,000. The grants can be used with other funding sources to cover a wide variety of planning and direct expenses associated with developing and implementing open space programs, including consulting fees, surveys, environmental assessments, habitat improvement, and capital improvements for passive recreation, including trails.

For additional information contact Holly Harper, Green Region program administrator, at 610-353-5587 or visit https://www.peco.com/Community/CharitableGiving/GreenRegion/Pages/GrantDetails.aspx.

DVRPC — CMAQ

Funding is available to the Borough for transportation related projects through the Congestion Mitigation Air Quality (CMAQ) program, administered through DVRPC. Funded projects often are transportation or transit improvements, so the Borough would seek partners like SEPTA, PennDOT and the PA Department of Conservation and Natural Resources (DCNR). Applications are competitive and are usually due in January. For more information, please visit: http://www.dvrpc.org/CMAQ/

DVRPC — TCDI

The Transportation and Community Development Initiative (TCDI) is a flexible funding source administered by DVRPC that underwrites community and regional planning studies and initiatives. For instance, the Borough recently received funding (FY 2015) for a Wayfinding Signage Plan with TCDI grants. The grants are awarded every few years (no longer yearly), and the Borough should keep in contact with DVRPC and check http://www.dvrpc.org/TCDI/ for more information on future funding opportunities.

Legislative Funding

State and federal elected officials can often include items into legislation for worthy projects in their districts. A conversation between county and municipal officials and legislators is the way to begin this process. This type of funding should be targeted toward capital improvement projects.

Media Borough

Some grant programs allow "in-kind" services in place of cash to count as a local match. It is strongly suggested that the Borough immediately begin to keep a detailed inventory of municipal staff and/or official time spent on Borough trails and greenways. Occasionally, grantors may allow time spent to date to count as part of the in-kind match for funds. This record will also demonstrate a continuing commitment on the part of the municipality to the successful implementation of the master plan. The Borough may in some cases choose to invest municipal funds in specific aspects of the trail and greenway development as "leverage" to secure funding from other partners.

Private Foundations

Grant programs that require matching funds present an opportunity for the Borough to engage in targeted fundraising efforts and to partner with other organizations. There are corporations, foundations and institutions that support many community improvements. The competition for these funds is brisk, but the opportunities should be researched. Funding is often to non-profit organizations.

Foundations and institutions represent also represent a potential source of funding for education-related site improvements and programming. Grants are available to support student field trips, provide teacher training in science, and provide other educational opportunities. Education tied to research can increase the pool of potential funds. The science community and research institutions are the logical starting points for soliciting foundation funds.

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Appendix

- Public Meeting Notes
- Committee Meeting Notes
- Focus Group Meeting Notes
- Business Owner Meeting Notes
- Public Internet Survey Results

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MEETING NOTES

Project:	**Media Borough Comprehensive Plan**	Project No.:	**12082.10**
Location:	**Media Borough**	Meeting Date/Time:	**4/10/13 7:00 PM**
Topic:	**Public Meeting #1**	Issue Date:	**6/18/2013**

IN ATTENDANCE:

See attached sign-in Sheet

BACKGROUND:

The consultants presented an overview of the comprehensive plan purpose/process, and explained how the plan informs future updates to the Borough's zoning and subdivision and land development ordinances, and official map. Next, the meeting was opened for questions and comments relative to the specific topics listed below.

CARDS RECORD:

The notes below summarize responses solicited from the public meeting attendees.

Goals:

- New Comp Plan
- Plan for future

Facts:

- Borough is changing
- Borough is on the upswing
- Mass Transit Wonderland
- Ex. Tree Protection/ Plantings
- Old dvmt. converting to new dvmt.
- Trash on the Streets
- Existing Public Art Policy
- Shifting Demographics/Decreased diversity
- Signs/campaign to promote clean streets
- Enhance gateways
- Walking wonderland

Concepts:

- Land use
- Tree tenders/education
- Historic District South of Baltimore Ave.
- Borough is 'Metro Area/Center'
- Community Garden
- Centers:
    - Plum Street Mall
    - State Street
    - Central Park: Barrall Park
- More Public/ Civic Spaces
- More education for litter bugs
- Building height shouldn't create 'tunnels'

Transportation Concepts:

- Improve sidewalk surfaces (transitions)
- Dog parking (hitching posts)
- Bike connections outside of town
- Integrate parking with buildings
- Activity on the street
- Safe bike routes in town
- Parks+Bikes=Trails and safe routes
- Complete sidewalk network
- Bike racks
- Sidewalks on N. Orange
- Sidewalks and Alternative transit routes
- Parallel Parking Lines
- Transportation to train station
- More parking @ train station
- Beautifying Gateways
- Media Station is a gateway
- Maintenance responsibility at train station
- Train Station benefits Media and Upper Providence
- Intra and Inter Borough connections
- Use social networking for transportation (car pool)
- Increase mass-transit use
- Extend bus service or shuttles
- Coordinate street closings for public events
- Move parking from interior of municipal block to streets (angled) to create civic center)
- Extension of trolley/public transit (Rosetree Rd.)
- Connect Rose Tree Park to the Borough
- Require off-Street parking in new residential construction
- Make better use of alleys
- Encourage more shared parking between uses with dissimilar hours of operation
- Some residential areas have Parking Permits/Restrictions – this is done on an ad-hoc basis.
- Plan for resident parking (permits)
- Encouraging students to walk to school
- Reduce school 'bussing' in Borough
- Improve safety of Baltimore and Monroe Intersection
- More parking needed near courthouse
- Courthouse parking overflows into neighborhoods
- Extend parking meter limits
- T.M.A. for car pooling
- Technology to find parking?
- Utilize rear parking
- Is there grant money for parking?
- Require 'Active Uses' in 1st floor parking garages

Housing Concepts:

- Enforce Property Maintenance / Property Upkeep
- Increase diversity with more affordable housing options
- Explore Co-housing
- Age in place

Community Facilities:

- Public Art
- Mandate Art?
- Great schools/school district
- 'Dark Sky' Lighting
- 'Perception' of lighting
- Dog Park at Rose Tree Park
- More community space (share with borough and non-profits)
- Public-nonprofit partnerships
    - Events/Spaces
- Share Community Facilities
- Demand for Dog Park

Energy:

- Incentives for Residential energy efficiency
- Model for progressive energy
- Promote initiatives for 'green' Media

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Professional within ten days of issue, the report shall be considered factually correct and shall become part of the official project record.

Peter M. Simone, RLA, FASLA
President

Justin M. Keller
Project Manager

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MEETING NOTES

Project:	Media Borough Comprehensive Plan	Project No.:	**12082.10**
Location:	Media Borough	Meeting Date/Time:	**1/14/14 7:00 PM**
Topic:	Public Meeting #2	Issue Date:	**2/25/2014**

IN ATTENDANCE:

See attached sign-in Sheet

BACKGROUND:

The consultants presented an overview of the comprehensive plan purpose/process, and explained how the plan informs future updates to the Borough's zoning ordinances, subdivision and land development ordinances, and official map. Next, the summary of initial ideas was presented. The meeting was then opened for questions and comments.

Notes:

1. An attendee asked about protections for buildings located in historic districts. Jim J. explained that a building located in a historic district could help delay demolition, however this designation does not guarantee preservation of the building.
2. An attendee stated that more needs done to promote small retail stores. Pete S. explained that several of the initial ideas encourage small businesses including a retail version of 'Dining Under the Stars' and retail discounts for purchasing a ticket to the Media Theater.
3. Glenn Providence park is an unrealized asset by many. More should be done promote the park with wayfinding signage and locating it on a town map.
4. It was also noted that Glenn Providence Park is eligible for the historic register. The borough should consider adding a recommendation to add this to the historic register under Initial Ideas #7 – Historic Preservation.
5. An attendee asked how to incentivize landlords to offer lower rents for small businesses. Examples of places where this was done should be researched.

6. It was mentioned that Media is home to the Delaware County Institute of Sciences. This is an asset that should be promoted.
7. It was agreed that wayfinding signs need to be consolidated, however a signage study should first be conducted to determine the best strategy for placement and sign type. The incorporation of smart technology should be considered for new signs.
8. An attendee asked that the consultants examine the survey results for parking concerns of Borough residents verses those in adjacent municipalities.
9. It was suggested that new parks be strategically located to promote usability and to avoid neglect.
10. It was explained that implementation priorities will be discussed at the next public meeting.
11. An attendee requested that a program be established to incentivize residential property maintenance.

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MEETING NOTES

Project:	**Media Borough Comprehensive**	Project No.:	**12082.10**
Location:	**Media Borough**	Meeting Date/Time:	**2/5/13 6:00 PM**
Topic:	**Kickoff Meeting**	Issue Date:	**3/1/2013**

IN ATTENDANCE:

Sam Haber, Delaware County
Brian Hall, Borough Council
Jim Jeffery, Borough Code Enforcement Director
Justin Keller, Simone Collins (SC)
Peter Simone, SC
Eric Stein, Borough Council
Drew Arata, Arts Council, business owner
Michael Swidrak, Delaware County
Karen Taussing-Lux, Borough Grant Administrator

NOTES:

1. It is estimated about 10,000 people per day come to work in the Borough. SC to review the 2009 parking study for more information.

2. The Borough has recently adopted a steep slope ordinance. SC to review.

3. Karen T. reported that the committee will add 6-8 committee members plus a representative from the EAC and PC. Committee meetings will be open to the public. The committee participants will be finalized by 2/14/12. **Borough to send committee contact info to SC.**

4. Karen T. distributed a list of focus group stake holders. The Community Art Center was suggested as a location for the 5/21 stakeholder meeting. Pete S. suggested adding a local real-estate representative to the list of stakeholders.

5. It was agreed to reschedule the July committee meeting to a date in September.

6. Scope items will be revised to include: public participation, IT strategic plan and emergency response (global connect) sections.

7. Eric S. to forward to SC data on businesses that have changed ownership.

8. The committee expressed a desire for more open-ended survey questions. Justin K. mentioned that the open ended survey questions will not be quantified by the consultants due to the high volume of data. However, these responses can be analyzed by the committee, County and Borough. **SC to add an open-ended survey questions.**

9. **SC to add a survey response option listing adjacent municipalities to quantify these respondents.**

10. To attain a higher response rate, Pete S. suggested adding survey web links to websites of adjacent municipalities. A higher response rate from outside the Borough would help expand the data analysis which could be filtered to analyze desires of residents inside and outside the Borough.

11. Justin K. mentioned that the next draft of the survey will indicate the number of choices respondents are allowed to select.

12. **SC to send West Chester and Swarthmore energy initiative information to the committee.**

13. It was mentioned that the Plum Street Mall needs to be updated to become a complete street and function as a multi-purpose space for events.

14. The following meeting venues and seating capacities were noted: Community Center (150), Parlor Room (50), Borough Council (75-80). SC to contact Jeff S. to schedule.

15. Survey questions will be revised as follows:
    Business Background Information: add age of businesses and an indication of building lease or ownership.
    Question #1: list frequency
    Question #2: revise option to include local transit service
    Questions #3-4: crosswalks safe, condition of sidewalks, separate bikes and sidewalk response options
    Question #6: **Committee will send SC a listing of the most dangerous intersections for incorporation into the survey**
    Questions #9 and#10: combine
    Question #10: add an option for dining opportunities
    Question #12: add schools, balance of taxes and services, diversity
    Move question #13 to #12 (street closure cultural events)

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Goals:

-Redevelop S.E. Corner

-Better space utilization

-Promote Industrial Uses

-Design Multi-Purpose Civic Spaces

-Redevelop Baltimore Avenue

-Redevelop underutilized properties

-Traffic Calming on Baltimore Pike

-Create Parks

-Access

-Better Signage

Facts:

-12 Parcels owned by Borough

-Baltimore Pike is a divide

-PENN Dot was done C-Mac

Concepts:

-Hotel

-Central Civic Space

-Destination

-Expand Alternative Energy

-Public Art

-Branded Gateways

-Bike loop/paths

-Overall Branding

-Better Space Utilization

-Prevent Gentrification

-Pet Friendly

-Lighting Standards

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MEETING NOTES

Project:	**Media Borough Comprehensive Plan**	Project No.:	**12082.10**
Location:	**Media Borough**	Meeting Date/Time:	**3/5/13 6:00 PM**
Topic:	**Committee Meeting #2**	Issue Date:	**6/5/2013**

IN ATTENDANCE:

Residents/Business Owners
Steven Ahlgren, Borough Resident, Photographer
Drew Arata, Media Business Authority, Fair Trade Committee
Zachary Barner, Environmental Advisory Council, Delaware Planning Department
Loic Barnieu, Media Business Authority
Robin Beaver, Library Board
Adeline Ciannella, Media Borough Resident
Judy Fowler, Dir. Media Arts Council
Lisa Johnson, Community Volunteer

Borough Officials & Administration
Kent Davidson, Media Borough Council, Community Development Committee
Jim Jeffrey, Media Borough Code and Zoning Officer
Karen Taussig-Lux, Media Borough Grants Administrator

Project Consultants
Sam Haber, Delaware County Planning Department
Justin Keller, Simone Collins
Peter Simone, Simone Collins
Michael Swidrak, Delaware County Planning Department

NOTES:

1. Too much residential zoning on Providence Road.
2. Media has many one-way streets
3. What was the process for the developer of proposed apartments?
4. Incorporate capital improvements into the comp. plan- **Kent to send his comments**
5. Move Dec. meetings to Jan?
6. All meetings should be open to the public
7. Created an advertisement and press release for the local paper- Simone Collins
8. Enhance Pedestrian Access and Amenities
    a. There are issues with parking in front and access through back allies.

   b. Sidewalks should be uninterrupted on N. Olivia between 5th and 6th street.
9. Give mortgage rate breaks for owners for not having cars.
10. Upper Providence Trail Plan is stalled. **SC to check for updates**.
11. Examine all areas of Baltimore Avenue for a comprehensive view.
12. Bring building setbacks closer to Baltimore Pike;
13. Why are some lofts vacant?
14. All gateway locations are dangerous intersections.
15. Talk to SEPTA about the new development (Transit Oriented Development)- SC to talk with SEPTA.
16. The survey should include surrounding areas ('Everybody's Hometown')
17. Create zoning incentives for developments with less impacts.
18. Check the land use within ¼ mile radius of existing parks.
    a. Identify if there is a need for more parks
19. What should the allowable building height be in Media? Taller? Shorter? What is historical norm?
    a. Is over 60 feet too high?
    b. Do neighbors view more height as 'too urban'?
20. The 'lack of parking' is a perception of the borough residents.
21. Create consistent signage for parking areas.
22. **Analyze and study private parking lots (in acres) - SC**
    a. What happens if we add a level of parking or development?
23. Plum Street to State Street
    a. Jasper Street connects and provides a place for restaurant trash.
24. Look into Energy issues:
    a. Independence / Conservation
    b. Weatherization
25. Revise rules to increase business and home ownership
26. Encourage appropriate additions to existing buildings
27. Baltimore Pike needs a vision to make a better connection to State Street.
    a. It is hard to cross Balt. Pike at Monroe Street (and other locations)
28. Create better gateways/Borough Lighting
    a. Do not use up-lighting - 'dark skies' preferred
29. Timing of street closings, a la, Europe.
30. Sidewalks should be improved in Business District
31. Cigarette butts and dog waste are a big issue in the Central Business District
32. Street sweeping is funded through the general fund.
33. Main goals should address character of community.
34. **Consultants are to take a stab at writing goals for Comp. Plan-Simone Collins**
35. A list of goals, fact and concepts follows.

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Justin M. Keller
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Goals:

-Baltimore Pike- Enhance West Gateway

-Enhance Character of Media.

Facts:

-storm water issues (west gateway)

-litter a problem

-street sweeper paid by general fund

-crossing Baltimore Pike is difficult in places

-Post Office needs parking

-Mass transit heaven

-Younger demographic

-Median income is going up

-Farmers Market on Jasper Street

-Trash on Jasper Street

Lack of parking- Is it a perception?

Concepts:

-Pervious paving for streets and drives

-veteran's square facelift

-More historic districts (preservation)

-Murals

-Arts Destination

-Incentivize- "Good Behavior"

-Land Bank

-Character?

-Density

-Diversity

-Edible landscapes

-Pocket parks

-Parks on vacant lots

-Create Civic Space

-Baltimore Pike is an opportunity

-Dark skies

-Close streets for events

-Be comprehensive

-adopt "orphans"

Balt. Pike (south)

Balt Pike more like state

-Bike Parking

-Pedestrian oriented

Survey- distribute to all

-Utilize existing parks (permaculture)

-Use official map

-Enforce sidewalk standards

-Dog waste enforcement

-More cigarette butt containers

-Needs community space indoor meetings

-Need good design for building height

-Zoning supports pedestrians

-Better bike pedestrian access

-connect all (4) parks on State Street

-Upper Providence Bike Plan

-Incentivize home ownership

-Energy reduction in new construction

-Incentivize weatherization

-Jasper Street Potential

- -Better signage

-Diversity- Is it a good thing?

-Not enough parking

-Shade scale:

-views "too urban"

-Conceal 1st floor parking

-More density/more height

"Over 50" condos

-Reduce litter

-Chain stores?

-Yes or No?

-Compost program

-Energy independence

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MEETING NOTES

Project:	**Media Borough Comprehensive Plan**	Project No.:	**12082.10**
Location:	**Media Borough**	Meeting Date/Time:	**4/2/13 6:00 PM**
Topic:	**Committee Meeting #3**	Issue Date:	**6/5/2013**

IN ATTENDANCE:

Residents/Business Owners
Steven Ahlgren, Borough Resident, Photographer
Zachary Barner, Environmental Advisory Council, Delaware Planning Department
Robin Beaver, Library Board
Lisa Johnson, Community Volunteer
Adeline Ciannella, Media Borough Resident
Tamara Mengine, Media Borough Resident
Brendan O'Riordan, Media Borough Resident
Paul Robinson, Media Borough Resident

Borough Officials & Administration
Kent Davidson, Media Borough Council, Community Development Committee
Jim Jeffrey, Media Borough Code and Zoning Officer
Karen Taussig-Lux, Media Borough Grants Administrator
Brian Hall - President, Media Borough Council

Project Consultants
Sam Haber, Delaware County Planning Department
Justin Keller, Simone Collins
Peter Simone, Simone Collins
Michael Swidrak, Delaware County Planning Department

NOTES:

Old business / housekeeping:

1. Final comments on the survey will be forwarded to the consultants by April 5. The survey will go live on April 8.
2. Karen T. stated that the first public meeting was advertised in the Media Parch and various other publications. The consultants suggested that the Borough reach out to a local

journalist to write a story about the plan. It was also suggested that the Borough advertise the meetings and survey in its newsletter.

3. Jim J. stated that if needed, the Borough police could supplement the crash data by providing more detailed information on the severity of crashes.

Transit Oriented Development (TOD) discussion:

4. A committee member asked for ways to incentivize the use of public transportation. Pete S. cited the City of Boston as an example where the amount of parking is intentionally limited. He added that some lenders incentivize mortgages if you do not own a car. Another way to promote public transit is to improve circulation between destinations and transit stops. **SC to research other incentives for public transportation.**
5. A committee member asked about the funding options for enhanced pedestrian and bicycle connections to public transit. One way is through public grants such as the federal safe routes to school program. **SC will also research examples of Tax Increment Funding (TIFs) to fund pedestrian and bicycle connections to transit.**

Bicycle mobility discussion:

6. Many attendees feel it is dangerous to bike in the Borough. 252 and Baltimore Avenue are barriers to bicycle mobility.
7. The Environmental Advisory Council (EAC) looked at ways to increase bicycle mobility and access to Borough parks. They previously studied using alleys as bike routes. It was suggested that bike routes be avoided on state roads due to higher traffic volumes and more limiting design requirements applicable to these roads.
8. Lou Hufnagel mentioned that the Delaware County Bike and Pedestrian plan uses roads parallel to major roadways to connect destinations and transit stops.
9. Some are not in favor of reducing the amount of parking to install bike lanes.

Pedestrian mobility discussion:

10. The traffic signal timing upgrades recently completed along Baltimore Avenue have slightly increased safety along the corridor.
11. Auto centric uses and a lack of destinations or “draws” results in decreased foot traffic along Baltimore Avenue and points south.
12. Some feel that the Baltimore Avenue area is unattractive when compared to the remainder of the Borough.
13. Karen T. believes that many of the issues along Baltimore Avenue were addressed with the recent TND ordinance, but added that there is little that can be done with existing developments since improvements are only required for new developments or re-developments - many of which have not yet come to fruition.
14. Textured paving at crosswalks and gateways on Baltimore Avenue would help to define this as a pedestrian friendly area.
15. Shared driveways along Baltimore Avenue would create a cleaner appearance and improve pedestrian safety.
16. Many agree the main issue on Baltimore Avenue is the speed of traffic. Tom Shaffer suggested the Borough work with Gilmore Associates (Borough Engineer) to retime traffic lights to slow traffic. However, options should be carefully considered since this could result in more traffic congestion.
17. Jim J. suggested a longer cycyle for pedestrian signals. For example, the Borough of Pottstown institutes a 4 way traffic stop during the pedestrian cycle to allow for uninhibited pedestrian crossings.

Public Transit Discussion:

18. Bus shelters are unsightly and trash is a problem. **SC to review new SEPTA guidelines for bus shelters.**
19. It was mentioned that Salt Lake City, UT and Denver, CO have free public transit in their downtown areas. **SC to talk to SEPTA see if there are ways to create a free public transit zone along State Street.**

General Discussion:

20. More signage is needed to direct people to available parking. This could also be aided with a smart phone application.
21. Jim J. to send info on residential permit parking areas.
22. Signs along Baltimore Avenue are oriented towards automobiles. Pedestrian scale sign standards should be examined in this area.
23. Sam H. recalled that some developers might believe the maximum building heights in some Borough zoning districts are too low for developments to be financially viable.
24. Pete S. asked the committee for their perception on maximum building heights. Some feel Baltimore Avenue is very narrow and increased heights could create a canyon effect. If taller buildings are permitted, they should be sensitive to adjacent residential neighborhoods to the south. Some other issues are building scale, shading, buffers and urban appearance. Advantages of higher density include higher tax revenues and increased property values.

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MEETING NOTES

Project:	**Media Borough Comprehensive Plan**	Project No.:	**12082.10**
Location:	**Media Borough**	Meeting Date/Time:	**5/7/13 6:00 PM**
Topic:	**Committee Meeting #4**	Issue Date:	**6/18/2013**

IN ATTENDANCE:

Residents/Business Owners
Drew Arata, Media Business Authority
Judy Fowler, Media Borough Resident, Director Media Arts Council
Lisa Johnson, Resident, Volunteer, Recreation Board
Paul Robinson, Resident, Media Borough Council

Borough Officials & Administration
Kent Davidson, Media Borough Council, Community Development Committee
Eric Stein, Media Borough Council, Community Development Committee

Project Consultants
Sam Haber, Delaware County Planning Department
Justin Keller, Simone Collins
Peter Simone, Simone Collins
Michael Swidrak, Delaware County Planning Department

NOTES:

Old business / housekeeping:

1. Next month Borough Council will discuss contacting adjacent municipalities to see if they would be open to providing a link to the comprehensive plan survey on their websites.
2. The Borough will advertise the comprehensive plan public meetings and survey in the local newspaper.
3. The consultants will project ¼-mile radii around existing Borough parks to determine if there are areas underserved by recreation facilities. **The consultants will add the Plum Street Mall to the parks map.**
4. The consultants will consider recommendations to repurpose Veterans Street as a multipurpose civic space. If this space is used as a pedestrian mall, it is understood that some existing parking would be lost and others reconfigured.

5. The Plumb Street Mall is the main pedestrian connection between State Street and the Borough's parking garage.
6. SC presented the following rough calculations for areas of private parking lot coverage in commercial zoning districts: HBO: 11.7 Ac. (20%); O: 4.9 Ac (10%); ROA: 1.4 Ac. (9%).
7. It was suggested that the consultants examine ways to maximize the appropriate use of the Borough's Industrial district.

Highway Business Office (HBO) Zoning District discussion:

8. It was stated that the TND overlay can be waived by Borough Council.
9. The eastern gateway at Providence Road and State/Baltimore Pike present opportunities for enhancements that could be realized through redevelopment. This is the busiest intersection in the Borough and less auto dependant uses should be incentivized.
10. The consultants measured the average distance between opposing building facades across State Street and Baltimore Pike with the following results:
    a. State Street = 60'
    b. West Baltimore Pike = 70'
11. It was noted that the intersection of State Street and Providence Road is safer than the intersection of Baltimore Pike and Providence Road.

Office District (O) - Courthouse Area:

12. There is demand for more housing in the Borough and some commercial properties in this district are being converted to residential uses. If offices are left vacant it could repress the potential for additional housing supply. It was suggested that incentives be considered for converting office to residential. **The consultants will review the Office Zoning District to ensure that conversions from office to residential are not constrained.**
13. Paul R. stated that the conversion of office to residential doesn't seem to be a problem, and the ordinances should be reviewed to ensure they also promote a mix of office and neighborhood retail/neighborhood commercial uses.
14. **The consultants will review the personal service definitions (311.151) to evaluate the appropriateness of defined uses.**

Historic Overlay District:

15. It was noted that the Historic Overlay District doesn't necessarily correspond with the state historic designation.

Educational/Recreation/Conservation (ERC):

16. The consultants discussed several possibilities for Broomall's Lake Country Club. This property is currently zoned R-2 residential which would allow the development of the property with residential uses. To protect the open space value of this parcel, a more appropriate zoning designation might be Educational/Recreation/Conservation (ERC). Another option would be to add all or a portion of this property to an official map.
17. **The consultants will send the committee information on the Official Map legislation as permitted by the Municipalities Planning Code.**

Energy Conservation:

18. It is recommended that the comprehensive plan include a recommendation for a group or organization to advance energy conservation policies and projects. It was mentioned that the Environmental Advisory Council (EAC) would be best, but is very busy and may need help from a citizen organization or subcommittee. It was mentioned that Transition Town may be able to assist. It was preferred that a separate Borough task force be created with members from Borough Council and EAC to advance energy conservation policies.

19. **SC to research City of Philadelphia sustainable requirements for large buildings, to see if this can be adapted for use in Media** (target buildings over 5,000 SF).

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MEETING NOTES

Project:	**Media Borough Comprehensive Plan**	Project No.:	**12082.10**
Location:	**Media Borough**	Meeting Date/Time:	**06/04/2013 6:00 PM**
Topic:	**Committee Meeting #5**	Issue Date:	**6/19/2013**

IN ATTENDANCE:

Residents/Business Owners
Steven Ahlgren: Resident and photographer
Drew Arata: Media Business Authority
Zachary Barner: Resident, Environmental Advisory Council, County Planning Dept.
Loic Barnieu: Media Business Authority and Restaurant Owner
Robin Beaver: Resident, Library Board, Arts Council
Adeline Ciannella: Resident, Environmental Advisory Council, Farmers Market
Judy Fowler: Media Borough Resident, Director Media Arts Council
Lisa Johnson: Resident, Volunteer, Recreation Board
Brendan O'Riordan: Resident, Environmental Advisory Council, Transition Town Media
Paul Robinson: Resident, Media Borough Council

Borough Officials & Administration
Kent Davidson: Media Borough Council, Community Development Committee
Brian Hall: President, Media Borough Council, Chair, Community Development Comm.
Jim Jeffrey: Media Borough Code and Zoning Officer
Eric Stein: Media Borough Council, Community Development Committee
Karen Taussig-Lux: Media Borough Grants Administrator

Project Consultants
Justin Keller, Simone Collins
Peter Simone, Simone Collins
Michael Swidrak, Delaware County Planning Department

NOTES:

General:

1. Zach B. noted that the Borough's cost for hydrant rental varies significantly from other municipalities. **County to verify if this is a monthly or quarterly rental cost and update community facilities data accordingly.**
2. Eric S. mentioned that it might be useful to understand the percentage of total power generated by the solar panels installed on 9 Borough Buildings. Attempts to obtain this information from PECO have been unsuccessful.
   - Solar arrays are between 1Kw-5Kw and located on several borough buildings including Borough Hall and the Fire House.
   - Eric S. would like see the Borough's solar power generation expand to take advantage of real time smart grid electricity rates.
3. Pete S. asked if residents are happy with the current tax structure. There was a general agreement that most residents are happy due to lower school taxes than nearby districts with comparable rates of achievement.
4. Kent D. mentioned that he will update the committee on the capital improvement plan (currently under development) in September or October.

Public Safety:

5. Traffic calming is needed on Baltimore Avenue - especially at the intersections of Jefferson and Monroe. Most sections of Monroe and Edgemont are also dangerous and used as cut-through streets. The intersection of Monroe and State Street is especially dangerous and is the location of an elementary school. Enforcement is needed for cars running stop signs and outreach is needed to educate drivers about pedestrians right-of-way. Interaction with PennDOT will be critical to advance these safety efforts.
6. Jim J. expressed concerns of dwindling volunteer firefighter ranks. He noted that many volunteers are getting older or live outside the borough. The Borough may need to consider and plan for paid personnel in the near future to respond to this trend. He noted that volunteer rates are higher where housing is affordable. **The County will check to see what other communities have done to address similar issues.**
7. Eric S. mentioned that the global connect alert calling system can target specific areas, streets or blocks. Outreach is needed to update resident contact information.

Business:

8. Most spaces for lease are too big and/or expensive for smaller/unique retailers.
9. The Business Authority board of directors contains a majority of property owners. It was suggested that business owners and property owners have equal representation on Businesses Authority board.
10. The SoHo effect is dangerous and efforts are needed to keep attracting residents and businesses.
11. Residents have little representation in Business districts.
12. Vacant areas on Baltimore Pike could be redeveloped as a counter balance to keep rents more competitive and affordable.
13. One option to retain retailers is to limit land use changes through zoning, such as conversion of retail uses to restaurants.
14. Open a discussion with the County to modernize the parking garage with active first floor uses and negotiate shared parking.

15. The following changes will be made to the Goals and Objectives:

General:

Change “ruse” to re-use

Comprehensive plan goals:

1. Add: Ethnic and racial diversity/balance and fairness

8.a: Add: Art, sculpture

9. Add goal: Make Media a center for art and culture, music, events, public art

Comprehensive Plan Objectives

1.c Add: Celebrating diversity through events and art.

16. The following changes will be made to the outline of recommendations:

Businesses (general):

- Incentivize new and small business and increase education/ outreach from SBA and SCORE
- Work with business association to hold/reduce rents – critical threshold

Transportation:

- Include Rose Tree Park as a destination for alternative fuel shuttle bus service
- Complete missing sidewalk links: **Karen T. to send complete list.**
- Work with banks to rent excess parking spaces in existing parking lots
    - Look at West Chester Model
- Add State Street to list of destinations needing wayfinding signs.
- Replace Holy Savior with Holy Nativity

The Arts:

- Make Media Theater a public facility

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MEETING NOTES

Project:	**Media Borough Comprehensive Plan**	Project No.:	**12082.10**
Location:	**Media Borough**	Meeting Date/Time:	**08/06/2013 6:00 PM**
Topic:	**Committee Meeting #6**	Issue Date:	**9/10/2013**

IN ATTENDANCE:

Residents/Business Owners
Drew Arata: Media Business Authority
Zachary Barner: Resident, Environmental Advisory Council, County Planning Dept.
Adeline Ciannella: Resident, Environmental Advisory Council, Farmers Market
Judy Fowler: Media Borough Resident, Director Media Arts Council
Jill Hall: HARB, Delaware County
Jim Jefferies: Media Borough Code Enforcement
Amy Johnson
Lisa Johnson: Resident, Volunteer, Recreation Board
Rebecca Ross: HARB, Delaware County

Borough Officials & Administration
Paul Robinson: Media Borough Council

Project Consultants
Sam Haber, Delaware County Planning Department
Justin Keller, Simone Collins
Peter Simone, Simone Collins
Michael Swidrak, Delaware County Planning Department

NOTES:

1. **The consultants will review the Borough's approved shade tree list and interview the Borough's tree warden - Dan Jackson.**
2. Some in attendance felt that Jasper Street is in need of street trees. Paul R. acknowledged that alleys parallel to State Street were built to facilitate truck delivery traffic and that new tree plantings should not encumber loading.
3. Jim J. reported that most deliveries take place on Mondays and Tuesdays. The alley width provides for one loading lane and one vehicle travel lane.

4. An attendee stated that the Borough's stormwater runoff is degrading several natural areas located at the edges of the Borough. Mentioned was a significant gully forming in Glen Providence Park. A suggestion to reduce erosion impacts is to retain more stormwater in the interior portions of the Borough.
5. Peter S. inquired about the status of the Glen Providence Park Master Plan Update. **Zach B. will forward project contacts and info for this plan to the consultants.** He acknowledged that there should be enhanced coordination between the County and Borough**.**
6. Jill H. and Rebecca R. announced that work will begin in early 2014 to revise the boroughs HARB ordinances. The first task will be to provide additional detail to clarify the approval process for alterations to historic buildings in HARB districts. Subsequent tasks will examine the expansion of existing historic districts and the creation of new districts. **Drafts will be provided to the consultants once available.**
7. Proposed new districts will primarily be based on preserving the unique characteristics of historic residential neighborhoods. **Jill H. will provide the consultants with the basis for proposed HARB district expansions.**
8. Pete S. recommended that design standards be tailored to the qualities unique to each district.
9. Requirements for a HARB review are triggered for a demolition of a HARB regulated building or if 25% of the façade is altered. Currently, the HARB building permit process goes through HARB for their recommendation before being sent to Borough Council. The planning commission is not involved with the HARB review process.
10. It was stated that if a certificate of appropriateness is denied by the Board applicants have to go to the court of common pleas to appeal since HARB is not a part of zoning.
11. An attendee stated that all real-estate agents should be informing potential buyers of HARB regulated buildings.
12. An attendee asked if an arts district could be created similar to a historic district? Pete S. stated that arts districts usually aren't regulated which usually results in more creativity and quicker implementation.
13. Addie C. added that an arts district may restrict art since it focuses it into one area. It was suggested public art be kept open ended so it can be installed throughout the Borough.
14. Judy F. mentioned that there is a pending arts town grant she will forward to the consultants.
15. The Borough will prepare a press release for the upcoming public meeting.

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MEETING NOTES

Project:	**Media Borough Comprehensive Plan**	Project No.:	**12082.10**
Location:	**Media Borough**	Meeting Date/Time:	**09/03/2013 6:00 PM**
Topic:	**Committee Meeting #7**	Issue Date:	**9/10/2013**

IN ATTENDANCE:

Residents/Business Owners
Steven Ahlgren: Resident
Drew Arata: Media Business Authority
Robin Beaver: Resident, Library Board, Arts Council
Adeline Ciannella: Resident, Environmental Advisory Council, Farmers Market
Lisa Johnson: Resident, Volunteer, Recreation Board
Brendan O'Riordan: Resident, EAC, Transition Town
Bob McMahon: Mayor

Borough Officials & Administration
Karen Taussig-Lux: Grants Administrator
Kent Davidson: Borough Council
Brian Hall: Borough Council

Project Consultants
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Justin Keller, Simone Collins
Peter Simone, Simone Collins
Michael Swidrak, Delaware County Planning Department

NOTES:

1. Those in attendance reviewed the draft vision goals and recommendations outline. **Committee comments should be sent to the consultants by September 13.**
2. It was suggested that a recommendation be added for periodic committee meetings after the completion of this plan. Those in attendance concurred that the committee should meet 1-2 times per year to reassess plan priorities.
3. The vision statement should be pared down so it is less specific since items are detailed in the recommendations.

4. The consultants will consider removing Glenn Providence Park from the recreation facilities within ¼ mile walking radius since this is a regional park. This is intended to show neighborhood parks within ¼ mile walking distance.
5. It was suggested that the bike lane connecting the Cherry Street Field be removed from the Providence Road section in favor of utilizing Winter and Summer Streets.
6. The consultants will add to the Recreation Facilities and Preserved Lands map the small open space area located off Vernon Street in the southeastern corner of the Borough.

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MEETING NOTES

Project:	**Media Borough Comprehensive Plan**	Project No.:	**12082.10**
Location:	**Media Borough**	Meeting Date/Time:	**3/28/13 7:00 PM**
Topic:	**Focus Group #1 – Business and Growth Opportunities, Housing and Real Estate**	Issue Date:	**6/19/2013**

IN ATTENDANCE:

Residents / Business Owners / Committee Members:
Steve Ahlgren – Resident
Drew Arata - MBA / Fair Trades
Sandy Baggot - Architect / Fellowship House Bd.
Robin Beaver - Library Board / Media Arts Council
Jeff Cadorette - Media Real Estate
Linda Coulston - Farmers Market
Dr. Joan Duvall-Flynn - Media NAACP (President)
Grace Eves - Rose Tree Media School District
Cherie Freeman - Farmers Market
Bryan Messick – Media Business Authority
Marjorie A. Moat - NAACP (Secretary)
Sari Steuber - Transition Town Media (President)

Borough Officials & Administration:
Kent Davidson, Media Borough Council, Community Development Committee
Jim Jeffrey, Media Borough Code and Zoning Officer
Karen Taussig-Lux, Media Borough Grants Administrator
Paul Robinson - Media Resident, Borough Council Member

Project Consultants:
Justin Keller, Simone Collins
Peter Simone, Simone Collins
Michael Swidrak, Delaware County Planning Department

BACKGROUND:

The consultants presented an overview of the comprehensive plan purpose/process, and explained how the plan informs future updates to the Borough's zoning and

subdivision and land development ordinances, and official map. Next, the focus group was asked for their input on the following questions:

- What are / where are the growth opportunities in the Borough?
- What is the state of the real estate market in Media?
- Where is the real estate market "going"?
- What are the obstacles to continued growth in Media?
- What are some solutions to overcoming these obstacles?
- What are the trade-offs for continued growth? What are the benefits?
- What are the opportunities in adjoining / nearby municipalities?

NOTES:

The notes below summarize responses solicited from the focus group attendees

Existing Conditions:

- Too much office
- Lack of small/affordable housing options
- Lack of 4 bedroom units
- Philly Market Area has remained resilient (lost little value)
- There is a lack of community organization space
- Lack of parks and open spaces
- Existing bus routes are OK
- Baltimore Ave. lacks a destination or "draw"
- Media is DELCO's downtown
- Media is center of DELCO retail
- Seasonal horse and buggy rides are popular
- Existing trolley is a source of pride
- Ex. Retail rental between $18 and $35 / SF
- Need for small shops of 400 to 600 SF
- Buildings need loading and trash areas (why buildings have fronts and backs)
- Orange Street is "retail edge"
- Baltimore Ave is a "divider"
- Little foot traffic on Baltimore Ave
- Events occur on Front Street
- Some spillover from State St. to Baltimore Ave
- Philly Car-share tried but left Media
- Existing Business Privilege Tax
- Existing and developing town centers may draw business away from Borough

Opportunities:

- Balance of housing and commercial uses
- Consistent Real Estate Values
- Good Schools
- 3rd lowest millage rate in County
- Walkable Schools
- Businesses and Events attracting visitors
- Slow down traffic for safety
- Skate park would be a draw
- More civic spaces would be good
- There are opportunities for light industrial uses on the western edge of town
- Parking – enough, not enough, all opinions
- Shoe store
- More clothing and apparel stores
- Want a hardware store
- Retail anchors needed
- Public Arts "leads" visitors and shopper farther down the block
- Local retail better than National retail (generally)
- Tight margins for Media businesses
- Check Berlin, Maryland as model downtown revitalization
- Allure of architecture and housing stock
- Simplifying zoning and variance process
- Foot traffic volume is key
- Redevelop Front Street (reverse bldg. frontages?)
- Theater / entertainment can be expanded (would like movies)

Obstacles:

- Walkability to parks
- Lack of affordable entry level housing (ownership)
- Issues with older housing stock converted into apartments
- Higher and higher rents (retail and residential) are an obstacle
- Zoning (parts of) can be an obstacle
- Parking requirements can be an obstacle (too much **and** too little)

Possible Solutions:

- Improving bicycle and pedestrian access
- Convert Office to residential uses (in older, originally residential structures)
- Eliminate barriers to better bike / ped access (especially on Baltimore Pike)
- Need better info for visitors (events, street closures)
- Need park and recreational programming for all ages
- Possible incentives for small businesses to locate in Media
- Walkable retail district and street amenities
- The "culture" of Media is a big attraction
- Need more pedestrian oriented retail on Baltimore Ave.
- Need anchor(s) on Baltimore Ave
- Explore other forms of transportation that are fun (i.e. bike rickshaws)
- Need on-road bike routes / system
- Provide more affordable housing
- Free shuttle bus
- Make the trolley free within Borough
- Connect borough to regional rail station (shuttle)
- Need better signage and wayfinding
- Direct visitors to public parking (can be done better)
- Explore real-time parking apps to show available spaces
- History of Borough and architecture is an opportunity
- Retain one of a kind mom and pop businesses Retain small businesses
- Create incentives for owner-occupied businesses
- Explore opportunities for alleys and small streets
- Need "retail adventures"
- Create inviting streetscapes with lighting

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Peter M. Simone, RLA, FASLA
President

Justin M. Keller
Project Manager

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119 EAST LAFAYETTE STREET NORRISTOWN, PA 19401
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MEETING NOTES

Project:	**Media Borough Comprehensive Plan**	Project No.:	**12082.10**
Location:	**Media Borough**	Meeting Date/Time:	**4/24/2013 7:00 PM**
Topic:	**Focus Group #2- Transportation, Technology, and Energy Conservation**	Issue Date:	**6/19/2013**

IN ATTENDANCE:

Residents / Other:
Cecile Charlton - Delaware County Transportation Management Association (TMA)
Byron Comati - SEPTA
Alex John - Transit Manager, Delaware County Planning Department
Jim Joyce - Resident
Kevin Matson – Chair, Media Borough Planning Commission
Chris Martin – Transition Town Media
Tom Shaffer - Manager, Delaware County Transportation Planning
Brian Taussig-Lux – EAC / Energy Committee

Committee Members:
Drew Arata - MBA / Fair Trade
Addie Ciannella - Media Borough Environmental Advisory Council (EAC)
Lisa Johnson - Media Borough Resident

Borough Officials and Administration:
Kent Davidson - Media Borough Council
Bob McMahon - Mayor
Eric Stein - Borough Council, Technology Committee

Project Consultants:
Justin Keller - Simone Collins
Peter Simone - Simone Collins
Michael Swidrak - Delaware County Planning Department

BACKGROUND:

The consultants presented an overview of the comprehensive plan purpose/process, and explained how the plan informs future updates to the Borough's zoning and

subdivision and land development ordinances, and official map. Next, the focus group was asked for their input on the following questions:

- How can bike and pedestrian connections be improved? What are the tradeoffs?
- How can pedestrian and bicycle connections to public transit and destinations be promoted?
- What can be done to accommodate parking needs?
- What are the opportunities for transit oriented developments (TODs)?
- Which roadway intersections are problematic for vehicles/pedestrians/bicyclists, and how can they be improved?
- How can enhanced access to technology be used to promote awareness and improve transportation, energy conservation and other issues?
- Are there opportunities to increase energy conservation and sustainability in the Borough?
- Who should take the lead in advancing energy conservation initiatives (citizen groups, borough, individuals, businesses)?

NOTES:

The notes below summarize responses solicited from the focus group attendees.

Goals:

- Comprehensive Plan
- Ideas (tonight)
- Energy Partnerships

Facts:

- County Energy Plan

Concepts:

Transit

- Add buses to analysis map
- ADA issues at/to Media Station
- Connection - Shuttle between Media and Regional Rail
- Connectivity w/ neighboring municipalities
- No safe access between Media station and State Street
- SEPTA can't provide shuttle (not legislated to do this)
- Shuttle:
    - TMA? BID fund? MBA?
- BID can get a share of tax money
- Grant to run shuttle?
- Alternate fuel shuttle
-
- Reduced fare for local trolley – can this be a pilot program with SEPTA?
- Pre-purchased ridership cards
- Transit availability for seniors
- Approach SEPTA RE: Trolley – reduced fare idea
- Talk to U. Prov. About redeveloping Media Station
- Redevelop Media Station for mixed use (SEPTA owns)
- Increasing Transit Ridership
- Encourage County employees to use Alt. transit
- Ride ECO!
- County Car Pool Plan 'in flux'
- County as Partner

Pedestrian

- Where the sidewalk ends….

Bikes

- Bike lanes
    - IE. Atlantic City
    - PA 252
- Bike Share
- Phila Bike-Share

- Cycle Sport looking at bike share in area

Roads

- Parking and info signage (larger)
- Better way finding signage
- Plan for one-way streets with bike route plan
- ID routes into town from gateways
- One-Way streets
    - Direct traffic away from neighborhoods
- Pulling cars off Baltimore Avenue for Business District
- Robo-Call (Borough already has)
- Have 'Public stuff' (crowd sourcing)
- Tech Component
- Limerick Model for sustainability ordinances
- County electronic records

Energy Conservation:

Initiatives

- Residential Energy Subsides
- EAC should run program with help of borough
- Attractiveness of Energy Savings
- Audit as College Project (utilize student labor)
- Audits for Businesses
- Consider "Hub" (Phila-requirement)
- Shuttle from Route 1 and 252 to transit and destinations
- Shuttle to Rose Valley

Technology

- Open-source technology
- Digital Kiosk
- Parking app.
- Borough Wi-Fi
- Parking
    - Payments
    - Energy monitoring
    - Wi-Fi
    - Tech Committee

- Sunshop (DOE) Permit $

Education

- Energy awareness/Subsides
- Mandate➔ 'Hip' ➔ Cheap ➔ Then Require
- Energy Conservation model at Borough Hall
- Promotion of Borough Practices and initiatives

Policy

- Energy benchmarking
- Multi-Municipal Partnerships
- More Resources and "Purchase Power" needed
- Green Points Program
- Energy Self-Sufficiency? Net Zero?

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MEETING NOTES

Project:	**Media Borough Comprehensive Plan**	Project No.:	**12082.10**
Location:	**Media Borough**	Meeting Date/Time:	**5/29/2013 7:00 PM**
Topic:	**Focus Group #3- Beautification (Gateways, Streetscape, Architecture)**	Issue Date:	**6/19/2013**

IN ATTENDANCE:

Residents / Other:
Yinka Adesubokan
Zachary Barner - Media Borough Environmental Advisory Council (EAC)
Walt Cressler - EAC
Chris Dietrich – Transition Town Media (TTM)
Grace Eves – Rose Tree Media School District
Brandi Grosso – Director, Media-Upper Providence Free Library (MUPFL)
Jill Hall
Lori Imbesi - TTM
Amy Johnson – Greener Partners
Michael Kinsley
Adam Kradel
Steve Krug - Speizle Group (Architects)
Robert Linn - Architect
Katherine LoRusso – Shade Tree Commission
Pastor Warren Mays – Second Baptist Church
Elizabeth Rohr – HARB, Media Arts Council
Marie Sciocchetti – Secretary, MUPFL
Kate Srinivassan – Media Arts Council
Sari Steuber
David Urffer - HARB
Marion Yaglinski

Committee Members:
Robin Beaver – Library Board / Media Arts Council
Addie Ciannella - EAC
Lisa Johnson- Recreation Board

Borough Officials and Administration:
Brian Hall – Borough Council
Jim Jeffrey - Media Borough Code and Zoning Officer
Paul Robinson – Borough Council
Eric Stein – Borough Council
Karen Taussig-Lux – Grants Administrator

Project Consultants:
Justin Keller - Simone Collins (SC)
Peter Simone - SC
Michael Swidrak - Delaware County Planning Department

BACKGROUND:

The consultants presented an overview of the comprehensive plan purpose/process, and explained how the plan informs future updates to the Borough's zoning and subdivision and land development ordinances, and official map. Next, the focus group was asked for their input on the following questions:

- Where are ideal locations for gateways / what type of gateways are envisioned?
- Is there a need for more public art / opportunities for artistic collaboration?
- Are there needs for architectural design guidelines in additional zoning districts?
- Which streets need streetscape improvements? (sidewalks/ furniture/ lighting/ trees, etc.)
- Does Media have an appropriate street tree list?
- How can community/cultural events be enhanced? (types of events / scheduling)
- Are there Recommendations/Ideas for the Historic Architectural Review Board (HARB)?

NOTES:

The notes below summarize responses solicited from the focus group attendees

Culture

- Promoting multiculturalism in Media
- Multi-culture story telling
- Cultural events
- More public art
    - Sculpture, mosaics, etc
- 1% for public art
- Places for public art on existing structures
    - i.e. parking garage
- Town market/bazaar for small merchants and artisans
- Library archive as basis for historic projects/building/signage

Events

- Activities/events/spaces for local teens
- Teen café

Shade Tree Committee

- Replacement of older trees with new plantings

Architecture

- Add to H.A.R.B. District-State Street
- Better recognition/signage for Historic Districts
- Do not penalize aesthetics in exchange for energy efficiency
- Green Building incentives
- Reduce Front Yard Setbacks/Parking for residential

Greening

- Spaces for community gardens
- Demonstration gardens
- Promote hillside farm as Media's Farm
- Space for edible forest gardens
- Gateway must set Media line apart from surroundings
- Park on South Side (children)
- Nativity as Park Space
- Use existing parcels for recreational uses
- Demonstration of 'Green' Tech
- 252 and Baltimore
- Gateways on official map
- Pocket park at SE Gateway/Official Map
- Art
- Addressing Baltimore Pike Zoning and its unique sections
- Gateways
- Baltimore and West State
- Gateways very important
- Opportunities for underdeveloped gateways west and south
- Each Gateway is unique
- Trees and vegetation at gateways
- Architecture at Gateways
- 252 and North State
- Baltimore Avenue 'setback and 'stepback'
- Unifying motif
- Celebrating Media's diversity through design and gateways
- Motif/brand competition
- Gateways to tell story of Media
- Unique architecture
- Media visitor's center?
- Plum Street/Garage as gateway walk and drive
- Bridge from garage to state street
- Free Historic Trolley
- Use Tech to Market Media (Hashtag)
- Electric Charging Stations
- Solar Canopies, green roofs and micro turbines

Streetscape

- Limit thru traffic on Baker and Jasper
- More visibility for businesses outside core-parallel signs
- Expanding wayfinding past state street
- More wayfinding signs (from Baltimore Pike)
- Signs for community Events (Kiosk)
- More/better wayfinding for parking
- Digital Sign on Baltimore for Community Events
- Bike Lanes on 252 and Baltimore Pike
- Parking Spot Park Day
- More Visible Recycling Receptacles
- Parking at Acme for senior citizens/Ride Trolley into town for free
- Electronic Swiping for Parking Meters
- Remove parking on State Street for Sidewalks
- Pamphlets/Maps Available at Kiosks
- Traffic calming on Jefferson
- Streetscape Arboretum
- Tents/awning plan for Plum Street
- Remove Parking on State Street for sidewalk

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Peter M. Simone, RLA, FASLA
President

Justin M. Keller
Project Manager

Mayor's Planning Meeting
Ariano Restaurant
July 12, 2013

In attendance:
Jesse Cline, Drew Arata, Robin Beaver, Bryan Messick, Anthony Bellapigna, Brian Hall, Peter Simone, Justin Keller, Sam Haber, Mike Swidrak, Karen Taussig-Lux, Bob McMahon

Meeting Summary:

Make Media a destination spot to promote the economy. How?

- Events
- The Arts
    - Public Art is vital to Media's economic success
- Both an artistic vision and an economic vision is needed

Ideas for Development and Business Expansion:

- Build out underutilized parts of Media - especially the West end
- Increase foot traffic by encouraging more art galleries
    - Lower retail rents are needed to attract art galleries
- Recruit desired retail businesses
- Expand business zoning districts
- Provide tax incentives to redevelop areas like Front Street
- Incentivize an establishment that could offer low retail rates and structured parking (grant money is typically not available for this)
- Attract more artisans—demonstrations such as glass blowing, etc.,--which can then be sold in Media

How to stimulate & encourage retail in Media?

- Create a retail version of “Dining Under the Stars”
- Rents in town keep rising—drives retail out.
- Need a Guidebook for retail—how to plan and set up a retail business in Media
- Create more opportunities for cross-advertising for borough businesses and organizations
    - Create a website / guidebook with links / advertisements for events, retail and restaurants similar to the “Think Lancaster” publication
- Relationship between Theatre & retail for retail discounts with purchase of theatre ticket
- More community serving retail is needed
- More industrial and retail mix is needed where companies manufacture and sell their product on-site
- A hotel is needed

Landlords:

- Must be brought into cooperation for Media retail to achieve economic success.
- How to reach out to Landlords?
- Transition Town Media and Time Bank could work with Landlords
- Work with landlords to promote business startups

How to facilitate planning and setting up events?

- Make it easy to do and standardized
- Establish procedures for street closures and events to institutionalize it
- Make it easy to obtain a mass gathering permit with standardized forms and procedures
- Enhance signage for events to include street closure dates and logos of sponsors
- Separate criteria should be established for a town-wide events and neighborhood events

Need an organization for non-profits in town to pool ideas and manpower:

- Need a Planning Retreat once a year for Borough activities/goals
- Need a Plan for sharing information
- Currently, the process of organizing is personality-based
- A circle of friends to brainstorm with is key
- Develop a knowledge bank of volunteers to help implement goals
- Constantly reach out to new people

A Town Events Manager/Marketer:

- Currently, event planning and coordination is ad-hoc and personality-based and could be lost due to a lack of institutionalization. Communication regarding events is uncoordinated
- A Main Street Manager is not so fitting for this job, a better fit would be an Events Manager / PR person
- An events planner/coordinator position should be created to bridge communication gaps, establish a communications hierarchy and manage press inquiries
- The ideal event coordinator will wear many hats and should be adept at gathering ideas and volunteers. The continuity of institutional knowledge should be ensured with the establishment of a clear and concise transition plan for this position.
- Need a hierarchy with liaison—someone with big picture and no stake in any one group
- An intern event planner would require allot of assistance and it may be more beneficial to hire someone who is very experienced (retail experience preferred), talented, charismatic and diplomatic. This person should be able to manage and connect with people & groups and grow the program through marketing and branding.
- Next steps: Create a detailed job description, Start interviewing and see what we find?

- Coordination is the most important—more important than branding
- Media needs own identity:
  - Hire a capable, talented and diplomatic local marketing consultant as an advisor
  - Work as a consultant to set a plan, goals, vision, give ongoing advice
- Recommend the hiring of a marketing / branding consultant on a task by task basis in the Comprehensive Plan
- Economic development $ is available for marking consultant. See DVRPC (Delaware Valley Regional Planning Commission)--grants for 80% with 20% match

Look at models from other towns—West Chester:

- What are their events policies?
- Organizations to promote economic development?
- West Chester has the photos and the boilerplate [ready for distribution to media, etc. when an

opportunity arises]. Media does not.

- It was noted that recently a crew was filming a commercial in Media
- Create a permit to set standards for filming in the borough
- Media Borough is missing out on potential filming revenue. Consider charging a permit fee to film companies for rental of borough streets and property

Media Theatre:

- MAC & the Theatre are renewing relationship—now working together.
- Other partnerships?
- Theatre brings in community groups (targeted marketing)—for instance Fire Fighters night
- Theatre gives out list of restaurants. Has no relationship with retail

How to get County involved with Media's economic development?

- Discuss with Marianne Grace
- Delaware County Commerce Center
- County Redevelopment Authority

Community Involvement:

- Need to bring in more families
- Media Borough population and visitors have changed
- Younger people are coming to Media

Borough of Media Comprehensive Plan Survey

This survey will help inform the development of the Media Borough Comprehensive Plan Update.

The comprehensive plan is a proactive tool used to inform and guide zoning and policy decisions consistent with community-wide values and goals.

Obtaining feedback from the community is vital to the planning process. We would appreciate you taking the time to complete the following 19 question survey. It should take about 10-15 minutes.

Your responses are voluntary and will be confidential. Responses will not be identified by individual. All responses will be compiled together and analyzed as a group.

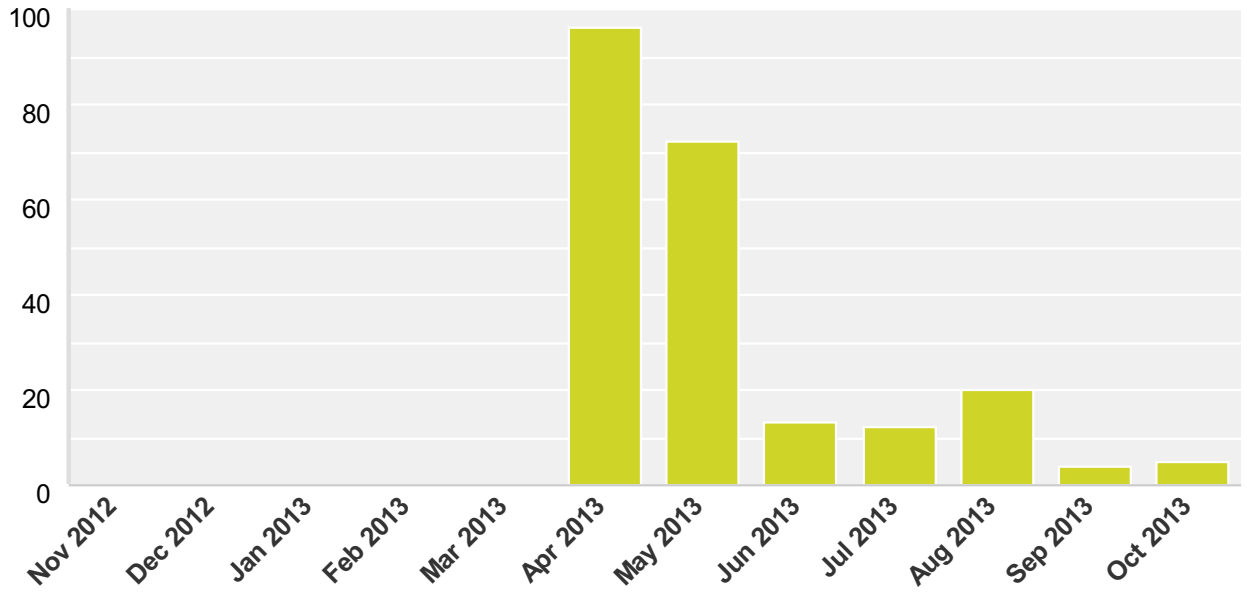
The survey is being conducted by Media Borough with assistance from the planning consultants: Delaware County Planning Department and Simone Collins – Landscape Architecture. If you have any questions or concerns, please contact Borough Manager Jeffery Smith at Jeff@mediaborough.com or 610-566-5210.

The survey will be available from April 9, 2013 until November 10, 2013. Please complete one survey per person.

Responses (by month)

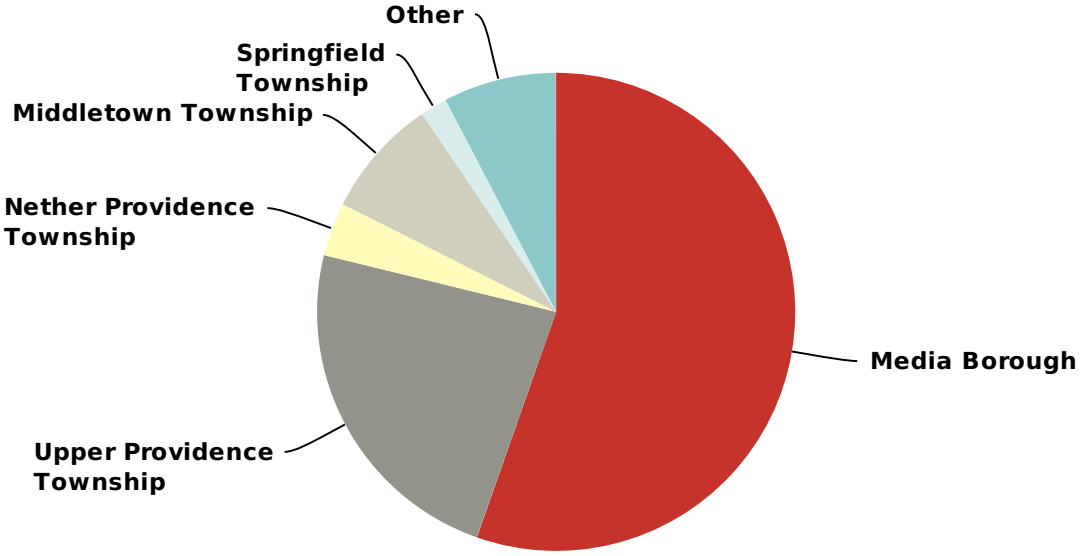
Chart Type | Trend by... | Zoom

First: 4/9/2013 Zoom: Nov 2012 to Oct 2013



Q1 Where is your place of residence?

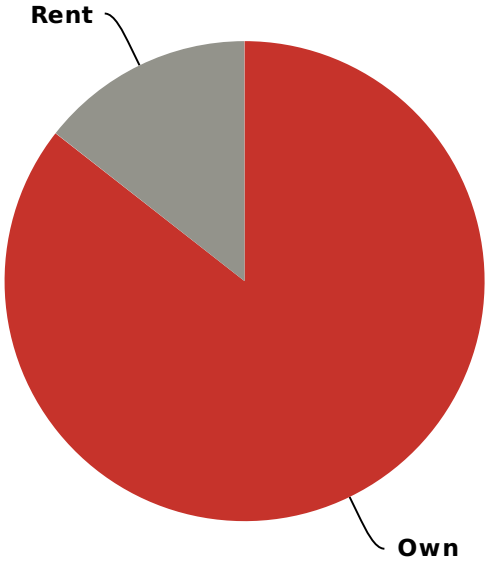
Answered: 222 Skipped: 0



Answer Choices	Responses	
Media Borough	**55.41%**	123
Upper Providence Township	**23.42%**	52
Nether Providence Township	**3.60%**	8
Middletown Township	**8.11%**	18
Springfield Township	**1.80%**	4
Other	**7.66%**	17
Total		**222**

Q2 Do you own or rent your residence?

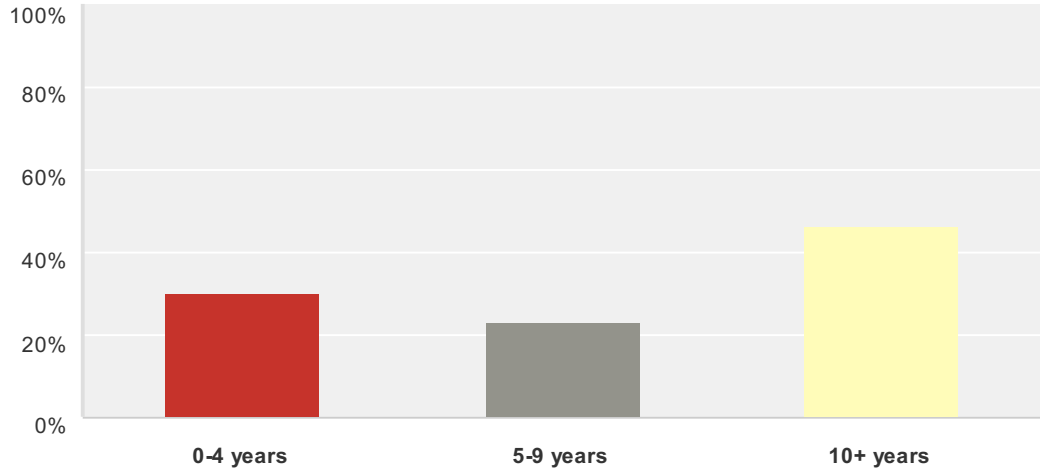
Answered: 215 Skipped: 7



Answer Choices	Responses	
Own	**85.58%**	184
Rent	**14.42%**	31
Total		**215**

Q3 How long have you lived at your current location?

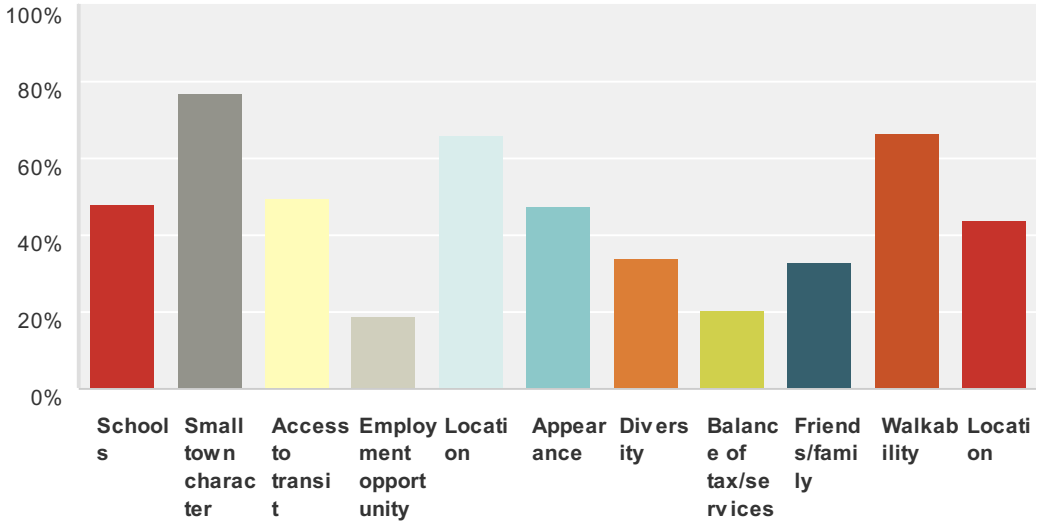
Answered: 222 Skipped: 0



Answer Choices	Responses	
0-4 years	**30.18%**	67
5-9 years	**23.42%**	52
10+ years	**46.40%**	103
Total Respondents: 222		

Q4 Why did you choose to move/live here? (check all that apply)

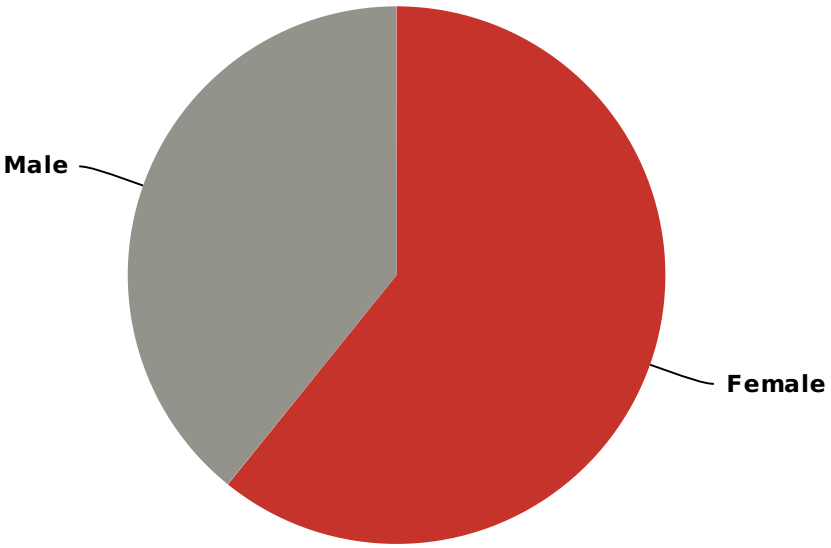
Answered: 210 Skipped: 12



Answer Choices	Responses	
Schools	**48.10%**	101
Small town character	**77.14%**	162
Access to transit	**49.52%**	104
Employment opportunity	**19.05%**	40
Location	**66.19%**	139
Appearance	**47.62%**	100
Diversity	**33.81%**	71
Balance of tax/services	**20.48%**	43
Friends/family	**32.86%**	69
Walkability	**66.67%**	140
Location	**43.81%**	92
Total Respondents: 210		

Q5 What is your gender?

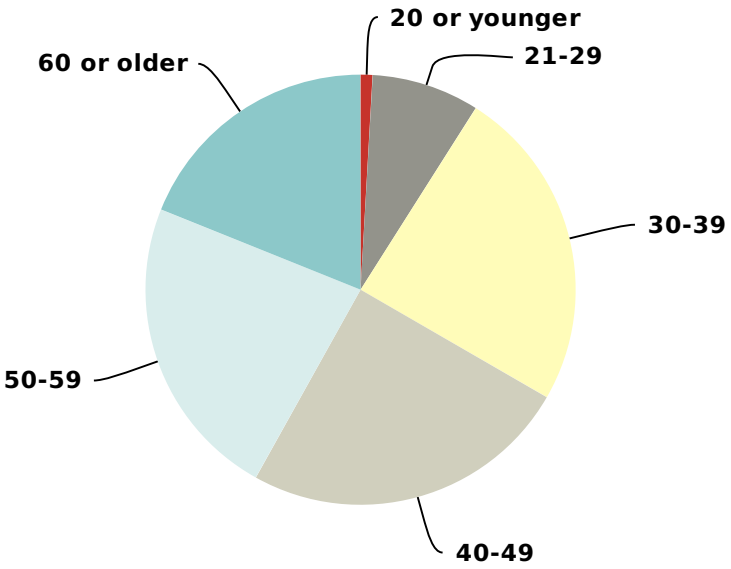
Answered: 222 Skipped: 0



Answer Choices	Responses	
Female	**60.81%**	135
Male	**39.19%**	87
Total		**222**

Q6 Which category below includes your age?

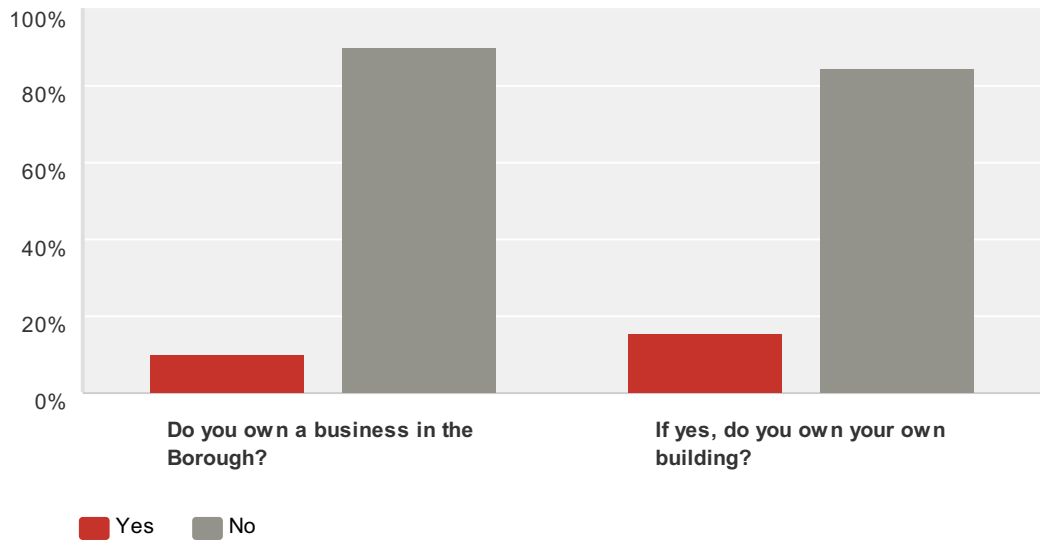
Answered: 222 Skipped: 0



Answer Choices	Responses	
20 or younger	**0.90%**	2
21-29	**8.11%**	18
30-39	**24.32%**	54
40-49	**24.77%**	55
50-59	**22.97%**	51
60 or older	**18.92%**	42
Total		**222**

Q7 Business ownership:

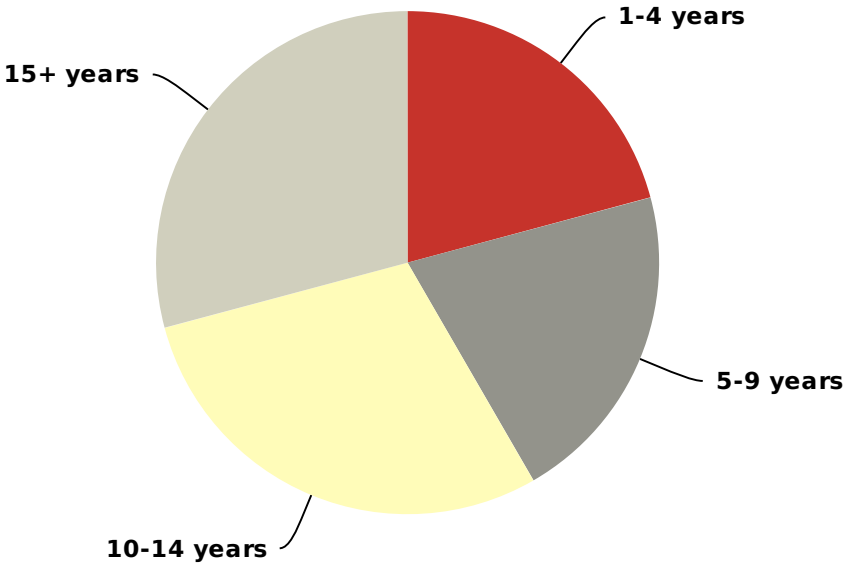
Answered: 222 Skipped: 0



	Yes	No	Total
Do you own a business in the Borough?	**9.95%** 22	**90.05%** 199	221
If yes, do you own your own building?	**15.28%** 11	**84.72%** 61	72

Q8 If you own a business in Media Borough, how long have you owned it?

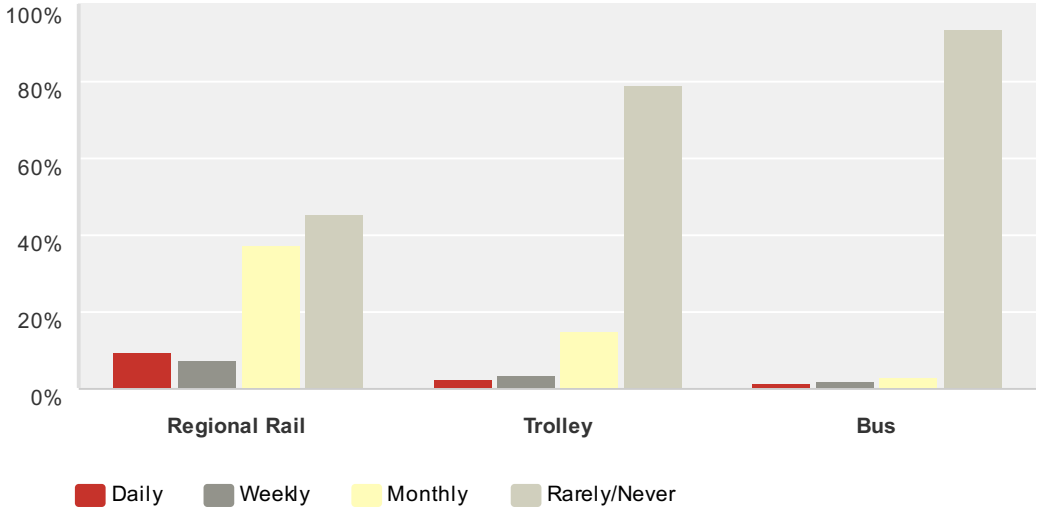
Answered: 24 Skipped: 198



Answer Choices	Responses	
1-4 years	20.83%	5
5-9 years	20.83%	5
10-14 years	29.17%	7
15+ years	29.17%	7
Total		**24**

Q9 Do you use SEPTA? (check all that apply)

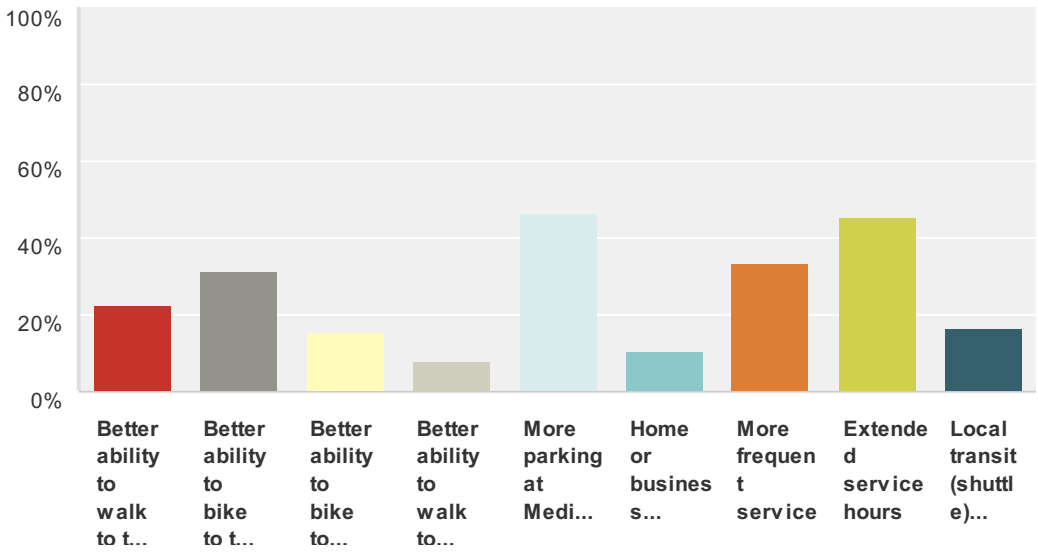
Answered: 204 Skipped: 18



	Daily	Weekly	Monthly	Rarely/Never	Total
Regional Rail	**9.31%** 19	**7.35%** 15	**37.75%** 77	**45.59%** 93	204
Trolley	**2.45%** 5	**3.43%** 7	**15.20%** 31	**78.92%** 161	204
Bus	**1.47%** 3	**1.96%** 4	**2.94%** 6	**93.63%** 191	204

Q10 What would cause you to use SEPTA regional rail or trolley more frequently? (check all that apply)

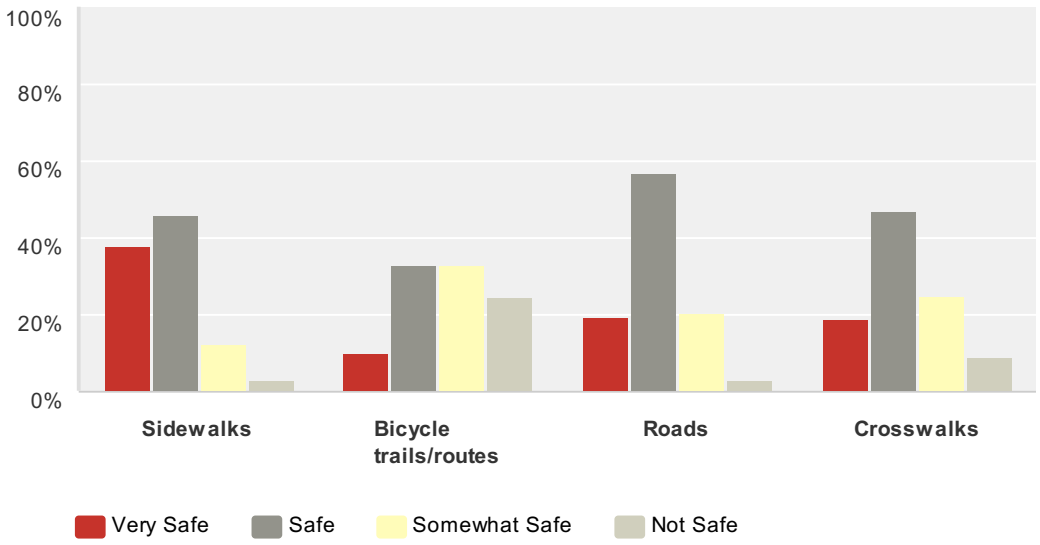
Answered: 134 Skipped: 88



Answer Choices	Responses	
Better ability to walk to the Media station from your home or place of employment	**22.39%**	30
Better ability to bike to the Media station from your home or place of employment	**31.34%**	42
Better ability to bike to trolley stops from your home or place of employment	**15.67%**	21
Better ability to walk to trolley stops from your home or place of employment	**8.21%**	11
More parking at Media station	**46.27%**	62
Home or business closer to the Media station	**10.45%**	14
More frequent service	**33.58%**	45
Extended service hours	**45.52%**	61
Local transit (shuttle) service to the SEPTA regional rail station	**16.42%**	22
Total Respondents: 134		

Q11 Are the following facilities generally safe for you and/or your family to use in Media Borough?

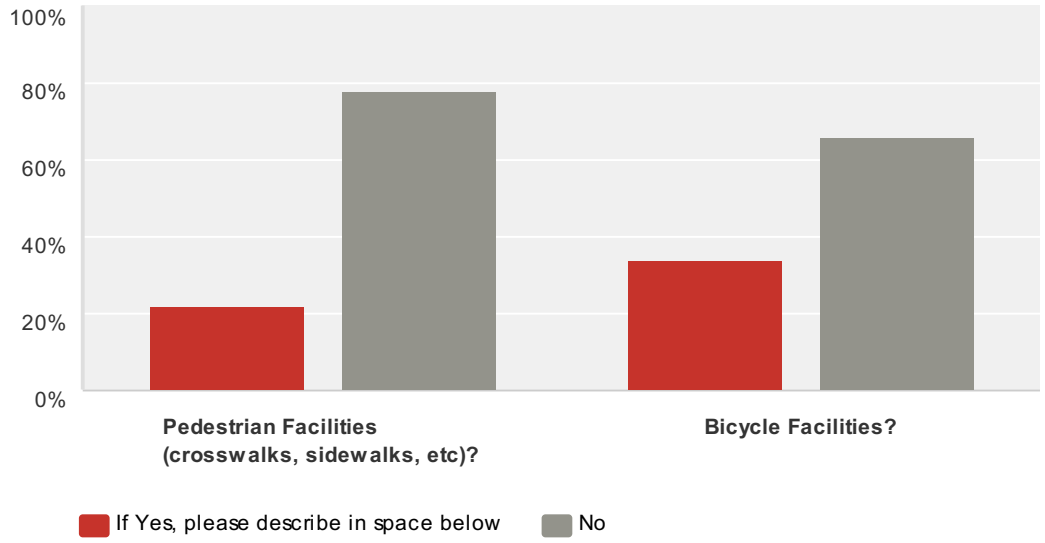
Answered: 204 Skipped: 18



	Very Safe	Safe	Somewhat Safe	Not Safe	Total
Sidewalks	**38.24%** 78	**46.08%** 94	**12.75%** 26	**2.94%** 6	204
Bicycle trails/routes	**9.80%** 20	**32.84%** 67	**32.84%** 67	**24.51%** 50	204
Roads	**19.61%** 40	**56.86%** 116	**20.59%** 42	**2.94%** 6	204
Crosswalks	**19.12%** 39	**47.06%** 96	**25%** 51	**8.82%** 18	204

Q12 Are there destinations in Media Borough that you would like to walk or bike to, but hesitate to do so because of a lack of:

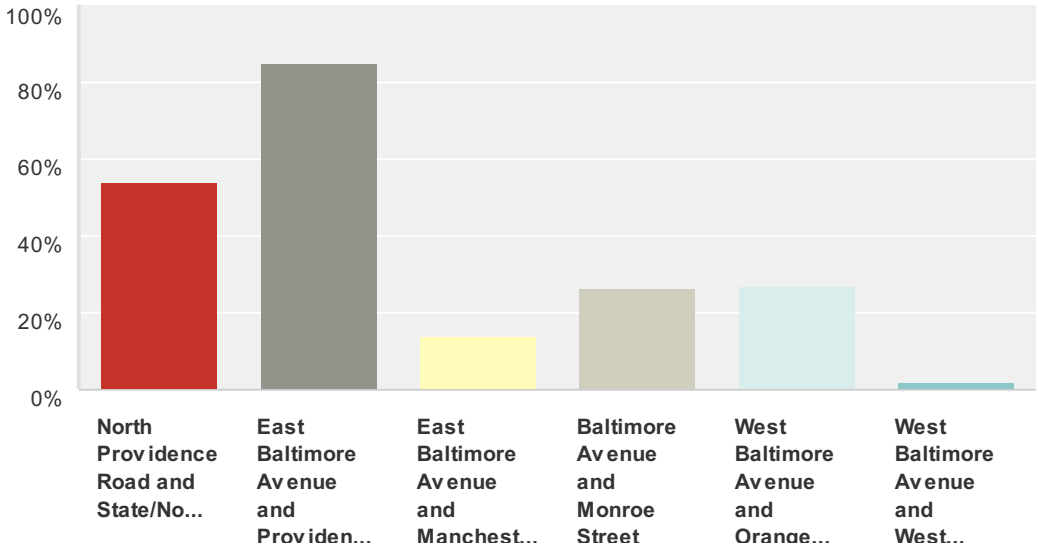
Answered: 204 Skipped: 18



	If Yes, please describe in space below	No	Total
Pedestrian Facilities (crosswalks, sidewalks, etc)?	**21.99%** 42	**78.01%** 149	191
Bicycle Facilities?	**34.02%** 66	**65.98%** 128	194

Q13 What are the most congested roadway intersections in Media Borough? (select up to 3)

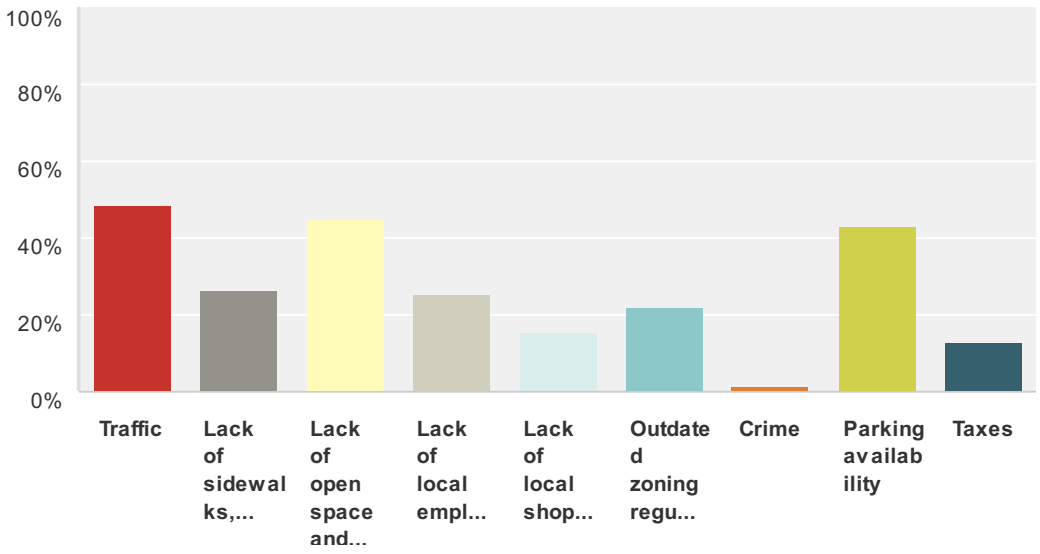
Answered: 181 Skipped: 41



Answer Choices	Responses	
North Providence Road and State/North Monroe Street	**54.14%**	98
East Baltimore Avenue and Providence Road	**85.08%**	154
East Baltimore Avenue and Manchester Avenue	**13.81%**	25
Baltimore Avenue and Monroe Street	**26.52%**	48
West Baltimore Avenue and Orange Street	**27.07%**	49
West Baltimore Avenue and West Street/Painter Street	**2.21%**	4
Total Respondents: 181		

Q14 What are the three (3) biggest obstacles to future growth in Media Borough?

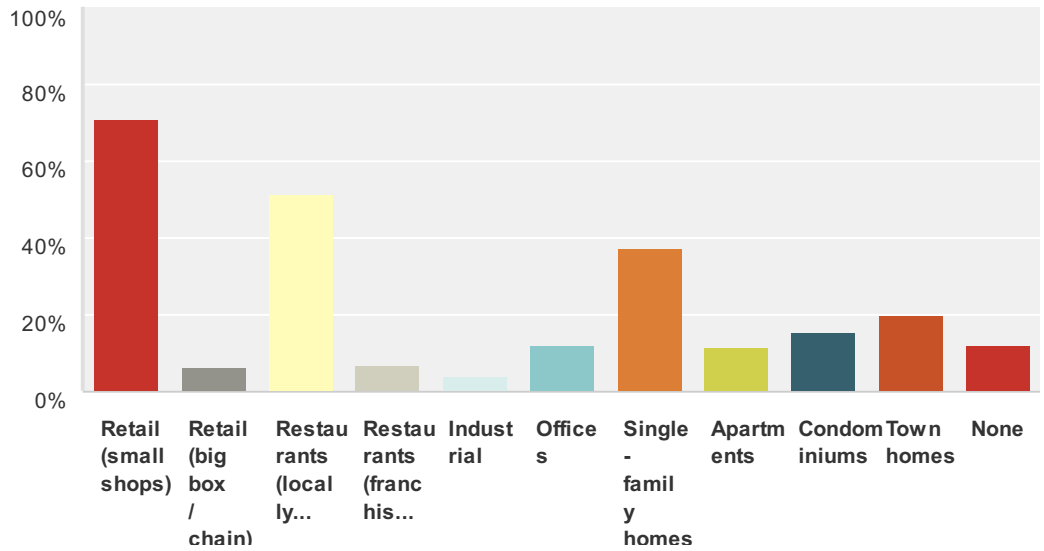
Answered: 177 Skipped: 45



Answer Choices	Responses	
Traffic	**48.59%**	86
Lack of sidewalks, trails and pedestrian friendly environment	**26.55%**	47
Lack of open space and parks	**45.20%**	80
Lack of local employment opportunities	**25.42%**	45
Lack of local shopping opportunities	**15.25%**	27
Outdated zoning regulations	**22.03%**	39
Crime	**1.69%**	3
Parking availability	**42.94%**	76
Taxes	**12.99%**	23
Total Respondents: 177		

Q15 I would like to see more of the following types of development in Media Borough (select all that apply):

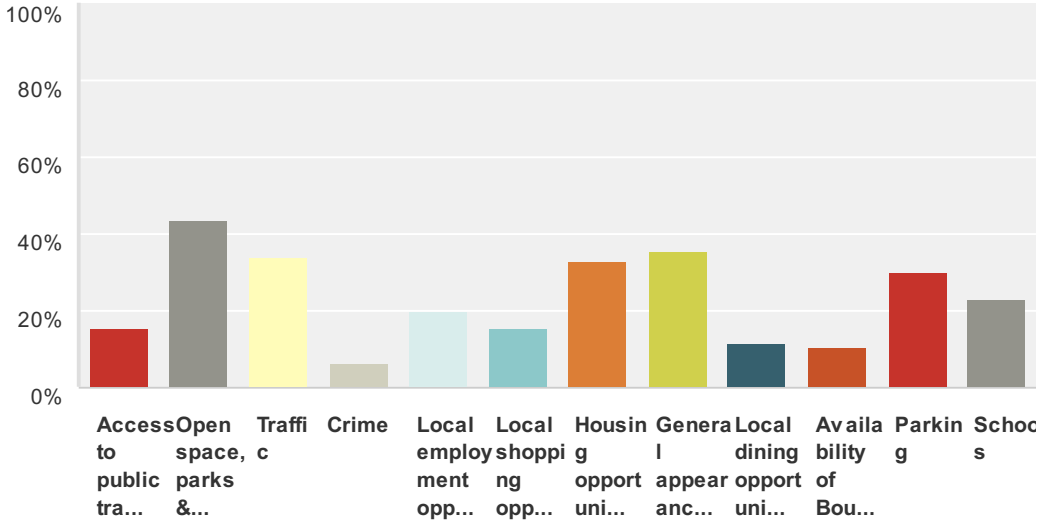
Answered: 197 Skipped: 25



Answer Choices	Responses	
Retail (small shops)	**71.07%**	140
Retail (big box / chain)	**6.60%**	13
Restaurants (locally owned)	**51.27%**	101
Restaurants (franchise / chain)	**7.11%**	14
Industrial	**4.06%**	8
Offices	**12.18%**	24
Single-family homes	**37.56%**	74
Apartments	**11.68%**	23
Condominiums	**15.74%**	31
Town homes	**19.80%**	39
None	**12.18%**	24
Total Respondents: 197		

Q16 What are the three (3) most important issues affecting quality of life in Media Borough?

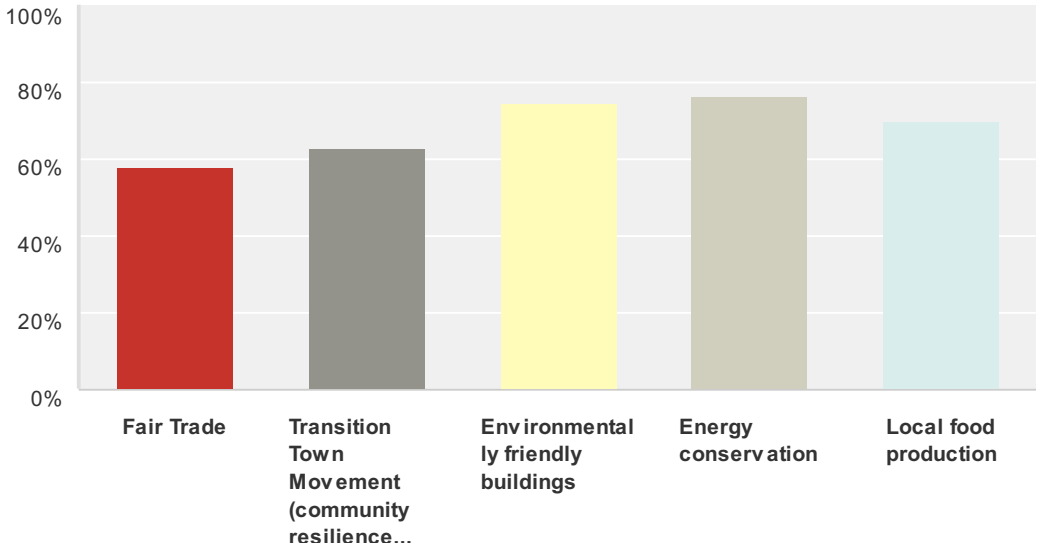
Answered: 180 Skipped: 42



Answer Choices	Responses	
Access to public transportation	**15.56%**	28
Open space, parks & recreational facilities	**43.33%**	78
Traffic	**33.89%**	61
Crime	**6.67%**	12
Local employment opportunities	**20%**	36
Local shopping opportunities	**15.56%**	28
Housing opportunities	**32.78%**	59
General appearance of buildings and streetscape	**35.56%**	64
Local dining opportunities	**11.67%**	21
Availability of Bourough-wide Wi-Fi	**10.56%**	19
Parking	**30%**	54
Schools	**22.78%**	41
Total Respondents: 180		

Q17 Do you consider any of these to be important issues for Media Borough and its future? (check all that apply)

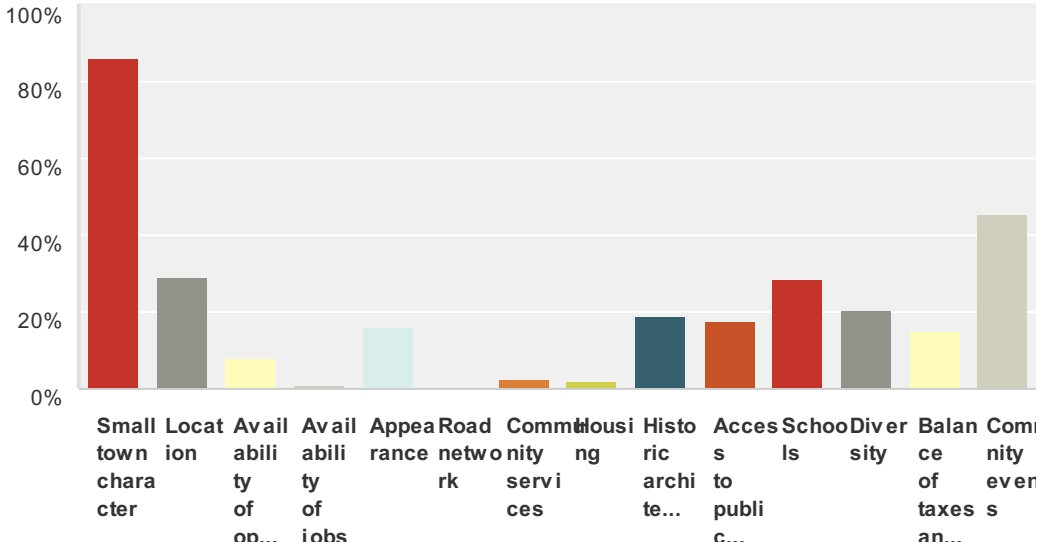
Answered: 184 Skipped: 38



Answer Choices	Responses	
Fair Trade	**58.15%**	107
Transition Town Movement (community resilience in response to peak oil, climate destruction, and economic instability)	**63.04%**	116
Environmentally friendly buildings	**74.46%**	137
Energy conservation	**76.63%**	141
Local food production	**70.11%**	129
Total Respondents: 184		

Q18 The top three (3) things I like most about Media Borough are:

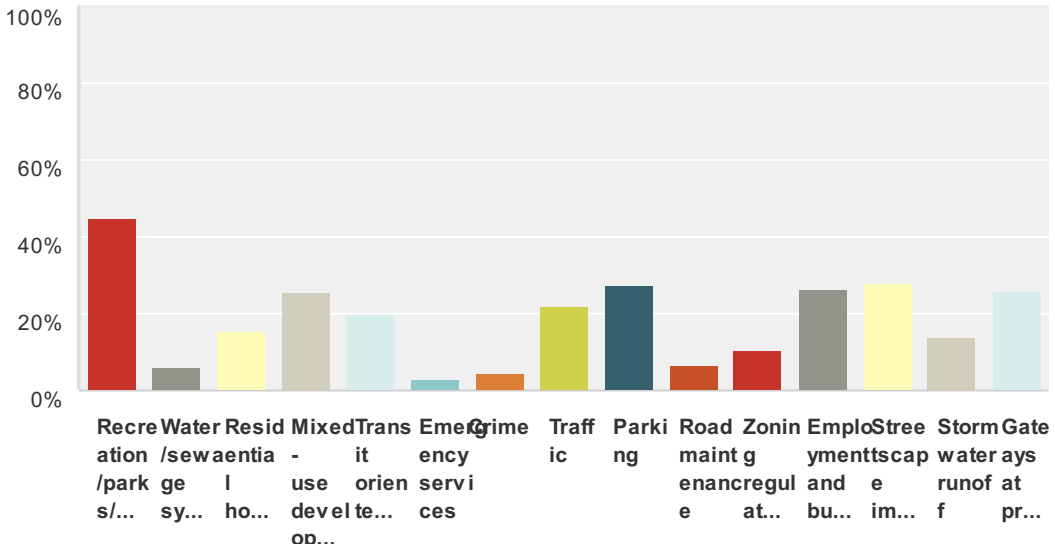
Answered: 184 Skipped: 38



Answer Choices	Responses	
Small town character	**85.87%**	158
Location	**28.80%**	53
Availability of open space, parks, and recreation	**8.15%**	15
Availability of jobs	**1.09%**	2
Appearance	**15.76%**	29
Road network	**0%**	0
Community services	**2.72%**	5
Housing	**2.17%**	4
Historic architecture	**19.02%**	35
Access to public transportation	**17.39%**	32
Schools	**28.26%**	52
Diversity	**20.65%**	38
Balance of taxes and services	**15.22%**	28
Community events	**45.65%**	84
Total Respondents: 184		

Q19 The top three (3) things Media Borough officials should focus on as part of your vision for what Media Borough should become:

Answered: 181 Skipped: 41



Answer Choices	Responses	
Recreation/parks/open space	**44.75%**	81
Water/sewage systems	**6.08%**	11
Residential housing	**15.47%**	28
Mixed-use developments (developments or buildings with multiple uses)	**25.41%**	46
Transit oriented developments (developments located around public transportation)	**19.89%**	36
Emergency services	**2.76%**	5
Crime	**4.42%**	8
Traffic	**22.10%**	40
Parking	**27.62%**	50
Road maintenance	**6.63%**	12
Zoning regulations	**10.50%**	19
Employment and business opportunities	**26.52%**	48
Streetscape improvements and building facades	**28.18%**	51
Stormwater runoff	**13.81%**	25
Gateways at prominent entry points	**25.97%**	47
Total Respondents: 181		