



Excellence in Planning and Design

2012 Revitalization



GLENSIDE COMMERCIAL DISTRICT STREETSCAPE ENHANCEMENTS Cheltenham Township

The Glenside Commercial District in Cheltenham Township received a 2012 Montgomery Award for streetscape enhancements that have revitalized the Easton Road corridor, which runs through the heart of Glenside. This successful project has helped reinvigorate a popular, walkable, aesthetically pleasing neighborhood where residents and visitors are excited to visit, shop, and support local businesses.

Community Impact

The streetscape improvements brought to Wesley Avenue and Easton Road have increased the livability and sustainability of the Glenside Commercial District as well as the quality of life in the surrounding residential neighborhood. This corridor is now home to several special events throughout the year, and the streetscape



enhancements have helped attract at least ten new businesses to Glenside. This has not only brought new patrons and an increase in commercial activity to this corridor but has also brought new jobs to the area. These changes have also helped to leverage the operation of a seasonal farmers' market, located at the train station parking lot off of Easton Road. The 400+ shoppers that show up on Saturdays help support this corridor, and the recently formed Downtown Glenside Community Partnership has been organizing special weekend events to draw these shoppers into the heart of downtown Glenside.

Design

The improvements to the Glenside Commercial District began with Wesley Plaza. It was envisioned that this area, in the heart of Glenside, would be transformed into the perfect venue to showcase the business district—and it was. Paver blocks replaced the blacktop and cement, and sidewalks were widened to include decorative benches, street trees, illuminated bollards, ornamental pedestrian-scaled street lamps with flower baskets, and new street furniture. Similar improvements were completed on Easton Road between the SEPTA Glenside train station and Arcadia University to match Wesley Plaza. These included paver block sidewalks, granite curbs, street furniture, street trees, and wayfinding signage.



Process

Funding for this phased project was provided in part from the county's revitalization program; the township's matching funds for both construction and soft costs totaled over \$321,000. Additional funding came from numerous local fund-raising efforts. A PennDOT PCTI grant for \$1.4 million helped fund the portion of the Easton Road streetscape project between Spring House and Limekiln Pike (closer to Arcadia University). The streetscape was designed with input from local residents and participation from local business owners and Arcadia University. The public dedications of both Wesley Plaza and the Easton Road improvements attracted numerous elected and appointed officials as well as local residents. Cheltenham and its residents recognize how these improvements add vitality to the township's downtowns and increase quality of life for everyone.

This ambitious project has added new liveliness to the Glenside community, attracting new businesses and creating a focal point for events and commerce. The appealing streetscape enhancements have helped to make this area an enjoyable destination for residents, visitors, and students.





Location

Easton Road and Wesley Avenue
Cheltenham Township

Key Features

- Collaborative effort
- Community focal point
- Pedestrian amenities
- Streetscape improvements

Owner

Cheltenham Township
8230 Old York Road
Elkins Park, PA 19027

Engineer

Gannett Fleming, Inc.
Valley Forge Corporate Center
P.O. Box 80794
Valley Forge, PA 19484

Architect/Landscape Architect

KSK Architects Planners Historians, Inc.
123 South Broad Street, Suite 2250
Philadelphia, PA 19109

Land Planner

Carter van Dyke Associates
40 Garden Alley
Doylestown, PA 18901

Contractor (Easton Road)

Marino Corporation
1400 Cressman Road
P.O. Box 1209
Skippack, PA 19474

Contractor (Wesley Plaza)

L.C. Costa Contractors, Inc.
380 Nina Way
Warminster, PA 18974

Construction Inspector

Pennoni Associates Inc.
3602 Horizon Drive, Suite 160
King of Prussia, PA 19406

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The program acknowledges the high-quality work and commitment of communities, organizations, and professionals.
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