

COMPREHENSIVE PLAN UPDATE: 2005

Borough of Media - Delaware County, PA



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

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INTRODUCTION

The Borough of Media adopted a Comprehensive Plan in 1986. That Plan was a policy-oriented document that focused on many topics relevant to the Borough in the 1980's. Given the fact that the Borough is substantially built out in 2005 (and to a large extent was built out in 1986), Borough officials decided to again focus on a policy-oriented approach to this Plan Update. As such, there are four major work products included in this Plan Update:

- Goals, Objectives and Strategies for growth, development, redevelopment, and neighborhood conservation, to help guide decision-making over the next 10 years;
- A map of Proposed Character Zones (as a conceptual future land use plan);
- Guidelines and Best Practices for major topics pertaining to growth, development, redevelopment and neighborhood conservation; and
- an Implementation Matrix, which focuses on responsibilities and timelines for implementation.

The hallmark of this Plan Update is the public participation process with the Comprehensive Plan Task Force, and with the public at Workshops. Most of the information included in this Plan Update was generated during the Work Sessions and Workshops. Hopefully, if the current leadership of the Borough continues over the next 10 years, the ideas expressed in this plan will be more effectively implemented.

The Guidelines and Best Practices section of this Plan Update is intended to be a dynamic section that can be updated periodically. New ideas and new subjects should be integrated into Chapter 3 whenever they emerge. In this way, the Comprehensive Plan can serve as a living document that is regularly used and referenced.

GOALS, OBJECTIVES & STRATEGIES

During Workshop No. 2 on December 1, 2004, 13 Goal Themes were selected. Each of the Workshop participants wrote goals, objectives, and strategies for two or three of the goals themes. The first drafts were then expanded by the Comprehensive Plan Task force to read as listed below.

Top 13 Goal Themes

1. Small Town Character
2. Retail Business
3. Quality of Life/Safety
4. Sidewalks
5. Gateways
6. Street Trees
7. Deck (Structured) Parking
8. Surface Parking
9. Baltimore Pike Corridor
10. Historic Character
11. Zoning
12. Residential Development
13. Community Facilities

Each of the themes are addressed with a concise Goal Statement, followed by Objectives and Strategies as listed below.

(These Goal Themes evolved from the “Considerations for the Comprehensive Plan Update” listed in Appendix A., and from the discussion of Strong and Weak Places and Opportunities and Impediments listed in Appendix B.)

GOALS, OBJECTIVES & STRATEGIES

Goal 1. Small Town Character: “Protect the Small Town Character of Media”

Objectives & Strategies

- 1.a. Attract people to live in town and create a sense of safety
- 1.b. Encourage developers to use porches
- 1.c. Encourage property owners in Business Districts to maintain landscaping and shrubbery
- 1.d. Limit Density
- 1.e. Maintain the Small Town Character
- 1.f. Maintain Zoning Boundaries
- 1.g. Preserve Representative Architectural Styles
- 1.h. Support and develop events and programs that foster neighborliness

Goal 2. Retail Business: “Improve Retail Business Opportunities in the Downtown”

Objectives & Strategies

- 2.a. Attract larger businesses
- 2.b. Create a business recognition program with street lamps
- 2.c. Expand and enhance the business district on Jasper, Baker, Baltimore Pike
- 2.d. Keep variety of business to attract people to the area to shop, which in turn helps to support municipal services

Goal 3. Quality of Life/Safety: “Maintain a Safe and Secure Quality of Life in the Borough”

Objectives & Strategies

- 3.a. Enforce speed limits
- 3.b. Evaluate one-way streets for traffic
- 3.c. Evaluate on-street parking along narrow streets
- 3.d. Provide better care of older trees-unsafe limbs
- 3.e. Provide better lighting of sidewalks in residential areas
- 3.f. Provide on-going visible police patrol

Goal 4. Sidewalks: “Improve and Extend the Sidewalk Network”

Objectives & Strategies

- 4.a. Create/enhance/ develop relatively uniform sidewalks to improve walk-ability along Baltimore

Pike and throughout the Borough

- 4.b. Improve safety of sidewalks
- 4.c. Increase enforcement of sidewalk maintenance
- 4.d. Provide better lighting for sidewalks, especially at Baltimore Pike and Monroe
- 4.e. Improve the street sidewalk network and require sidewalk on at least one side of every street

Goal 5. Gateways: “Beautify the Three Gateways of the Borough”

Objectives & Strategies

- 5.a. Create a good first impression along Baltimore Pike
- 5.b. Create architecturally strong and green Gateways
- 5.c. Enforce speed limits
- 5.d. Transform the three different Gateways (that identify the image of Media) from a liability to an asset

Goal 6. Street Trees: “Maintain and Enhance Street Trees Throughout the Borough”

Objectives & Strategies

- 6.a. Maintain the existing street tree program
- 6.b. Plant a variety of new trees
- 6.c. Provide functional planting areas

Goal 7. Deck (Structured) Parking: “Maintain and Expand Deck Parking”

Objectives & Strategies

- 7.a. Provide new deck parking
- 7.b. Promote attractive architectural design
- 7.c. Promote first floor/ground floor retail shops and stores

Goal 8. Surface Parking: “Expand and Manage Parking Opportunities for High Activity Areas”

Objectives & Strategies

- 8.a. Add specified employee/employer/business/court house parking
- 8.b. Do not restrict the future growth of the town because of parking
- 8.c. Improve shared parking opportunities (County – daytime, and Retail/ Restaurant – nighttime)

- 8.d. Restrict parking to be used for residents only in portions of selected neighborhoods

Goal 9. Baltimore Pike Corridor: “Enhance the Appearance of the Baltimore Pike Corridor”

Objectives & Strategies

- 9.a. Address different character zones along Baltimore Pike, (strip) commercial on east and west ends, and more attractive uses in the center
- 9.b. Enhance connections between Baltimore Pike and State Street
- 9.c. Grow the corridor with respect and attention to scale, massing, landscaping, and architectural styles of earlier twentieth century buildings in the corridor
- 9.d. Make signs uniform with size and lighting restrictions

Goal 10. Historic Character: “Preserve and Emulate the Historic Character of the Borough”

Objectives & Strategies

- 10.a. Contribute to the aesthetics of the town and create a sense of roots
- 10.b. Create more historic districts in town to preserve buildings
- 10.c. Encourage new buildings to have similar architectural styles of surrounding buildings.
- 10.d. Encourage preservation of historic properties – consider allowing Bed and Breakfasts
- 10.e. Need to identify homes to keep-Old Victorians, etc.
- 10.f. Promote historic character for new buildings
- 10.g. Put strategies in place to maintain and preserve historic houses and buildings through zoning and historic districts
- 10.h. Recognize special areas and sites (Church St., Lemon St., Minshall House)
- 10.i. Recognize the features of our town that make it different and strive to protect these through zoning
- 10.j. Restrict the size of signs so that there is more uniformity
- 10.k. Show that the town cares about its history and wants to preserve it
- 10.l. Define acceptable “historic character” precedents

Goal 11. Zoning: “Enable Growth Through Context Sensitive Zoning”

Objectives & Strategies

- 11.a. Allow porches to extend into setback lines
- 11.b. Redefine areas to restrict housing/business types
- 11.c. Revisit impervious surface requirements in Business Districts
- 11.d. Revisit Landscaping requirements to promote varied tree and shrub installations
- 11.e. Implement the goals and objectives of the Comprehensive Plan through the zoning code
- 11.f. Use Zoning to shape future, versus write zoning around existing conditions
- 11.g. Vacate paper streets, except when needed for circulation, including pedestrian connections.

Goal 12. Residential Development: “Maintain and Enhance Residential Neighborhoods”

Objectives & Strategies

- 12.a. Create standards for up-keep / maintenance
- 12.b. Construct new development in keeping with existing community character (the building and lot configuration must blend in with surrounding properties)
- 12.c. Promote diversity of housing stock
- 12.d. Promote harmony of new housing with older housing
- 12.e. Maintain consistency of the relative percentages of housing types with current housing stock
- 12.f. Provide incentives to retain existing housing
- 12.g. Build new single-family homes

Goal 13. Community Facilities: “Maintain and Expand Needed Community Facilities”

Objectives & Strategies

- 13.a. Create new, larger, adult library
- 13.b. Expand and modernize the library (Hours/Materials, Better Lighting, Exterior Building improvements, Landscaping)
- 13.c. Increase utilization of Glen Providence Park
- 13.d. Increase utilization of Municipal building/municipal center
- 13.e. Offer varied recreational opportunities
- 13.f. Provide an indoor sports facility
- 13.g. Strengthen Community Events

As this Plan Update is implemented over the next 5 to 10 years, each numbered Objective and Strategy should be considered as part of a “To Do List” by Borough Officials. The “Implementation Matrix” in Section 6 outlines the responsibilities and timeline for the initiatives.

CHARACTER ZONES & FUTURE LAND USE

As a “jump-start” to Amending the 2004 Zoning Map, the exhibit that portrays the Neighborhood Structure of the Borough should be considered. Figure 1., Proposed Character Zones (a conceptual future land use map) depicts places, neighborhoods, and districts that are distinct and/or recognizable. Land use and land development characteristics and the general character of the Borough are depicted in Figure 1 to express the following places:

- Downtown
- Revitalized Baltimore Pike Corridor
- Enterprise Area
- Gateway Areas
- Transitional Office Neighborhood
- Transitional Residential Neighborhood
- Stable Residential Neighborhood
- Parks and Civic Places

The idea here is to set the stage for refining the Zoning Ordinance and Zoning Map to help reinforce the identity of the Borough as a compact, pedestrian oriented, walkable place. In addition, by considering the Guidelines and Best Practices in Chapter 4, new Zoning Amendments can address streets and alleys, street walls, zoning dimensions, zoning uses, etc. from a more detailed perspective.

The Downtown character zone encompasses the central business district along State Street, as a classic main street environment. It also includes the portion of Baltimore Pike that has the greatest potential to be transformed into a downtown environment.

The Revitalized Baltimore Pike Corridor is intended to promote revitalization in two ways. The “A” designation relates to a regeneration/enhancement goal for that portion of Baltimore Pike that could be improved. The “B” designation focuses on enhancement of a more suburban-type commercial corridor.

The Enterprise Area relates to the industrial sector of the Borough in the southwest corner. This character zone is intended to recognize industrial uses and their general enhancement in the future.

The Gateway Areas encompass the primary and secondary portals or “front doors” of the Borough. These areas provide great opportunities to project the small town ambience. These areas could all be mixed-use places that have attractive streetscapes. Six (6) Gateway Areas are shown in Figure 1.:

- 1- Baltimore Pike & Providence Road: this primary gateway provides an enhancement opportunity for the Borough at the Route 252 crossroads.
- 2- Five Points: this northeast primary gateway is the link between the streetscape enhancements in Upper Providence Township and those in the Borough.
- 3- Baltimore Pike - West End: this primary gateway will require the most extensive enhancement due to its industrial character.
- 4- Train Station: this secondary gateway is intended to relate to the enhancements at and around the Media Train Station.
- 5- Manchester Triangle: this secondary gateway provides an enhancement opportunity into Nether Providence Township.
- 6- North Orange Street: this secondary gateway provides another enhancement opportunity into Upper Providence Township.

In the Gateways, the enhancement ideas described in Chapter 4 for Gateways could become principal requirements whenever any redevelopment takes place.

The Transitional Office Neighborhood primarily encompasses the places around the Delaware County Court House, and segments of Providence Road. The areas can continue to provide opportunities for offices in support of the function that Media Borough serves as the County Seat, as well as occasional dwelling units. Over the next 20 years smaller buildings may tend to revert back to dwellings.

The Transitional Residential Neighborhood character zone encompasses the higher density neighborhoods in the southern portion of the Borough below Franklin Street. In these areas, various multi-family dwellings were built in the 1950's and 1960's closer to the Media Train Station. These neighborhoods should be enhanced and improved in order to effectively house the residents.

The Stable Residential Neighborhood character zone is intended to encompass the classic traditional neighborhoods of Media Borough. Although there have been intrusions in these neighborhoods, the overall neighborhood character is intended to stay intact.

The Parks and Civic Places character zone encompasses the Court House, Borough Hall, Schools, and Parks. This character zone provides a place for special events, civic activities, and recreational opportunities.

When using these Character Zones for future Zoning Map Amendments, it may be necessary to define future Block Classes to distinguish between variations within a Proposed Character Zone. For example, if the Block Classes were A, B, and C, with A being larger lots and C being smaller lots, variations could be embedded in a simple way. A Stable Residential Neighborhood that is within an existing R-2 or R-3 District may have a B or C Block Class, while that within an existing R-1 District may have an A Block Class.

A re-zoning initiative under the Character Zone concept, and following the Chapter 4 Guidelines and Best Practices would be primarily form-based, and secondarily use-based. After the 1950's and 1960's the Media Borough Zoning Ordinance has become more and more a use-based Ordinance. The Character Zone concept is intended to instill the idea that we first have to make or remake great places that are both functional and attractive in terms of physical design. Then we need to insure that the uses are appropriate.

GUIDELINES & BEST PRACTICES:

Twenty-seven (27) topics are profiled in this section. These topics emerged through the Public Workshops held in 2004, the Work Sessions with the Comprehensive Plan Task Force in 2004 and 2005, and Work Sessions with the Media Borough Planning Commission in 2005. Each of the topics is expressed with an Overview, images of Key Elements, and concise statements with Guidelines & Best Practices.

These Guidelines & Best Practices are organized in alphabetical order for ease of reference. Borough Council, the Media Borough Planning Commission, and others, can easily reference this section when considering future growth and changes in Media Borough.

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As additional topics emerge, they should be included in this section to keep this section of the Comprehensive Plan as complete and current as possible.

After the Comprehensive Plan is adopted, these Guidelines & Best Practices could be expanded and folded into Amendments of the Media Borough Zoning Ordinance and the Subdivision and Land Development Ordinance.

1. BALTIMORE PIKE CORRIDOR

Overview:

Baltimore Pike Corridor is the main traffic artery through the Borough of Media. The Corridor has a suburbanized appearance, but could become more “town like” with various streetscape enhancements.

Key Elements:



Pedestrian-Oriented Streetscape



Auto-Oriented Use



Strip Commercial



Baltimore Pike Corridor

Guidelines & Best Practices:

- 1.1. Growth and redevelopment along Baltimore Pike should respect and emulate the scale, massing of landscaping, and architectural styles of the early twentieth century buildings in the corridor. Over the next 20 years, infill development should create the look and feel of more of a “main street” environment, especially in the central portion of the corridor.
- 1.2. Free-standing signs should be minimized and made uniform in size.
- 1.3. Lighting and pedestrian safety should be improved.
- 1.4. Sidewalks should become uniform and continuous all along the corridor, and should connect with all perpendicular sidewalks leading toward State Street to the north and neighborhoods to the south.
- 1.5. Hazardous intersections should be improved/traffic calmed.
- 1.6. Automobile-oriented uses and industrial-type uses should be minimized and limited to selected areas.
- 1.7. Gateways should be created and enhanced at both ends of the Baltimore Pike Corridor.
- 1.8. The Industrial District character of the western end of the Corridor should be converted to a more attractive, green, and environmentally healthy condition.

2. BUILDING HEIGHTS

Overview:

Most buildings in Media are two (2) to four (4) stories in height. The historic quality of the scale of Media is inherently important to its small town character. One-story buildings are more suburban in character, and are not a traditional building height in Media.

Key Elements:



3-Story Corner Building



3-Story Dwellings



3-Story Residence



3-Story Buildings

Guidelines & Best Practices:

- 2.1. New construction should be in keeping with the height and scale of neighboring buildings.
- 2.2. Buildings in the downtown should be limited in height to no more than four (4) stories.
- 2.3. Principal buildings should be at least two (2) stories in height, except that one (1) story principal buildings in selected zoning districts could be considered for universal access/disabled person access conditions.
- 2.4. Normalize the existing building heights on the block surrounding proposed buildings, so that new buildings do not dwarf existing buildings.

3. BUILDING LOCATION

Overview:

Buildings in Media typically abut the sidewalks in the Downtown, or are set back only 5-15 feet from the sidewalks in the residential neighborhoods. Front stoops, porticos, and front porches help to form the “street walls” that add to the feeling that Media is “Everybody’s Hometown”.

Key Elements:



Buildings at Sidewalk



Buildings form Street Wall



Building Anchors Corner



Building at Sidewalk

Guidelines & Best Practices:

- 3.1. Buildings should be located in line with existing buildings, and adjoin the sidewalk in the downtown and commercial districts.
- 3.2. Parking should be placed behind buildings or to the side of buildings.
- 3.3. Lots at street corners should be anchored with buildings. Well designed deck parking structures could also help to anchor corners.
- 3.4. Surface parking should not be located on lots at street corners.

4. COMMUNITY FACILITIES AND SERVICES

Overview:

Community facilities serve as social centers where residents and neighbors can gather for community events and social gatherings. They provide educational, recreational, and cultural opportunities for residents, property owners, and visitors. Community services enhance the quality of life in the Borough.

Key Elements:



Media Theater



Borough Hall



Media Library



Court House

Guidelines & Best Practices:

- 4.1. Continue to promote Media's strong sense of community by increasing community events and recreational opportunities to provide enjoyable and relaxing experiences.
- 4.2. The library should improved and expanded: to provide a more modern experience for patrons of all ages, and to improve the overall character of the building and grounds with better landscaping and lighting.
- 4.3. Special events such as: the Music Series, Super Sunday, the Halloween Parade, the Veterans Parade, Christmas Tree Lighting, and the like, should be maintained and enhanced.
- 4.4. The Media Theater should be upgraded, and the performances should be increased.
- 4.5. Borough Hall and the Community center should be continuously promoted for meetings, gatherings, seminars, workshops, and events.
- 4.6. Municipal Services should be maintained at the highest level through the Borough staff, Public Works Department, Law Enforcement, and Fire and Emergency management systems.

5. DENSITY/INTENSITY

Overview:

The density or intensity of land use and land development is directly related to the Borough character and quality of life. A plan for land use, according to Section 301. (a) (2) of the Pennsylvania Municipalities Planning Code (MPC) may include provisions for the amount, intensity, character, and timing of land use.

Key Elements:



Buildings at Sidewalk



Row Houses



3-Story Dwellings



Stately Residence

Guidelines & Best Practices:

- 5.1. The density or intensity of land use and land development should be related to the overall Neighborhood Structure of different character zones (and zoning districts) in the Borough.
- 5.2. A normative density or intensity of land use and land development should be maintained with buildings at two (2) to four (4) stories in height, and related required parking.
- 5.3. Spikes in the normative density or intensity of land use and land development that could occur with mid-rise and high rise buildings of five (5) stories or more should be discouraged.
- 5.4. Lot coverage regulations for maximum building coverage and maximum impervious coverage should be evaluated for each zoning district.

6. GATEWAYS

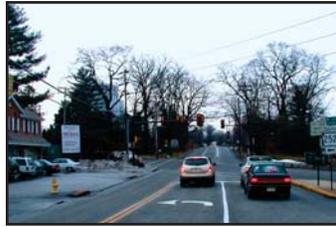
Overview:

Media is a unique community that attracts a wide variety of visitors. Residents take pride in Media and call it “Everybody’s Hometown”. The Gateways are important entrance features to the Borough. Gateways should reflect a charming welcome along Baltimore Pike and Providence Road.

Key Elements:



Southwest Gateway



Northern Gateway



Southeast Gateway



Gateway Signage

Guidelines & Best Practices:

- 6.1. Media’s identity should be attractively represented in Gateway areas, to provide a good first impression.
- 6.2. The Gateways should have landscaping, lighting, and signage that are attractive and memorable.
- 6.3. Each Gateway should have a distinctive and memorable identity that is well crafted and maintained, including building types and uses.
- 6.4. Speed limits should be better enforced at the Gateways.
- 6.5. The Gateways should be enhanced from a circulation and transportation perspective, including sidewalks, crosswalks, and bus shelters.

7. HISTORIC CHARACTER

Overview:

The historic character of Media projects the small town identity of this County seat. The “mainstreet” character and neighborhood character is formed by the historic structures and human scale of buildings and streetscapes.

Key Elements:



Building Anchors Corner



Building with Porch



Media Courthouse



Historic Bank Building

Guidelines & Best Practices:

- 7.1. The three (3) existing historic districts (Court House Square, Providence Meetinghouse, and Lemon Street) should be protected and preserved through the Borough of Media Historic Preservation Ordinance.
- 7.2. The historic character should be preserved through the creation of additional historic districts and/or overlay districts to help preserve and maintain the buildings that give the town its strong sense of history and place.
- 7.3. Guidelines for construction and redevelopment of buildings and streetscapes should be written to emulate the existing historic context. Features such as porches, buildings close to sidewalks, rear vehicular access via alleys, and the like should be codified.
- 7.4. The Historic and Architectural Review Board (HARB) should continue to oversee changes and alterations to historic sites and structures, especially to properties listed in the 1981 Historic Sites Survey.
- 7.5. The lot width to lot depth ratio of 1:3 should be maintained so that wide lots are not created and the historic lot character is maintained.
- 7.6. Bed and Breakfast Uses should be permitted in the Zoning Ordinance to enable an economically viable adaptive reuse of historic buildings.
- 7.7. Adaptive reuse of buildings should be pursued in most cases, versus demolition, and incentives should be offered to encourage adaptive reuse of buildings.
- 7.8. Demolition by Neglect standards should be established on a Borough-wide basis.
- 7.9. Financial incentives should be pursued such as federal tax credits, and preservation funds after designation as a Certified Local Government (CLG).
- 7.10. Representative architectural styles should be preserved, and the integrity of building facades should be maintained, especially for properties listed in the 1981 Historic Sites Survey.
- 7.11. Building materials, styles, and proportions should be addressed on a Borough-wide basis whenever existing buildings are altered and new buildings are constructed.
- 7.12. Sign sizes should be in keeping with the historical character of the Borough.

8. INFILL DEVELOPMENT

Overview:

Infill development involves the construction of a new building or buildings, on an existing block, typically in line with other existing buildings.

Key Elements:



Good Infill Development



Good Infill Development



Suburban-Type Infill



House Without Porch

Guidelines & Best Practices:

- 8.1. Locate new buildings in line with existing buildings.
- 8.2. Size new buildings in scale with surrounding buildings.
- 8.3. Convert automobile-oriented commercial uses to more walkable uses.
- 8.4. Add porches whenever possible to provide appropriate infill development.
- 8.5. Maintain the normative streetscape and neighborhood character by placing new buildings at "Build -To" lines.
- 8.6. Place parking to the rear of buildings to maintain the Borough character and to discourage suburban-type infill development.
- 8.7. Infill development intensity should be controlled through parking limitations.

9. LANDSCAPING

Overview:

Landscaping adds beauty to the streetscape of Media and helps to soften the look of the Borough. Regular maintenance and continued care of the town's landscaping creates a strong feeling of community and promotes pride in Media. Enhancing the area's aesthetic values strengthens the quality of life and gives residents and visitors a strong sense of place and history.

Key Elements:



Landscaped Plaza



Landscaped Walkway



Landscaped Plaza



Landscaped Edge

Guidelines & Best Practices:

- 9.1. Older existing trees should be maintained and replaced where needed.
- 9.2. New street trees should be added whenever possible.
- 9.3. New street trees should be installed in locations where existing hazardous street trees should be removed.
- 9.4. Shrubbery, ground covers, and flowers should be planted and maintained to add to the "green" look of the Borough.
- 9.5. Landscaping should be considered to be both plant materials and "hardscape" materials such as pavers, walkways, plazas, and the like.

10. MASS TRANSPORTATION

Overview:

Media is one of the last suburban towns in America to have a trolley running down “Main Street”. The historic trolley service, which began in 1913, and the regular train service enhance the resident’s quality of life while providing a historic attraction and quality to the town center.

Key Elements:



State Street Trolley



SEPTA Bus



Media Train Station



State Street Trolley

Guidelines & Best Practices:

- 10.1. SEPTA trolley service along State Street should be maintained.
- 10.2. Train service to Philadelphia from Media should be maintained.
- 10.3. Bus service should be improved within the Borough, and to and from the Media Train Station.
- 10.4. The appearance and pedestrian amenities at and around the Media Train Station should be improved and enhanced by Upper Providence Township and the Borough, including sidewalks, lighting, and directional signage.
- 10.5. The SEPTA Trolley Station at Providence Road and State Street should be enhanced with streetscape improvements.
- 10.6. Trolley ridership should be promoted by SEPTA, Delaware County, Media Borough, and businesses.
- 10.7. Free trolley use along State Street during evening hours should be explored with SEPTA as a civic amenity and thrilling opportunity for shoppers, families and children.
- 10.8. Train service from Media toward West Chester should be promoted.

11. PARKING: DECK

Overview:

Deck parking structures in Downtown Media accommodate the parking demand created by the Courthouse and the retail businesses.

Key Elements:



Deck Parking



Sidewalk Edge



First Floor Retail



West Chester Deck Parking

Guidelines & Best Practices:

- 11.1. Additional deck parking facilities should be built to better service businesses on State Street, and to better enable the growth of the business districts.
- 11.2. Deck parking should have first floor retail stores and shops as liner buildings.
- 11.3. Deck parking should be architecturally interesting and emulate the town character of the Borough.
- 11.4. The Borough and the businesses should partner to encourage employees to park in the parking garages to free-up spaces needed by patrons in front of the shops and stores.
- 11.5. Existing surface parking lots should be considered for conversion to deck parking lots.

12. PARKING: SURFACE

Overview:

Surface parking is needed by residents, business persons, and visitors alike. Parking areas must be adequate, without disrupting the charm and character of the Borough.

Key Elements:



On-Street Parking



Off-Street Parking Lot



Angled On-Street Parking



On-Street Parking

Guidelines & Best Practices:

- 12.1. On-street parking opportunities should be maintained.
- 12.2. All new streets should have on-street parking.
- 12.3. Loading Areas with no on-street parking in the business districts should be minimized.
- 12.4. Parking restrictions for employee/employer/business should be investigated.
- 12.5. Small parking areas should be provided whenever possible, versus large, off-street parking lots.
- 12.6. Impervious surface parking limitations should be established so that residential lots keep their green look and surface water runoff is reduced.
- 12.7. Existing angled parking should be maintained to maximize on-street spaces on a block, and consider back-in angled parking where appropriate.
- 12.8. Resident-only parking should be maintained.
- 12.9. Parking meter and parking permit fees should be adjusted in accordance with the recommendations of the former Media Borough Parking Committee.
- 12.10. The Borough should explore shared parking opportunities with businesses, so that evening parking can be accommodated in lots at offices where there is little need for parking after 6 pm.
- 12.11. The Borough should explore shared parking opportunities with the County, so that the County facilities can be used for certain times of day and certain events.
- 12.12. Parking lots should be well lit during evening hours.
- 12.13. Parking spaces should be added for the Post Office; Trader Joe's; Iron Hill; the Court House; the Train Station; the Library; the Media Theatre; and at Baltimore Pike & Monroe Street.
- 12.14. The demand for additional parking lots should be reduced by promoting and providing incentives for public transit use, car pooling, bicycling, and walking.

Parking: Surface

13. QUALITY OF LIFE/SAFETY

Overview:

Residents value the quality of life that the history, aesthetics, **environmental quality**, safety and security of Media Borough provides. Media's motto is, "In Media's footsteps all may safely follow", making safety an important aspect to the town's appeal.

Key Elements:



Emergency Service Vehicle



Borough Police



5-Bay Fire House



Media Fire and Hook & Ladder Company

Guidelines & Best Practices:

- 13.1. Traffic regulations should be continuously enforced.
- 13.2. Street maintenance should continue.
- 13.3. Policing of streets and properties should be continued and enhanced.
- 13.4. Fire Protection and Emergency Services should be maintained and enhanced by the Media Fire & Hook and Ladder Company.
- 13.5. Trash and recycling collection services should be maintained and enhanced.
- 13.6. Property owners should maintain and enhance private buildings and grounds.
- 13.7. Property owners should control litter, pick up droppings, and clean-up lots on a regular basis.
- 13.8. The Borough should provide educational programs focused on litter control, and property maintenance.
- 13.9. The Borough should continue to provide the highest quality of services through Borough government, administration, management, law enforcement, public works, fire protection services, emergency management services, and the like.
- 13.10. Environmental resources, such as floodplains, streams, riparian buffers, and steep slopes should be protected.

14. RECREATION

Overview:

Recreational opportunities are vital to the quality of life of Media Borough. Facilities owned by the Borough, the School District and the County all provide active and passive recreational amenities.

Key Elements:



Barrall Park



Barrall Park Ball Fields



Playground



Glen Providence Park

Guidelines & Best Practices:

- 14.1. Recreational facilities should be improved to enhance their use.
- 14.2. Recreational programs should be expanded to improve the health and fitness of persons of all age groups.
- 14.3. Barrall Park Community and the Scott-Lowrie Playground should be maintained and enhanced.
- 14.4. Basketball maintenance at the Media Elementary School should be improved.
- 14.5. Glen Providence Park should be rehabilitated and enhanced.
- 14.6. The Media Borough Recreation Board should continue to promote recreational programs for Borough residents and property owners.
- 14.7. The Borough should consider the enactment of a Recreational Fee-In- Lieu Ordinance Amendment to the Subdivision and Land Development Ordinance to accrue funds for recreational site enhancement.
- 14.8. Acquire open space to expand passive recreational opportunities.
- 14.9. Indoor sports opportunities should be studied and programmed.
- 14.10. A new Neighborhood Park in the northwest quadrant at the Borough should be considered.
- 14.11. A Borough-wide Recreation, Parks and Open Space Plan should be prepared to evaluate existing facilities, programs, and operations for persons of all ages, and to explore multi-municipal opportunities.

15. RESIDENTIAL DEVELOPMENT

Overview:

Residential neighborhoods provide the backbone for the mixed-use in the Borough of Media. New residential development needs to gracefully fit into the existing neighborhood structure.

Key Elements:



Stately Residence



Attached Dwellings



Row Houses



Multi-Family Dwellings

Guidelines & Best Practices:

- 15.1. Existing residential neighborhoods and buildings should be maintained through private property owner initiatives and proper enforcement of the Borough's building and maintenance codes.
- 15.2. New construction should be consistent with existing community character.
- 15.3. The relative percentages of new housing types should remain consistent with the existing housing stock.
- 15.4. Incentives should be provided to retain and build single-family homes that are owner occupied.
- 15.5. New owner-occupied, single-family dwellings should be built whenever possible.
- 15.6. The diversity of the housing stock should be promoted.
- 15.7. Affordable housing should be provided where possible.
- 15.8. Incentives such as Carriage House Conversions and Bed and Breakfast use for historic buildings should be considered as measures to retain existing housing.
- 15.9. Reverse conversion from multi-family to single-family dwellings should be considered.
- 15.10. A housing facade improvement program should be considered.

16. RETAIL AND RELATED BUSINESSES

Overview:

A variety of retail businesses attracts shoppers and new residents to the area through the unique products they offer. The retail business environment along State Street in Media is emblematic of small town, “main street” America.

Key Elements:



First Floor Retail



Specialty Retail



Restaurant



Gallery

Guidelines & Best Practices:

- 16.1. Media should continuously host a variety, mix, and diversity of businesses in a “main street” setting.
- 16.2. Destination districts should be maintained and created to help the recruitment of new business and support existing retail.
- 16.3. First floor/ground floor retail uses should continue along State Street to the maximum extent possible. The ROA District should be preserved to maintain the valuable function that retail overlay provides.
- 16.4. The business owners should create and maintain attractive window displays to enhance strolling in the business district.
- 16.5. Retail businesses should be expanded from State Street onto Baker Street and Jasper Street.
- 16.6. Restaurants, which serve as a destination venue, should be enhanced with seasonal outdoor cafe dining.
- 16.7. Galleries should be developed as another destination venue to enhance retail and business opportunities.
- 16.8. Hours of operation for shopping should be extended to enhance the local economy and invigorate more of a people presence on the retail streets.
- 16.9. Create limits to the business districts so that they do not encroach into residential neighborhoods, and create transitional districts from retail, to office, to residential.
- 16.10. Walkways, crosswalks, and lighting should be improved to better integrate the business districts.
- 16.11. A business recognition program should be considered.

17. SIDEWALKS

Overview:

Sidewalks provide a valuable function for the Borough of Media. They form pedestrian accessways and a continuous pedestrian walkway network. Sidewalks provide a critical element for “wayfinding” as part of the streetscape and public realm of the Borough, and for exercise and passive recreation.

Key Elements:



Downtown Sidewalk



Sidewalk & Crosswalk



Sidewalk Network



Brick Sidewalk

Guidelines & Best Practices:

- 17.1. Sidewalks should connect to one another and be linked by crosswalks.
- 17.2. Sidewalks should be provided on at least one side of every street in residential neighborhoods, and on both sides of every street in all downtown and business districts.
- 17.3. Sidewalk and crosswalk maintenance should be continuously provided, and sidewalk safety should be improved.
- 17.4. Sidewalks should be at least 4'-6" in width, and codes should be amended to require same.
- 17.5. Handicapped curb cuts should be provided at all street/sidewalk/crosswalk intersections to promote universal access.
- 17.6. Seasonal Outdoor Cafe Dining should be promoted along the sidewalks in the business district.
- 17.7. A sidewalk, crosswalk, walkway upgrade program should be implemented to better enable pedestrians to walk, versus drive, throughout the Borough.

18. SMALL TOWN CHARACTER

Overview:

Media possesses a small town character that provides a unique identity. Many refer to Media as “Everybody’s Hometown”.

Key Elements:



Small Town Buildings



State Street



Plum Street Passageway



Porch close to Sidewalk

Guidelines & Best Practices:

- 18.1. New buildings should be sized and proportioned consistent with existing buildings.
- 18.2. Street walls should be provided to create the “outdoor rooms” prevalent in most of the Borough.
- 18.3. Density of neighborhoods should be normalized in a block so as not to create an imbalance.
- 18.4. Porches should be maintained and remain unenclosed.
- 18.5. Architectural detailing should be part of all development projects in order to maintain the ambience of the Borough.

20. STREET LIGHTS

Overview:

Street lights provide an important character element to the streetscape of the Borough, while enabling evening use and enjoyment of the town.

Key Elements:



Traditional Street Light



Traditional Street Light



Traditional Street Light



Decorative Street Light

Guidelines & Best Practices:

- 20.1. Street lights should be provided and continuously maintained to promote safety and security in the neighborhoods.
- 20.2. Street lighting in the downtown should be consistent and promote a “main street” character.
- 20.3. Street lights should be installed and maintained at regular intervals to enable a safe walking experience at night.
- 20.4. Cobrahead lighting should be removed and replaced with decorative lighting.
- 20.5. The streetscape character of decorative street lights should be extended into private properties, especially surface parking lots.

21. STREETSCAPE

Overview:

The Streetscapes of Media represent the public realm of the Borough. The Streetscape is formed by the space between buildings, and is adorned by street trees, sidewalks, street lights, on-street parking, and other pedestrian amenities.

Key Elements:



State Street Streetscape



State Street Streetscape



State Street Streetscape



State Street Streetscape

Guidelines & Best Practices:

- 21.1. Traditional streetscape dimensions should be maintained so that the public space between buildings continues to feel like an outdoor room edged by building walls and other street walls.
- 21.2. Streetscapes should be adorned by street trees, street lights, sidewalks, and on-street parking
- 21.3. Street walls should be maintained to promote the traditional streetscape character of the Borough.
- 21.4. If existing buildings are already setback beyond the traditional street wall line, low walls, fences, hedges, and the like, should be installed and maintained, in lieu-of street walls.
- 21.5. Except for on-street parking, no off-street parking should be located between buildings and the curblin in the downtown business districts, and in the traditional neighborhoods.

22. STREET TREES

Overview:

Street trees provide shade and help to form attractive neighborhood spaces. Street trees also enhance the aesthetic qualities of the streetscape and the landscape architectural character of the Borough.

Key Elements:



Street Trees



Street Trees



Flowering Street Trees



Street Trees

Guidelines & Best Practices:

- 22.1. Street trees should be maintained throughout the Borough.
- 22.2. New street trees should be installed and maintained whenever there are no existing street trees, and where hazardous street trees need to be replaced.
- 22.3. An inventory of street trees should be maintained and updated from time to time.
- 22.4. Street trees should be installed at a minimum caliper of 3 to 3 1/2 inches.
- 22.5. Street trees should be spaced at 40 foot centers along both sides of all streets.
- 22.6. Deep rooted, stress tolerant, street trees should be planted and maintained.
- 22.7. The Shade Tree Commission should continue to promote the “old shade” character of the Borough.

23. TRAFFIC

Overview:

Vehicular traffic, while being good for commerce and activity in the Borough, can cause problems especially when it becomes congested at morning and evening peak hours. Traffic speeds and traffic noise also become concerns in terms of safety and quality of life.

Key Elements:



Speed Hump Sign



Speed Hump



Good Traffic Mix



Westbound Baltimore Pike
Congestion at Rt. 252

Guidelines & Best Practices:

- 23.1. Traffic calming devices, such as curb bulb-outs and raised street intersections at sidewalk levels should be installed where appropriate.
- 23.2. Review the effect of traffic control devices along Baltimore Pike on traffic flow.
- 23.3. An improved right-turn lane should be provided at the northeast corner of Baltimore Pike and Providence Road (Rt. 252) to relieve congestion for westbound traffic along Baltimore Pike.
- 23.4. Enforce compliance with traffic control devices more aggressively on non-arterial and non-collector roads.
- 23.5. Speed humps, speed bumps, speed tables, and the like, should be installed wherever needed and feasible.
- 23.6. Traffic signalization should be studied to ensure optimum traffic flow.
- 23.7. Cul-de-sac or single access streets should be minimized so that traffic does not become congested on collector streets.
- 23.8. No-impact home-based business should be encouraged to keep people off the streets and thereby reduce traffic.
- 23.9. Bicycle racks (that secure bicycles by the frame) should be provided in as many places as possible to encourage bicycling as an alternative to driving.
- 23.10. Park and ride opportunities should be studied to see if employees could be bused from existing and proposed deck parking structures to the Court House and State Street areas in the spirit of traffic management.
- 23.11. Seek to reduce traffic volumes by promoting and providing incentives for public transit use, car pooling, bicycling, and walking.

24. UTILITIES

Overview:

The Media Borough infrastructure is vital to operation and quality of life of residents and business persons.

Key Elements:



Water Tank



Solar Panels



Sewage Treatment Plant



Public Water Supply Facility

Guidelines & Best Practices:

- 24.1. Public water service should be maintained and enhanced by Aqua America, Inc.
- 24.2. Public sewer service should be maintained and enhanced by the Little Washington Wastewater Company, Inc., and infiltration and inflow problems should be remedied.
- 24.3. Green Technology should continue to be utilized when feasible.
- 24.4. Dumpsters should be enclosed and screened with sturdy, wooden fencing.
- 24.5. Stormwater management should be achieved in accordance with the Media Borough Subdivision and Land Development Ordinance.
- 24.6. Stormwater systems should be improved and maintained.
- 24.7. Public educational programs should be provided regarding stormwater management and water quality.

25. WAYFINDING

Overview:

Wayfinding is an important element involved in experiencing the Borough and “navigating” through it. Visitors should be able to easily find their way around, especially in the Downtown and the Courthouse areas.

Key Elements:



Gateway Sign



Medallion in Sidewalk



Directional Sign



Wayfinding Sign

Guidelines & Best Practices:

- 25.1. A Wayfinding Signage program should be created and implemented.
- 25.2. PennDot and the Borough should collaborate on wayfinding signs to help motorists to effectively navigate their way through the Borough.
- 25.3. Directional signs should be installed and maintained to help motorists find parking locations.
- 25.4. Directional signs should be installed and maintained to help visitors find community facilities.
- 25.5. The black directional signs with white lettering should be converted to colors that are more visible from a distance.
- 25.6. Directional signage should be purchased to identify garage and/or surface lots with only the letter “P” on the sign.
- 25.7. “You are Here” maps should be installed and maintained to aid in wayfinding from parking areas to Borough “landmarks”.
- 25.8. Install and maintain Wayfinding Signage at Media Train Station and at other mass transit stops.

26. ZONING: DIMENSIONS

Overview:

Zoning dimensions, such as setbacks, lot sizes, yard areas, building heights, etc. are critical to the small town character of the Borough.

Key Elements:



Building Along Sidewalk



Human Scale



Uneven Building Heights



"Main Street"

Guidelines & Best Practices:

- 26.1. The Zoning Code should be calibrated with existing context sensitive building and streetscape dimensions to ensure the compatible look of new development.
- 26.2. New development should be enabled through context sensitive zoning code provisions or Amendments.
- 26.3. Building Heights should be scaled and proportioned to the normative profile of the surrounding buildings on the block. (See "Building Height")
- 26.4. Building width regulations should be proportioned to emulate existing building widths in the range of 18 to 36 feet. If buildings are 36 feet wide or wider, they should be designed to have multiple vertical bays of 18 feet each.
- 26.5. Parking should be relegated to the rear of buildings and buildings should be required to be placed at a "Build-To Line" close to the sidewalk.
- 26.6. Side yard setbacks should become normative so that a balanced rhythm of buildings occurs along a block without too wide a separation distance between buildings.
- 26.7. Parking ratios should be re-evaluated to better calibrate demand and supply. Borough-based or small town based parking requirements should be written and adopted, taking into account Media's public transit service and walkability.
- 26.8. Street wall requirements should be added to the Zoning Ordinance, especially for the business districts.
- 26.9. Green space requirements should be added for all lots, to prevent 100% impervious surface coverage.

27. ZONING:USES

Overview:

Mixed uses are common in the downtown and business districts. Single uses are common in the neighborhoods. The character and intensity of uses can maintain a balance to a neighborhood or block, or create an imbalance.

Key Elements:



Mixed Use Commercial



Small Scale Commercial



Small Scale Commercial



"Main Street" Uses

Guidelines & Best Practices:

- 27.1. Mixed uses should continue to be promoted in the business and downtown districts.
- 27.2. Mixed uses should be limited in the residential neighborhoods.
- 27.3. Smaller scale normative uses should be continued.
- 27.4. Conversions of single-family homes to multi-family dwellings should be limited.
- 27.5. Multi-family dwellings should be limited.
- 27.6. Bed and Breakfast uses should be encouraged to promote economically viable adaptive re-use of historic buildings.
- 27.7. Office uses should not encroach into residential neighborhoods.
- 27.8. Automobile oriented uses and industrial type uses should be minimized and limited in the Baltimore Pike Corridor.
- 27.9. Permitted Uses in all Zoning Districts should be checked and inappropriate uses should be repealed.
- 27.10. Excessive bulk of new buildings should be limited, to control out-of-scale building mass.

PLAN INTERRELATIONSHIPS

Media Borough could be considered as one interrelated, holistic place. There are however distinct character zones that appear in Figure 1. which indicate the Downtown, the Baltimore Pike Corridor, the Gateways, the Stable Residential Neighborhood, etc. Common to the places is the pedestrian realm of the Borough where you can walk almost everywhere. Another element that is pervasive is the public realm of the Borough, the space along the streets, between buildings. Unlike a suburban structure where everything is dispersed and spread out, Media has a street and alley network that helps to form blocks and neighborhoods.

The strongest interrelationships of the Borough which should continue in the future are those related to the streets, alleys, blocks, lots and neighborhoods. While uses may change over time, the basic “DNA” of the Borough should remain intact. In addition, those streets, alleys, blocks, lots, and neighborhoods which have become suburbanized, should gradually be converted back to their more Borough-like character. The Baltimore Pike Corridor could become more pedestrian friendly. The Gateways could become more pedestrian friendly and attractive.

Numerous plan interrelationships are addressed in the Guidelines and Best Practices sections. These topics and related initiatives are further addressed in the Implementation section.

Overall, the Borough of Media is “alive and well”. However, the Borough can be improved to the extent described in the other sections of this Plan.

PLAN IMPLEMENTATION

The Implementation Matrix, Table 1., indicates each of the Guidelines & Best Practices from chapter 4, and the time frame and responsible entity for action. The Borough Council and the Borough Manager should consider this matrix each year when drafting the annual budget. The Borough Planning Commission should assist Borough Council and the Borough Manager with updates to the matrix from time to time.

The timeline of Table 1. indicates short, medium, and long term. Short term is intended to be 1 to 3 years after this Comprehensive Plan is adopted. Medium term is intended to be 4 to 6 years after adoption. Long term is intended to be 7 to 15 years after adoption. These timelines should be updated in 2015, ten years after this Plan is adopted, as required by the Pennsylvania Municipalities Planning Code.

Table 1. Implementation Matrix

<u>INITIATIVE</u>	<u>RESPONSIBILITY</u>	<u>TIMELINE</u>
<u>1. BALTIMORE PIKE CORRIDOR</u>		
1.1. Growth and redevelopment along Baltimore Pike should respect and emulate the scale, massing of landscaping, and architectural styles of the early twentieth century buildings in the corridor. Over the next 20 years, infill development should create the look and feel of more of a "main street" environment, especially in the central portion of the corridor.	Borough Officials; Developers	On-going
1.2. Free-standing signs should be minimized and made uniform in size.	Developers; Property Owners	On-going
1.3. Lighting and pedestrian safety should be improved.	Public Works	On-going
1.4. Sidewalks should become uniform and continuous all along the corridor, and should connect with all perpendicular sidewalks leading toward State Street to the north and neighborhoods to the south.	Public Works	On-going
1.5. Hazardous intersections should be improved/traffic calmed.	PennDOT; Borough	On-going
1.6. Automobile-oriented uses and industrial-type uses should be minimized and limited to selected areas.	Borough	Short Term
1.7. Gateways should be created and enhanced at both ends of the Baltimore Pike Corridor.	PennDOT; Borough	Medium Term
1.8. The Industrial District character of the western end of the Corridor should be converted to a more attractive, green, and environmentally healthy condition.	Borough Officials; Developers	On-going
<u>2. BUILDING HEIGHTS</u>		
2.1. New construction should be in keeping with the height and scale of neighboring buildings.	Developers	On-going
2.2. Buildings in the downtown should be limited in height to no more than four (4) stories.	Developers	On-going
2.3. Principal buildings should be at least two (2) stories in height, except that one (1) story principal buildings in selected zoning districts could be considered for universal access/disabled person access conditions.	Developers	On-going
2.4. Normalize the existing building heights on the block surrounding proposed buildings, so that new buildings do not dwarf existing buildings.	Developers	On-going
<u>3. BUILDING LOCATION</u>		
3.1. Buildings should be located in line with existing buildings, and adjoin the sidewalk in the downtown and commercial districts.	Borough Officials; Developers	On-going
3.2. Parking should be placed behind buildings or to the side of buildings.	Borough Officials; Developers	On-going

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<u>INITIATIVE</u>	<u>RESPONSIBILITY</u>	<u>TIMELINE</u>
3.3. Lots at street corners should be anchored with buildings. Well designed deck parking structures could also help to anchor corners.	Borough Officials; Developers	On-going
3.4. Surface parking should not be located on lots at street corners.	Borough Officials; Developers	On-going
<u>4. COMMUNITY FACILITIES AND SERVICES</u>		
4.1. Continue to promote Media's strong sense of community by increasing community events and recreational opportunities to provide enjoyable and relaxing experiences.	Borough Officials	On-going
4.2. The library should improved and expanded: to provide a more modern experience for patrons of all ages, and to improve the overall character of the building and grounds with better landscaping and lighting.	Library Board	Medium Term
4.3. Special events such as : the Music Series, Super Sunday, the Halloween Parade, the Veterans Parade, Christmas Tree Lighting, and the like, should be maintained and enhanced.	Borough Officials	On-going
4.4 The Media Theater should be upgraded, and the performances should be increased.	Property Owner	On-going
4.5. Borough Hall and the Community center should be continuously promoted for meetings, gatherings, seminars, workshops, and events.	Borough	On-going
4.6. Municipal Services should be maintained at the highest level through the Borough staff, Public Works Department, Law Enforcement, and Fire and Emergency management systems.	Borough	On-going
<u>5. DENSITY/INTENSITY</u>		
5.1. The density or intensity of land use and land development should be related to the overall Neighborhood Structure of different character zones (and zoning districts) in the Borough.	Borough Officials; Developers	On-going
5.2. A normative density or intensity of land use and land development should be maintained with buildings at two (2) to four (4) stories in height, and related required parking.	Borough Officials; Developers	On-going
5.3. Spikes in the normative density or intensity of land use and land development that could occur with mid-rise and high rise buildings of five (5) stories or more should be discouraged.	Borough Officials; Developers	On-going
5.4 Lot coverage regulations for maximum building coverage and maximum impervious coverage should be evaluated for each zoning district.	Borough Officials	Short Term
<u>6. GATEWAYS</u>		
6.1. Media's identity should be attractively represented in Gateway areas, to provide a good first impression.	Borough; PennDOT; SEPTA	On-going
6.2. The Gateways should have landscaping, lighting, and signage that are attractive and memorable	Borough; PennDOT; SEPTA	Medium Term
6.3. Each Gateway should have a distinctive and memorable identity that is well crafted and maintained, including building types and uses.	Borough; PennDOT	On-going
6.4. Speed limits should be better enforced at the Gateways.	Borough Police	On-going
6.5. The Gateways should be enhanced from a circulation and transportation perspective, including sidewalks, crosswalks, and bus shelters.	SEPTA; Upper Providence Township, Borough	On-going
<u>7. HISTORIC CHARACTERISTICS</u>		
7.1. The three (3) existing historic districts (Court House Square, Providence Meetinghouse, and Lemon Street) should be protected and preserved through the Borough of Media Historic Preservation Ordinance.	Borough Officials; Property Owners	On-going
7.2. The historic character should be preserved through the creation of additional historic districts and/or overlay districts to help preserve and maintain the buildings that give the town its strong sense of history and place.	Borough Officials; Property Owners	Short Term

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INITIATIVE	RESPONSIBILITY	TIMELINE
7.3. Guidelines for construction and redevelopment of buildings and streetscapes should be written to emulate the existing historic context. Features such as porches, buildings close to sidewalks, rear vehicular access via alleys, and the like should be codified.	Borough Officials; Property Owners	Short Term
7.4. The Historic and Architectural Review Board (HARB) should continue to oversee changes and alterations to historic sites and structures, especially to properties listed in the 1981 Historic Sites Survey.	HARB	On-going
7.5. The lot width to lot depth ratio of 1:3 should be maintained so that wide lots are not created and the historic lot character is maintained.	Borough Officials; Property Owners	On-going
7.6. Bed and Breakfast Uses in the Zoning Ordinance should be permitted to enable an economically viable adaptive reuse of historic buildings.	Borough Officials; Property Owners	On-going
7.7. Adaptive reuse of buildings should be pursued in most cases, versus demolition, and incentives should be offered to encourage adaptive reuse of buildings.	Borough Officials; Property Owners	On-going
7.8. Demolition by Neglect standards should be established on a Borough-wide basis.	Borough Officials	Short Term
7.9. Financial incentives should be pursued such as federal tax credits, and preservation funds after designation as a Certified Local Government (CLG).	Property Owners; Developers	On-going
7.10. Representative architectural styles should be preserved, and the integrity of building facades should be maintained, especially for properties listed in the 1981 Historic Sites Survey.	Property Owners; Developers	On-going
7.11. Building materials, styles, and proportions should be addressed on a Borough-wide basis whenever existing buildings are altered and new buildings are constructed.	Property Owners; Developers	On-going
7.12. Sign sizes should be in keeping with the historical character of the Borough.	Property Owners; Developers	On-going
8. INFILL DEVELOPMENT		
8.1. Locate new buildings in line with existing buildings.	Property Owners; Developers	On-going
8.2. Size new buildings in scale with surrounding buildings.	Property Owners; Developers	On-going
8.3. Convert automobile-oriented commercial uses to more walkable uses.	Property Owners; Developers	On-going
8.4. Add porches whenever possible to provide appropriate infill development.	Property Owners; Developers	On-going
8.5. Maintain the normative streetscape and neighborhood character by placing new buildings at "Build -To" lines.	Property Owners; Developers	On-going
8.6. Place parking to the rear of buildings to maintain the Borough character and to discourage suburban-type infill development.	Property Owners; Developers	On-going
8.7. Infill development intensity should be controlled through parking limitations.	Borough Officials	On-going
9. LANDSCAPING		
9.1. Older existing trees should be maintained and replaced where needed.	Borough; Property Owners	On-going
9.2. New street trees should be added whenever possible.	Borough; Property Owners	On-going
9.3. New street trees should be installed in locations where existing hazardous street trees should be removed.	Borough; Property Owners	On-going
9.4. Shrubbery, ground covers, and flowers should be planted and maintained to add to the "green" look of the Borough.	Borough; Property Owners	On-going
9.5. Landscaping should be considered to be both plant materials and "hardscape" materials such as pavers, walkways, plazas, and the like.	Borough; Property Owners	On-going
10. MASS TRANSPORTATION		
10.1. SEPTA trolley service along State Street should be maintained.	SEPTA	On-going
10.2. Train service to Philadelphia from Media should be maintained.	SEPTA	On-going
10.3. Bus service should be improved within the Borough, and to and from the Media Train Station.	SEPTA	On-going

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INITIATIVE	RESPONSIBILITY	TIMELINE
10.4. The appearance and pedestrian amenities at and around the Media Train Station should be improved and enhanced by Upper Providence Township and the Borough, including sidewalks, lighting, and directional signage.	Upper Providence Township; Borough; SEPTA	Medium Term
10.5. The SEPTA Trolley Station at Providence Road and State Street should be enhanced with streetscape improvements.	Borough; SEPTA; PennDOT	Short Term
10.6. Trolley ridership should be promoted by SEPTA, Delaware County, Media Borough, and businesses.	SEPTA; County; Borough; Businesses	On-going
10.7. Free trolley use along State Street during evening hours should be explored with SEPTA as a civic amenity and thrilling opportunity for shoppers, families and children.	SEPTA	On-going
10.8. Train service from Media toward West Chester should be promoted.	Borough; SEPTA; County	On-going
11. PARKING: DECK		
11.1. Additional deck parking facilities should be built to better service businesses on State Street, and to better enable the growth of the business districts.	Developers; Borough	Long Term
11.2. Deck parking should have first floor retail stores and shops as liner buildings.	Developers; Borough	Long Term
11.3. Deck parking should be architecturally interesting and emulate the town character of the Borough.	Developers; Borough	Long Term
11.4. The Borough and the businesses should partner to encourage employees to park in the parking garages to free-up spaces needed by patrons in front of the shops and stores.	Borough; Property Owners	On-going
11.5. Existing surface parking lots should be considered for conversion to deck parking lots.	Developers; Borough	Long Term
12. PARKING: SURFACE		
12.1. On-street parking opportunities should be maintained.	Borough	On-going
12.2. All new streets should have on-street parking.	Developers	On-going
12.3. Loading Areas with no on-street parking in the business districts should be minimized.	Borough	On-going
12.4. Parking restrictions for employee/employer/business should be investigated.	Borough	Short Term
12.5. Small parking areas should be provided whenever possible, versus large, off-street parking lots.	Developers	On-going
12.6. Impervious surface parking limitations should be established so that residential lots keep their green look and surface water runoff is reduced.	Borough	Short Term
12.7. Existing angled parking should be maintained to maximize on-street spaces on a block, and consider back-in angled parking where appropriate.	Borough	On-going
12.8. Resident-only parking should be maintained.	Borough; Property Owners	On-going
12.9. Parking meter and parking permit fees should be adjusted in accordance with the recommendations of the former Media Borough Parking Committee.	Borough	Short Term
12.10. The Borough should explore shared parking opportunities with businesses, so that evening parking can be accommodated in lots at offices where there is little need for parking after 6 pm.	Borough; Property Owners	On-going
12.11. The Borough should explore shared parking opportunities with the County, so that the County facilities can be used for certain times of day and certain events.	Borough; Property Owners	On-going
12.12. Parking lots should be well lit during evening hours.	Borough	On-going
12.13. Parking spaces should be added for the Post Office; Trader Joe's; Iron Hill; the Court House; the Train Station; the Library; the Media Theatre; and at Baltimore Pike & Monroe Street.	Borough; County; Property Owners	On-going

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INITIATIVE	RESPONSIBILITY	TIMELINE
12.14. The demand for additional parking lots should be reduced by promoting and providing incentives for public transit use, car pooling, bicycling, and walking.	SEPTA; Borough; Developers	On-going
13. QUALITY OF LIFE/SAFETY		
13.1. Traffic regulations should be continuously enforced.	Borough Police	On-going
13.2. Street maintenance should continue.	Borough Public Works	On-going
13.3. Policing of streets and properties should be maintained and enhanced.	Borough Police	On-going
13.4. Fire Protection and Emergency Services should be maintained and enhanced by the Media Fire & Hook and Ladder Company.	Fire Co.	On-going
13.5. Trash and recycling collection services should be maintained and enhanced.	Borough Public Works	On-going
13.6. Property owners should maintain and enhance private buildings and grounds.	Property Owners	On-going
13.7. The Borough should continue to provide the highest quality of services through Borough government, administration, management, law enforcement, public works, fire protection services, emergency management services, and the like.	Borough	On-going
13.8. Property owners should maintain and enhance private buildings and grounds.	Property Owners	On-going
13.9. The Borough should continue to provide the highest quality of services through Borough government, administration, management, law enforcement, public works, fire protection services, emergency management services, and the like.	Borough	On-going
13.10. Environmental resources, such as floodplains, streams, riparian buffers, and steep slopes should be protected.	Borough; Developers; Property Owners	On-going
14. RECREATION		
14.1. Recreational facilities should be improved to enhance their use.	Borough; School District; County	On-going
14.2. Recreational programs should be expanded to improve the health and fitness of persons of all age groups.	Borough	On-going
14.3. Barrall Park Community and the Scott-Lowrie Playground should be maintained and enhanced.	Borough	On-going
14.4. Basketball maintenance at the Media Elementary School should be improved.	School District	On-going
14.5. Glen Providence Park should be rehabilitated and enhanced.	County	On-going
14.6. The Media Borough Recreation Board should continue to promote recreational programs for Borough residents and property owners.	Borough Rec. Board	On-going
14.7. The Borough should consider the enactment of a Recreational Fee-In- Lieu Ordinance Amendment to the Subdivision and Land Development Ordinance to accrue funds for recreational site enhancement.	Borough Officials	Short Term
14.8. Acquire open space to expand passive recreational opportunities.	Borough Officials	On-going
14.9. Indoor sports opportunities should be studied and programmed.	Borough	On-going
14.10. A new Neighborhood Park in the northwest quadrant at the Borough should be considered.	Borough	Short Term
14.11. A Borough-wide Recreation, Parks and Open Space Plan should be prepared to evaluate existing facilities, programs, and operations for persons of all ages, and to explore multi-municipal opportunities.	Borough	Short Term

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INITIATIVE	RESPONSIBILITY	TIMELINE
15. RESIDENTIAL DEVELOPMENT		
15.1. Existing residential neighborhoods and buildings should be maintained through private property owner initiatives and proper enforcement of the Boroughs building and maintenance codes.	Property Owners; Borough Officials	On-going
15.2. New construction should be consistent with existing community character.	Developers; Property Owners	On-going
15.3. The relative percentages of new housing types should remain consistent with the existing housing stock.	Developers; Property Owners	On-going
15.4. Incentives should be provided to retain and build single-family homes that are owner occupied.	Borough Officials	On-going
15.5. New owner-occupied, single-family dwellings should be built whenever possible.	Developers; Property Owners	On-going
15.6. The diversity of the housing stock should be promoted.	Developers; Property Owners	On-going
15.7. Affordable housing should be provided where possible.	Developers; Property Owners	On-going
15.8. Incentives such as Carriage House Conversions and Bed and Breakfast use for historic buildings should be considered as measures to retain existing housing.	Borough Officials	Short Term
15.9. Reverse conversion from multi-family to single-family dwellings should be considered.	Borough Officials	Short Term
15.10 A housing facade improvement program should be considered.	Property Owners; Borough Officials	On-going
16. RETAIL AND RELATED BUSINESSES		
16.1. Media should continuously host a variety, mix, and diversity of businesses in a "main street" setting.	Property Owners	On-going
16.2. Destination districts should be maintained and created to help the recruitment of new business and support existing retail.	Property Owners	On-going
16.3. First floor/ground floor retail uses should continue along State Street to the maximum extent possible. The ROA District should be preserved to maintain the valuable function that retail overlay provides.	Property Owners; Borough Officials	On-going
16.4. The business owners should create and maintain attractive window displays to enhance strolling in the business district.	Property Owners	On-going
16.5. Retail businesses should be expanded from State Street onto Baker Street and Jasper Street.	Property Owners	On-going
16.6. Restaurants, which serve as a destination venue, should be enhanced with seasonal outdoor cafe dining.	Property Owners	On-going
16.7. Galleries should be developed as another destination venue to enhance retail and business opportunities.	Property Owners	On-going
16.8. Hours of operation for shopping should be extended to enhance the local economy and invigorate more of a people presence on the retail streets.	Property Owners	On-going
16.9. Create limits to the business districts so that they do not encroach into residential neighborhoods, and create transitional districts from retail, to office, to residential.	Borough Officials	Short Term
16.10. Walkways, crosswalks, and lighting should be improved to better integrate the business districts.	Borough Public Works	On-going
16.11. A business recognition program should be considered.	Borough Officials	On-going
17. SIDEWALKS		
17.1. Sidewalks should connect to one another and be linked by crosswalks.	Borough Public Works; Property Owners	On-going
17.2. Sidewalks should be provided on at least one side of every street in residential neighborhoods, and on both sides of every street in all downtown and business districts.	Borough Public Works; Property Owners	On-going

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INITIATIVE	RESPONSIBILITY	TIMELINE
17.3. Sidewalk and crosswalk maintenance should be continuously provided, and sidewalk safety should be improved.	Property Owners; Borough Officials	On-going
17.4. Sidewalks should be at least 4'-6" in width, and codes should be amended to require same.	Property Owners; Borough Officials	On-going
17.5. Handicapped curb cuts should be provided at all street/sidewalk/crosswalk intersections to promote universal access.	Borough Public Works	On-going
17.6. Seasonal Outdoor Cafe Dining should be promoted along the sidewalks in the business district.	Property Owners	On-going
17.7. A sidewalk, crosswalk, walkway upgrade program should be implemented to better enable pedestrians to walk, versus drive, throughout the Borough.	Borough Officials; Property Owners	On-going
18. SMALL TOWN CHARACTER		
18.1. New buildings should be sized and proportioned consistent with existing buildings.	Borough Officials; Property Owners	Short Term; On-going
18.2. Street walls should be provided to create the "outdoor rooms" prevalent in most of the Borough.	Borough Officials; Property Owners	Short Term; On-going
18.3. Density of neighborhoods should be normalized in a block so as not to create an imbalance.	Borough Officials; Property Owners	Short Term; On-going
18.4. Porches should be maintained and remain unenclosed.	Borough Officials; Property Owners	Short Term; On-going
18.5. Architectural detailing should be part of all development projects in order to maintain the ambience of the Borough.	Borough Officials; Property Owners	Short Term; On-going
19. STREET AND ALLEY NETWORK		
19.1. Streets and alleys should be interconnected and should tie into the existing network.	Developers; Borough Officials	On-going
19.2. On-street parking should be provided along Borough streets to the maximum extent possible.	Developers; Borough Officials	On-going
19.3. All new development should include provisions for alleys and rear service lanes where space allows for same.	Developers; Borough Officials	On-going
19.4. Garages should be accessed off alleys, versus driveways along property frontages.	Developers; Borough Officials	On-going
19.5. Curb cuts should be minimized to enable uninterrupted pedestrian movement along sidewalks.	Developers; Borough Officials	On-going
19.6. Streetscapes should continue to be the normative frontage character in Media, supplemented by the service lanes and alleys.	Developers; Borough Officials	On-going
19.7. Maintenance of alleys should be a weekly event to keep the alleys clean, safe, attractive, and walkable.	Borough Public Works	On-going
19.8. New alleys should be at least 12 feet wide for one-way vehicular traffic flow, and 16 feet wide for two-way flow.	Developers; Borough Officials	On-going
19.9. Cul-de-sac and other single access streets should be discouraged.	Developers; Borough Officials	On-going
19.10. "Paper" streets and alleys should be evaluated, and thereafter either vacated or paved and used for vehicular and/or pedestrian connections.	Borough Officials; Property Owners	Medium Term
20. STREET LIGHTS		
20.1. Street lights should be provided and continuously maintained to promote safety and security in the neighborhoods.	Borough, Exelon	On-going
20.2. Street lighting in the downtown should be consistent and promote a "main street" character.	Borough Officials; Property Owners	On-going
20.3. Street lights should be installed and maintained at regular intervals to enable a safe walking experience at night.	Borough Officials; Property Owners	On-going
20.4. Cobrahead lighting should be removed and replaced with decorative lighting.	Borough Public Works; Property Owners	Medium Term
20.5. The streetscape character of decorative street lights should be extended into private properties, especially surface parking lots.	Borough Public Works; Property Owners	Medium Term

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INITIATIVE	RESPONSIBILITY	TIMELINE
21. STREETScape		
21.1. Traditional streetscape dimensions should be maintained so that the public space between buildings continues to feel like an outdoor room edged by building walls and other street walls.	Borough Officials; Property Owners	On-going
21.2. Streetscapes should be adorned by street trees, street lights, sidewalks, and on-street parking.	Borough Officials; Property Owners	On-going
21.3. Street walls should be maintained to promote the traditional streetscape character of the Borough.	Borough Officials; Property Owners	On-going
21.4. If existing buildings are already setback beyond the traditional street wall line, low walls, fences, hedges, and the like, should be installed and maintained, in lieu-of street walls.	Borough Officials; Property Owners	On-going
21.5. Except for on-street parking, no off-street parking should be located between buildings and the curb line in the downtown business districts, and in the traditional neighborhoods.	Borough Officials; Property Owners	On-going
22. STREET TREES		
22.1. Street trees should be maintained throughout the Borough.	Borough Public Works; Property Owners	On-going
22.2. New street trees should be installed and maintained whenever there are no existing street trees, and where hazardous street trees need to be replaced.	Borough Public Works; Property Owners	On-going
22.3. An inventory of street trees should be maintained and updated from time to time.	Shade Tree Commission	On-going
22.4. Street trees should be installed at a minimum caliper of 3 to 3 1/2 inches.	Developers; Property Owners	On-going
22.5. Street trees should be spaced at 40 foot centers along both sides of all streets.	Developers; Property Owners	On-going
22.6. Deep rooted, stress tolerant, street trees should be planted and maintained.	Developers; Property Owners	On-going
22.7. The Shade Tree Commission should continue to promote the "old shade" character of the Borough.	Shade Tree Commission	On-going
23. TRAFFIC		
23.1. Traffic calming devices, such as curb bulb-outs and raised street intersections at sidewalk levels should be installed where appropriate.	Borough; PennDOT	On-going
23.2. Review the effect of traffic control devices along Baltimore Pike on traffic flow.	Borough; PennDOT	On-going
23.3. An improved right-turn lane should be provided at the northeast corner of Baltimore Pike and Providence Road (Rt. 252) to relieve congestion for westbound traffic along Baltimore Pike.	PennDOT	Short Term
23.4. Enforce compliance with traffic control devices more aggressively on non-arterial and non-collector roads.	Borough Police	On-going
23.5. Speed humps, speed bumps, speed tables, and the like, should be installed wherever needed and feasible.	Borough	On-going
23.6. Traffic signalization should be studied to ensure optimum traffic flow.	Borough; PennDOT	On-going
23.7. Cul-de-sac or single access streets should be minimized so that traffic does not become congested on collector streets.	Borough Officials	On-going
23.8. No-impact home-based business should be encouraged to keep people off the streets and thereby reduce traffic.	Borough Officials	On-going
23.9. Bicycle racks (that secure bicycles by the frame) should be provided in as many places as possible to encourage bicycling as an alternative to driving.	Borough; Businesses	On-going
23.10. Park and ride opportunities should be studied to see if employees could be bused from existing and proposed deck parking structures to the Court House and State Street areas in the spirit of traffic management.	Borough	Medium Term
23.11. Seek to reduce traffic volumes by promoting and providing incentives for public transit use, car pooling, bicycling, and walking.	SEPTA; Borough; Developers	On-going

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INITIATIVE	RESPONSIBILITY	TIMELINE
24. UTILITIES		
24.1. Public water service should be maintained and enhanced by Aqua.	Aqua	On-going
24.2. Public sewer service should be maintained and enhanced by the Sewer Authority, and infiltration and inflow problems would be remedied.	Sewer Authority	On-going
24.3. Green Technology should continue to be utilized when feasible.	Developer; Property Owners	On-going
24.4. Dumpster should be enclosed and screened with sturdy, wooden fencing.	Developer; Property Owners	On-going
24.5. Stormwater management should be achieved in accordance with the Media Borough Subdivision and Land Development Ordinance.	Developer; Property Owners	On-going
24.6. Stormwater systems should be improved and maintained.	Borough; Property Owners	On-going
24.7. Public educational programs should be provided regarding stormwater management and water quality.	County; Borough	On-going
25. WAYFINDING		
25.1. A Wayfinding Signage program should be created and implemented.	Borough; PennDOT; SEPTA	Medium Term
25.2. PennDot and the Borough should collaborate on wayfinding signs to help motorists to effectively navigate their way through the Borough.	Borough; PennDOT	Medium Term
25.3. Directional signs should be installed and maintained to help motorists find parking locations.	Borough; PennDOT	Medium Term
25.4. Directional signs should be installed and maintained to help visitors find community facilities.	Borough; PennDOT	Medium Term
25.5. The black directional signs with white lettering should be converted to colors that are more visible from a distance.	Borough	Short Term
25.6. Directional signage should be purchased to identify garage and/or surface lots with only the letter "P" on the sign.	Borough	Short Term
25.7. "You are Here" maps should be installed and maintained to aid in wayfinding from parking areas to Borough "landmarks".	Borough	Short Term
25.8. Install and maintain Wayfinding Signage at Media Train Station and at other mass transit stops.	Borough; SEPTA	Short Term
26. ZONING: DIMENSIONS		
26.1. The Zoning Code should be calibrated with existing context sensitive building and streetscape dimensions to ensure the compatible look of new development.	Borough Officials	Short Term
26.2. New development should be enabled through context sensitive zoning code provisions or Amendments.	Borough Officials	Short Term
26.3. Building Heights should be scaled and proportioned to the normative profile of the surrounding buildings on the block. (See "Building Height")	Borough Officials	Short Term
26.4. Building width regulations should be proportioned to emulate existing building widths in the range of 18 to 36 feet. If buildings are 36 feet wide or wider, they should be designed to have multiple vertical bays of 18 feet each.	Borough Officials; Developers	Short Term
26.5. Parking should be relegated to the rear of buildings and buildings should be required to be placed at a "Build-To Line" close to the sidewalk.	Borough Officials	Short Term
26.6. Side yard setbacks should become normative so that a balanced rhythm of buildings occurs along a block without too wide a separation distance between buildings.	Borough Officials	Short Term
26.7. Parking ratios should be re-evaluated to better calibrate demand and supply. Borough-based or small town based parking requirements should be written and adopted, taking into account Media's public transit service and walkability.	Borough Officials	Short Term
26.8. Street wall requirements should be added to the Zoning Ordinance, especially for the business districts.	Borough Officials	Short Term

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<u>INITIATIVE</u>	<u>RESPONSIBILITY</u>	<u>TIMELINE</u>
26.9. Green space requirements should be added for all lots, to prevent 100% impervious surface coverage.	Borough Officials	Short Term
<u>27. ZONING: USES</u>		
27.1. Mixed uses should continue to be promoted in the business and downtown districts.	Borough Officials; Property Owners	On-going
27.2. Mixed uses should be limited in the residential neighborhoods.	Borough Officials; Property Owners	On-going
27.3. Smaller scale normative uses should be continued.	Borough Officials; Property Owners	On-going
27.4. Conversions of single-family homes to multi-family dwellings should be limited.	Borough Officials; Property Owners	On-going
27.5. Multi-family dwellings should be limited.	Borough Officials; Property Owners	On-going
27.6. Bed and Breakfast uses should be encouraged to promote economically viable adaptive re-use of historic buildings.	Borough Officials; Property Owners	On-going
27.7. Office uses should not encroach into residential neighborhoods.	Borough Officials; Property Owners	On-going
27.8. Automobile oriented uses and industrial type uses should be minimized and limited in the Baltimore Pike Corridor.	Borough Officials; Property Owners	On-going
27.9. Permitted Uses in all Zoning Districts should be checked and inappropriate uses should be repealed.	Borough Officials	Short Term
27.10. Excessive bulk of new buildings should be limited, to control out-of-scale building mass.	Borough Officials	On-going

Four of the Initiatives listed above have surfaced as high priority action items, including:

- 10.4 : Media Train Station;
- 10.5 : SEPTA Trolley Station at Providence Road and State Street;
- 14.10 : Neighborhood Park; and
- 15.10 : Housing Facade Improvements.

Each of these priority initiatives is described in greater detail below.

10.4. **Media Train Station.** The SEPTA Regional Rail (R3) train station located in Upper Providence, but called the Media Station, is a commuter station within walking distance of State Street. The station needs general physical improvement with a major renovation of the building, landscaping, way fare signs, parking space increase, access road improvement, pedestrian friendly access, (reopen stairs and/or ramp from outbound platform to Orange Street) and development of commercial potential. The station house is not in keeping with the architecture of the surrounding area or community. This project can only be undertaken with cooperation from Upper Providence.

10.5. **SEPTA Trolley Station at Providence Road and State Street.** On one side of the intersection are the residential neighborhoods of Media and on the other are several important stores, the Septa trolley station and another neighborhood. This area needs streetscape improvements to create a presence of the trolley station, and to make the

intersection more pedestrian friendly. Making the intersection more pedestrian friendly will mean it is safer for pedestrians and will improve a major gateway to Media. Improved access to the SEPTA parking lot could increase ridership. Currently only 60% of spaces are used on a regular basis. The station and parking lot have been improved with new paving and planting in the last year. The next step in this upgrade is to connect the area to the rest of Media.

- 14.10. **Neighborhood Park.** The northwest quadrant of Media has experienced a great deal of growth with the addition of 22 housing units in the last two and a half years. In order to preserve open space and provide a neighborhood park in this quadrant, the Borough is considering acquiring an L-shaped piece of land of approximately one-half an acre for development as a part of Borough Council, the Planning and Recreation Commissions working with neighbors of the park and resident of Media will develop a plan for the land including what kind of park it should be. Possibilities for the park are a passive sitting park, an adult exercise park, or community gardens.
- 15.10. **Housing Façade Improvements.** Many residential structures in Media are in run down condition. Problems include: crumbling sidewalks, deteriorating porches, weeds in the yard, and peeling paint. These properties are both owner occupied and rental (55% of housing units in Media are rental units). One possible method of encouraging improvements would be to set up a low/no interest payment loan program for façade improvements. This has been an issue for several years as the Borough Code Enforcement Office tries to encourage owners to improve their property. Besides setting up a loan program there may need to be a review of the building codes to enforce upkeep of property.

PLAN RELATIONSHIPS TO ADJOINING MUNICIPALITIES

The municipalities that adjoin Media Borough include Upper Providence Township and Nether Providence Township.

Relative to Upper Providence Township, there are four notable Plan relationships: the Media Train Station and environs; the Borough's southwest gateway; the Borough's northern gateway; and the Providence Road "corridor". Upper Providence and Media need to work together on:

- enhancing the walking opportunities and experience from the Media Train Station to and from the Borough;
- enhancing the southwest and northern gateways with attractive and functional plantings, signage, lighting, and sidewalks and crosswalks; and
- enhancing the Providence Road corridor to enable pedestrian circulation along sidewalks and crosswalks.

The Media Train Station initiative will need to be in collaboration with SEPTA. The gateways and Providence Road initiatives will need to be in collaboration with PennDOT.

Relative to Nether Providence Township, there are two notable Plan relationships: the Borough's southeast gateway; and the Providence Road and Baltimore Pike "corridors". Nether Providence and Media need to work together on:

- enhancing the southeast gateway with attractive and functional plantings, signage, lighting, and sidewalks and crosswalks; and
- enhancing the Providence Road and Baltimore Pike corridors to enable pedestrian circulation along sidewalks and crosswalks.

These initiatives will also need to be in collaboration with PennDOT.

CONCLUSIONS & RECOMMENDATIONS

This Comprehensive Plan Update:2005 serves as the major planning policy document for the next 10 years. As new sections or materials are added to the Plan, they should be created through a Task Force and stakeholder participation program similar to that which helped develop this Plan Update.

The major recommendations of this Plan Update are:

1. Consider the Goals, Objectives & Strategies in decision-making on matters pertaining to land use, land development, redevelopment, infill development, adaptive re-use, and demolition.
2. Implement the Guidelines & Best Practices through code amendments, code enforcement, and specific plans for the use and re-use of the downtown and the neighborhoods.
3. Confirm roles and responsibilities indicated in the Implementation section, through the Borough Council committees to help implement the Guidelines & Best Practices. Create an annual action plan to address those items that are achievable and affordable.
4. Utilize Figure 1., "Proposed Character Zones (a conceptual future land use plan)" to inform decisions on Zoning Map and text amendments.
5. Distribute the Comprehensive Plan Update 2005 to the Boards, Commissions, Agencies and Organizations in the Borough, to help insure that everyone in "on the same page".
6. Coordinate with the School District, adjoining municipalities, SEPTA, PennDot, Aqua America, Inc., the Little Washington Wastewater Company, Inc., and other agencies and organizations on the implementation of the Plan.
7. Appoint the Media Borough Planning Commission as the agency to recommend to the Borough Council the refinement and expansion of the Guidelines & Best Practices, so as to keep the Plan alive.
8. Further update this Plan in 2015 to comply with the 10 year update according to the Pennsylvania Municipalities Planning Code.

This Plan Update was adopted by Media Borough Council, by Resolution, on July 21, 2005.

APPENDICES

- A. Considerations for the Comprehensive Plan Update
- B. Notes from Workshops No. 1 and 2
- C. Resolution for Plan Adoption

APPENDIX A.

CONSIDERATIONS FOR THE COMPREHENSIVE PLAN UPDATE

During the first several Work Sessions with the Comprehensive Plan Task Force, and a Van Tour of the Borough with the Task Force, four (4) major topics for “Considerations” for the Comprehensive Plan Update were noted as follows:

- Borough Enhancement;
- Streetscape;
- Streets and Parking; and
- Zoning

The topics of “Borough Enhancement”, “Streetscape”, “Streets & Parking”, and “Zoning” emerged as important topics during various work sessions, workshops, and Public Meetings, as listed below. These Considerations served as a springboard to writing the Goals, Objectives and Strategies listed in Chapter 2, and drafting the Guidelines and Best Practices in Chapter 4.

BOROUGH ENHANCEMENT

1. Control gentrification
2. Convert Post Office to Window Service only
3. Create incentives to maintain Borough character
4. Develop a good hotel
5. Differentiate Media from other places
6. Enhance the Train Station area (work with Upper Providence Township)
7. Expand retail businesses from State Street onto Baker Street and Jasper Street
8. Focus on adaptive reuse of buildings
9. Extend hours of operation of businesses
10. Focus on local retail vs. national chain stores
11. Foster diversity of restaurant types
12. Improve basketball court maintenance at the Media School
13. Improve landscaping
14. Improve seasonal decorations and lighting
15. Increase retail businesses on State Street
16. Landscape more
17. Limit increase of rental properties
18. Maintain and improve the Quality of Life of the Borough with effective services for: police protection; fire protection; emergency services; trash and recycling collection; and street safety and maintenance.
19. Maintain diversity of social, cultural, and racial fabric of the Borough
20. Maintain integrity of residential building facades
21. Maintain porches
22. Maintain properties
23. Preserve small town character
24. Promote trolley ridership thru SEPTA

BOROUGH ENHANCEMENT (continued)

25. Rehabilitate and expand Glen Providence Park
26. Revamp special events such as: the Music Series; Food Festival; Super Sunday; Halloween Parade; Veterans Parade; and Christmas Tree Lighting
27. Upgrade the Media Theatre
28. Promote the fine arts and galleries
29. Vacate paper alleys to add "green" to adjoining properties

STREETSCAPE

30. Connect sidewalks
31. Create Gateways along Baltimore Pike
32. Enhance walking experiences
33. Extend sidewalks in places without sidewalks
34. Improve street lights
35. Improve overall streetscape lighting
36. Improve Wayfinding opportunities through attractive signage
37. Install street trees
38. Require sidewalks everywhere
39. Require street trees everywhere

STREETS & PARKING

40. Add deck parking structure in the Downtown
41. Control infill development through parking limitations
42. Create more parking spaces for businesses and apartments
43. Create more parking spaces for: the Post Office; Trader Joe's; Iron Hill; the Court House; the Train Station; the Library; the Media Theatre; and at Baltimore Pike & Monroe Street
44. Improve character of Baltimore Pike in terms of aesthetics and walkability
45. Install speed limiting devices such as: speed humps, speed bumps and speed tables (e.g. East Jefferson Street)
46. Limit Variances for parking
47. Maintain alleys
48. Manage parking
49. Manage traffic flow
50. Require parking to be placed behind buildings

ZONING

51. Add build-to line requirements to the Zoning Ordinance
52. Add street wall requirements to the Zoning Ordinance
53. Address "Demolition by Neglect" regulations, and seek alternatives to demolition
54. Address Historic District regulations
55. Address Zoning District boundaries & character zones

ZONING (continued)

56. Check Permitted Uses in all Districts
57. Control building setbacks
58. Control office sprawl into residential neighborhoods
59. Control signage clutter, especially free-standing signs along Baltimore Pike
60. Create better/stricter rules for conversions
61. Evaluate Building Height regulations
62. Limit excessive bulk of new buildings that could be out-of-scale on their lots
63. Limit new apartment buildings
64. Limit office district expansion, especially office sprawl into residential neighborhoods
65. Limit variances
66. Manage residential change of new single-family and duplex dwellings without losing character
67. Require some green space on lots (not 100% impervious surfaces)

When the Comprehensive Plan Task Force, the Planning Consultants, and the public brainstormed the 67 considerations above, a focus for this Plan Update was established. Consensus was reached on many aspects of "Borough Enhancement" that are needed. Practical suggestions were made regarding the "Streetscape" and "Streets & Parking" topics. New ideas emerged regarding the possible refinement to "Zoning".

The Considerations in this section are embedded in the 27 topics for which Guidelines & Best Practices are described in Section 4.

APPENDIX B.

NOTES FROM WORKSHOPS NO. 1 AND 2

The participants at Workshop No. 1 on October 28, 2004 and Workshop No. 2 on December 1, 2004 provided the information listed below. Participants were asked to identify “Strong Places”, “Weak Places”, “Opportunities that have not yet been pursued”, and “Impediments for future growth” the overall purpose of this exercise was to identify positive and negative additions in the Borough, as well as new opportunities. Another purpose was to determine the impediments to change.

A. “STRONG PLACES” : What/Where are the “Strong Places” in Media?

1. Restaurant District and Retail District: State Street from Monroe to Orange
2. Media Elementary School
3. Barrall Park- Baseball Fields
4. Court House
5. Borough Hall
6. Courthouse Neighborhood: from 3rd Street to Front Street, from Orange to Monroe
7. Residential Neighborhoods
8. Media Theater
9. Trader Joe’s
10. Glen Providence Park
11. Churches

B. “WEAK PLACES” : What/Where are the “Weak Places” in Media?

1. Office Intrusions in residential neighborhoods
2. Dilapidated houses
3. Motels
4. Low Quality Retail
5. Trash Alleys
6. Industrial Area at Gateway (western end of Baltimore Pike)
7. Five Points Gateway (Providence-Monroe-Jackson)
8. Rundown Houses
9. Gateway at Baltimore Pike and Providence Road – No sense of Entry; Weak Gateway; Difficult Pedestrian Corridor
10. Vacant Nursing Home
11. Courthouse Parking Area with trash
12. Abandoned Businesses at Lemon and Baltimore Pike
13. Run-down Buildings

NOTES FROM WORKSHOPS NO. 1 and 2 (continued)

C. "OPPORTUNITIES" : What "Opportunities" for positive change are there in Media that have not yet been pursued?

1. To differentiate this town from the surrounding areas (with great entertainment, fine restaurants, great events)
2. More parking east end of State Street for Theater, Trader Joe's, Iron Hill
3. Re-line stripe Courthouse Parking to create more parking spaces
4. New Parking Garages: near Trader Joe's, and at west end of State Street
5. Veterans' Museum under Trader Joe's
6. Parking along Baltimore Pike
7. Major Retailer on State Street, west of Jackson
8. Add a Bookstore & Coffee House that sells magazines at the Hallmark store
9. Manage change at Nodes of Town
10. Gateway treatments to unify Baltimore Pike and State Street Districts
11. Fine Hotel
12. Bed and Breakfasts
13. Media Mall (enhancement)
14. Stop Sign at 4th and Orange

D. "IMPEDIMENTS" : What "Impediments" are there in Media for future growth?

1. Public Relations
2. Property Ownership Issue
3. Absentee Landlords
4. Large Rental Population
5. Funding
6. 3rd Street Bridge
7. Rental space
8. Vacant office space

The information from this section, first developed at Workshop No. 1, helped to "jump start" the writing of Goals, Objectives, and Strategies at Workshop No. 2. Goals themes were selected during Workshop No. 2 and goal statements were drafted as reflected in Section 2.