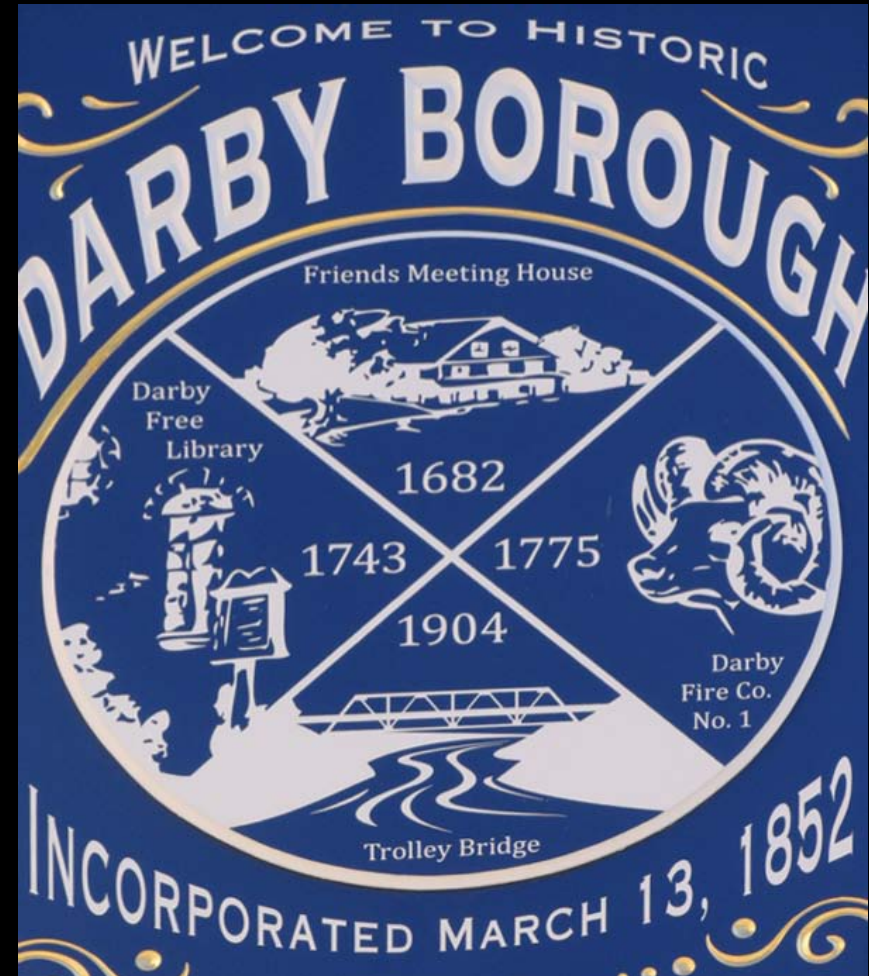


DARBY BOROUGH

Strategic Vision Plan

May 05, 2010

Prepared for:
Delaware County Planning Department



Planning Team

Acknowledgements:

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Kendra Fretz

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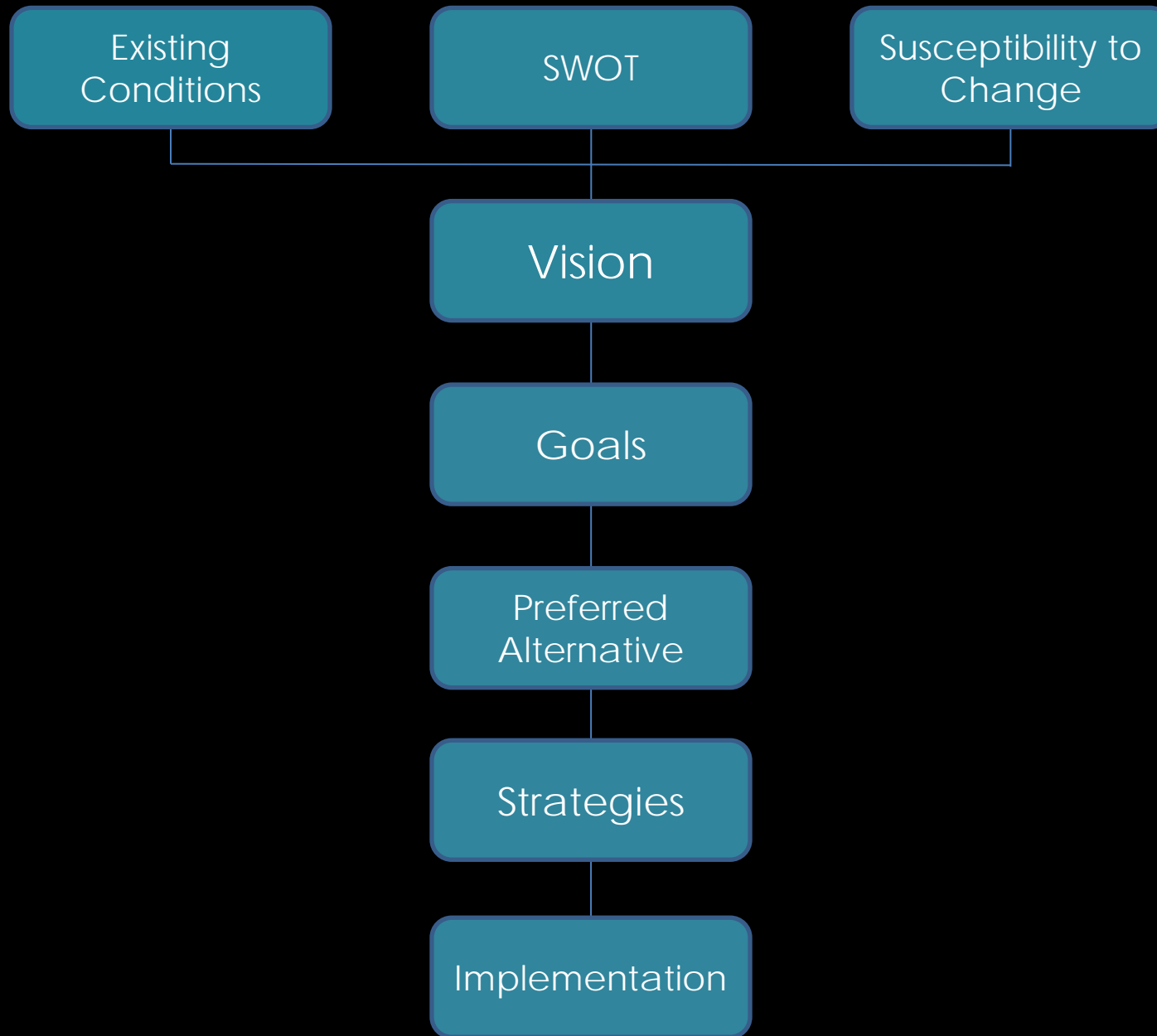
John Tatum

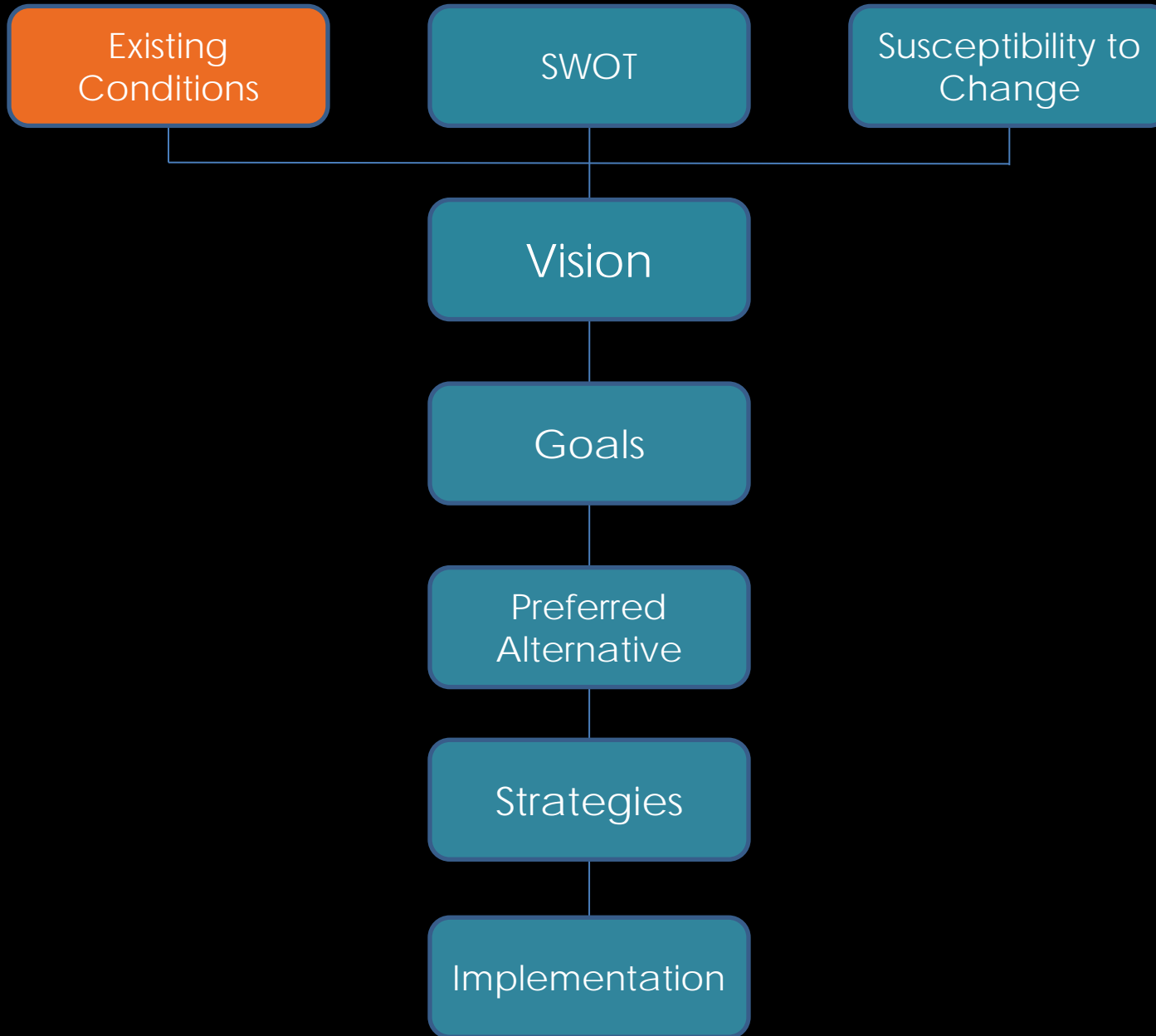
Rebecca Wetzler



Welcome to Darby





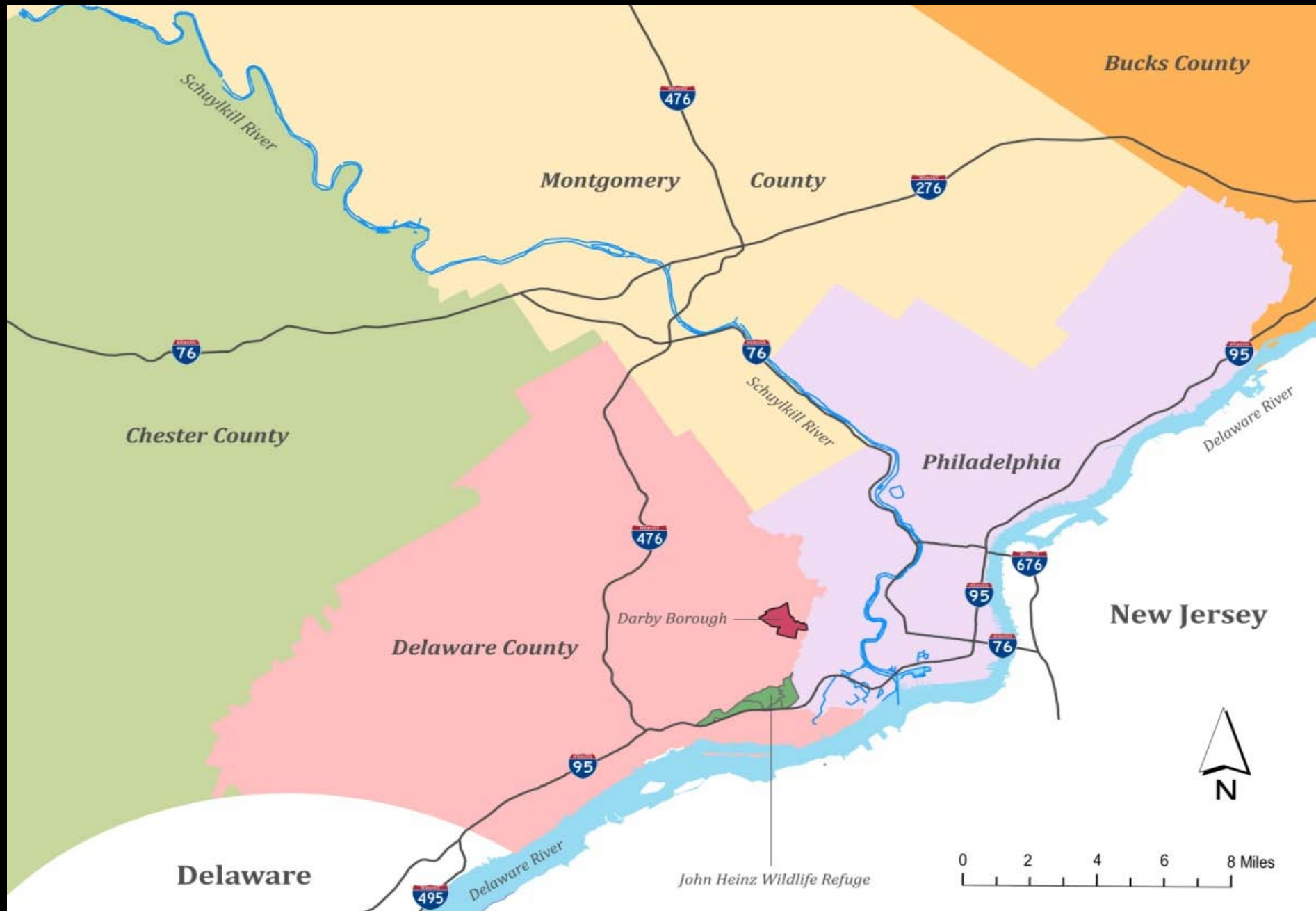


Existing Conditions: Regional Context

Regional Watersheds



Regional Boundaries



Regional Connectivity

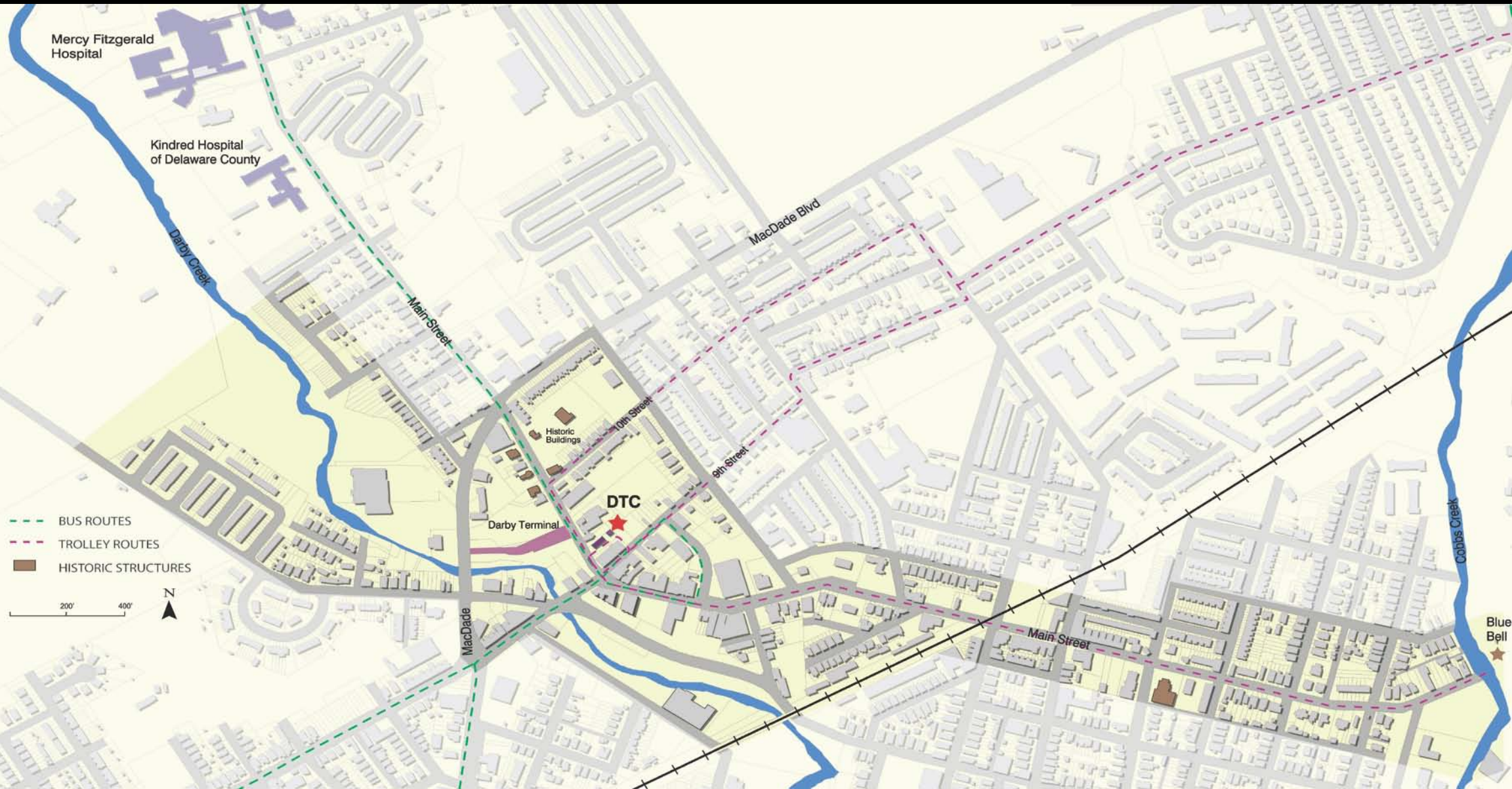


Regional Trail Network



Existing Conditions: Site Context

Site Area



Darby on the Ground



MACDADE BLVD



DARBY TERMINAL



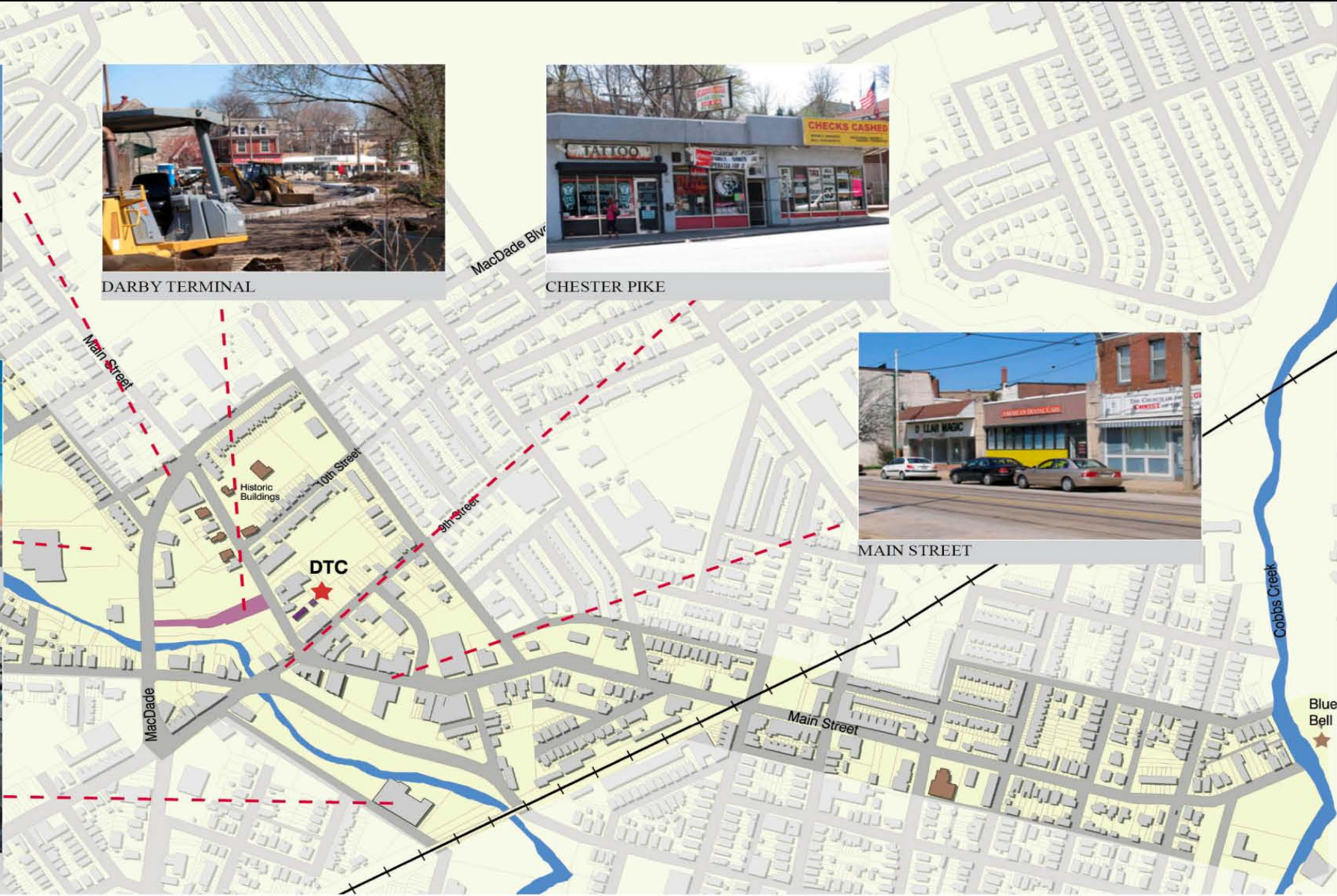
CHESTER PIKE



FORMER IGA SITE

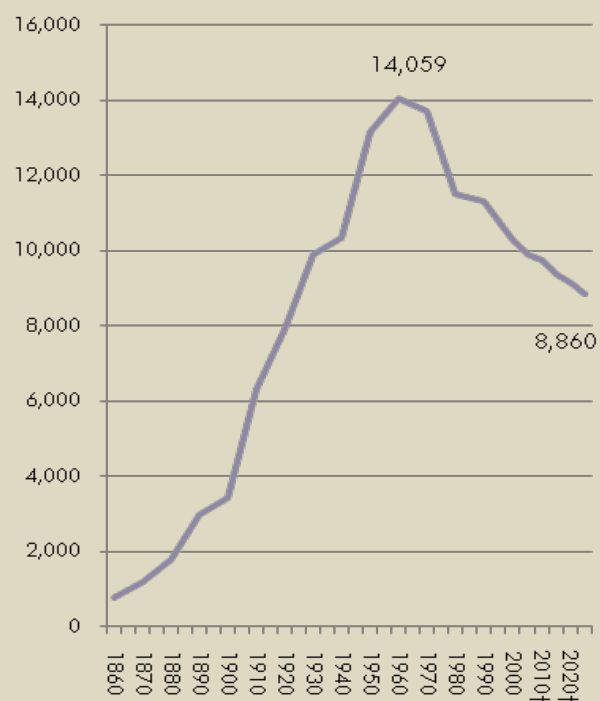


SUSPENDER FACTORY

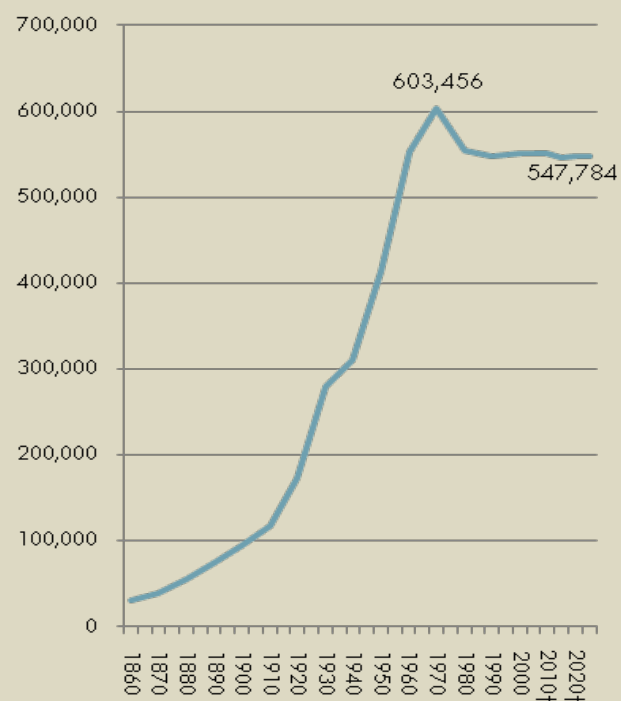


Population Change: 1860 – 2020

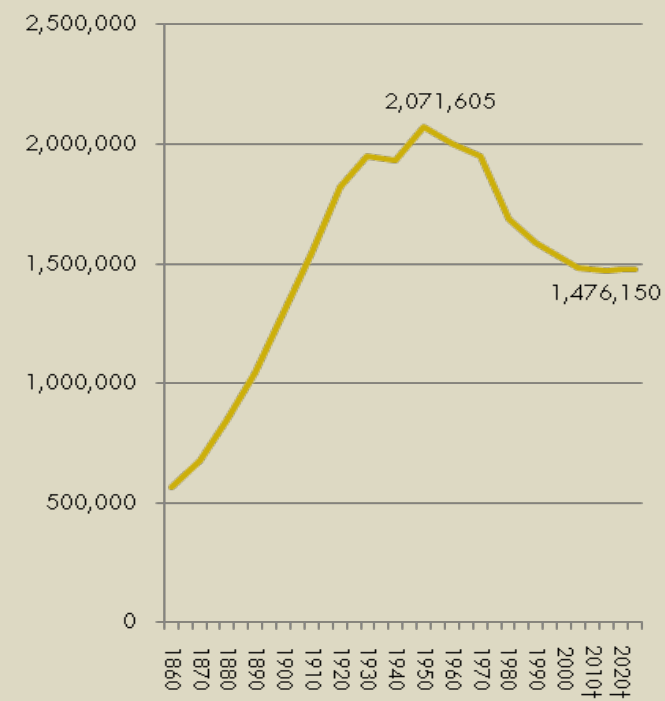
Darby Population



Delaware County Population

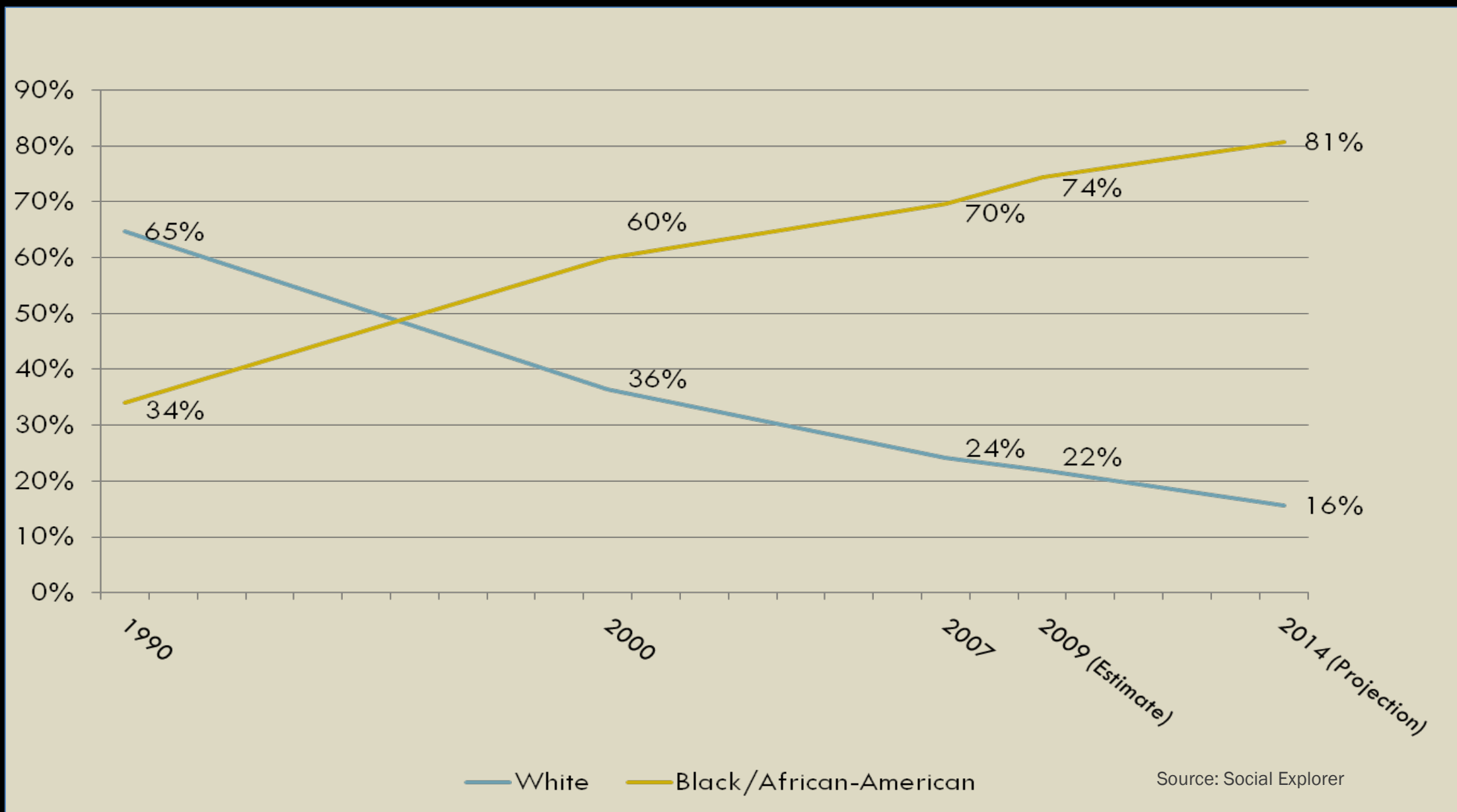


Philadelphia County Population

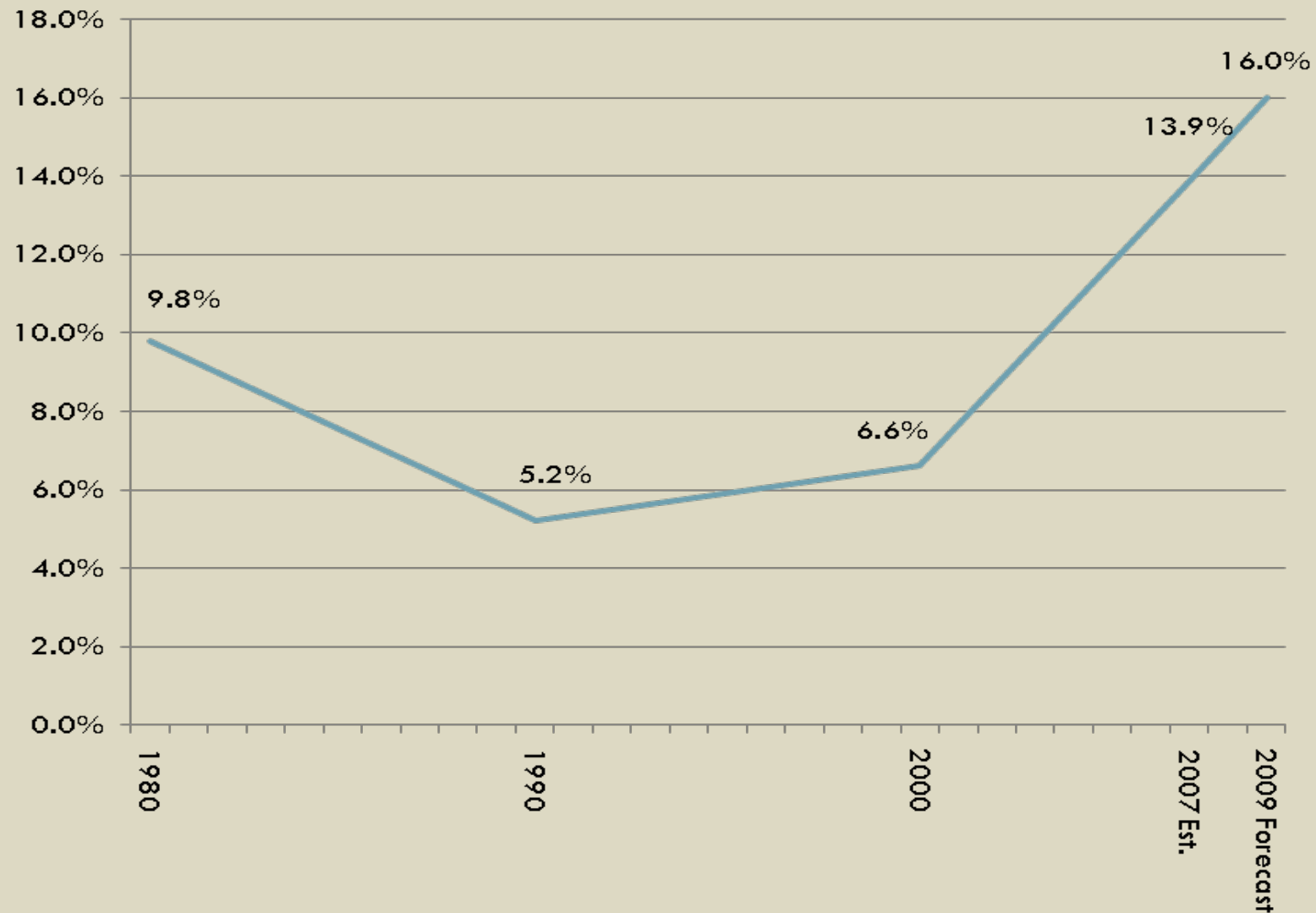


Source: Social Explorer

Racial Composition: 1990 - 2014



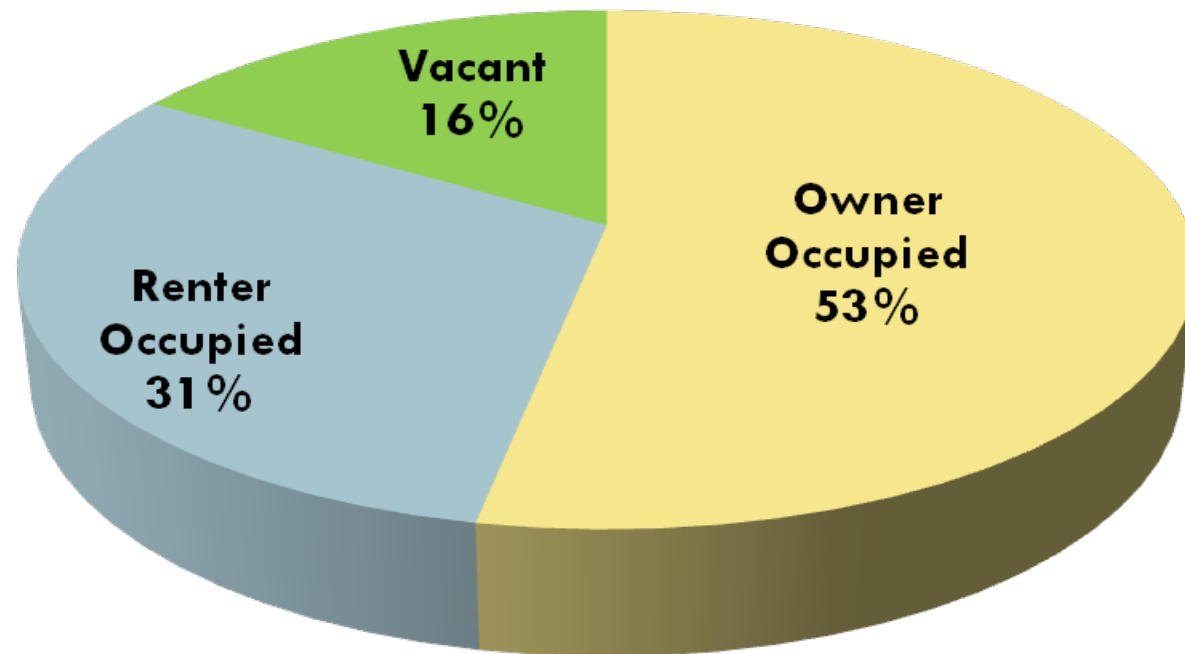
Unemployment: 1980 - 2009



Source: Social Explorer

Housing Occupancy

Darby 2007 Housing Stock



Market Analysis

Housing

- Decline in demand of 867 to 1,148 units

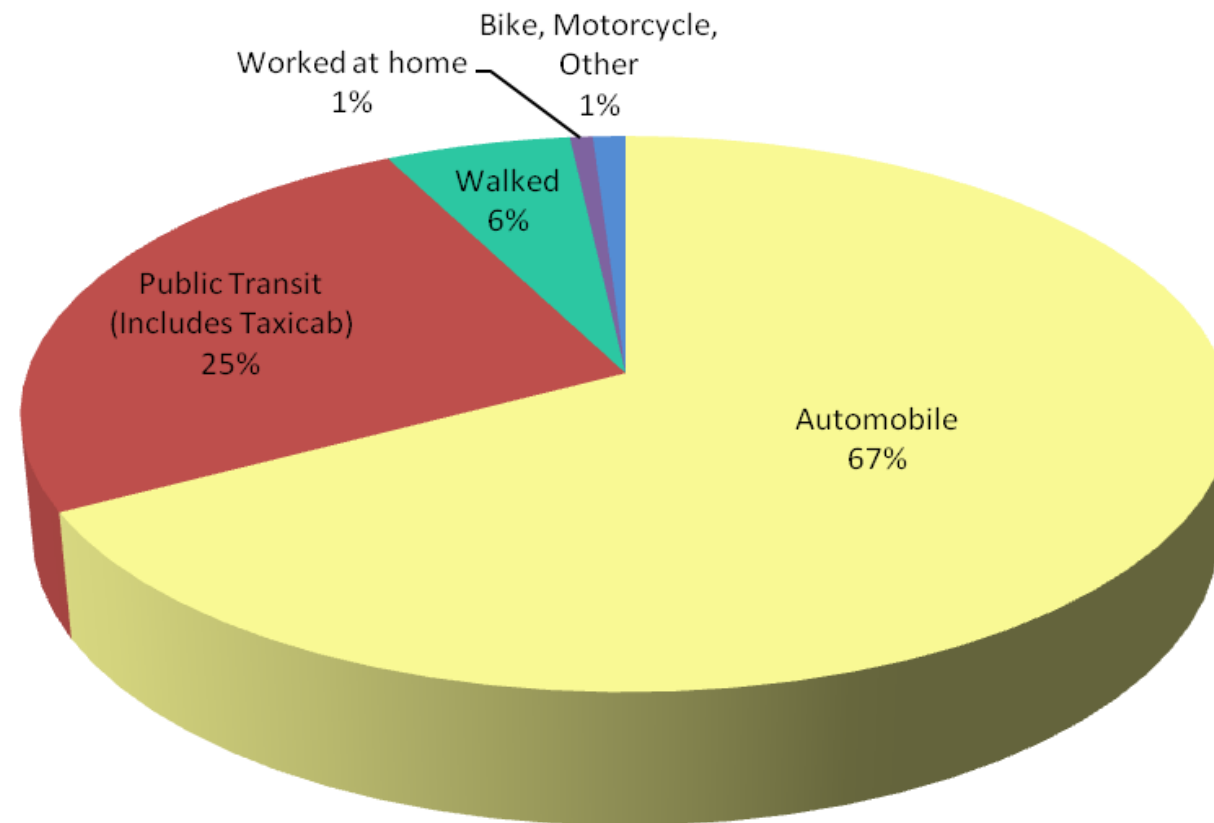
Retail

- 6,000 to 15,000 sq ft additional retail



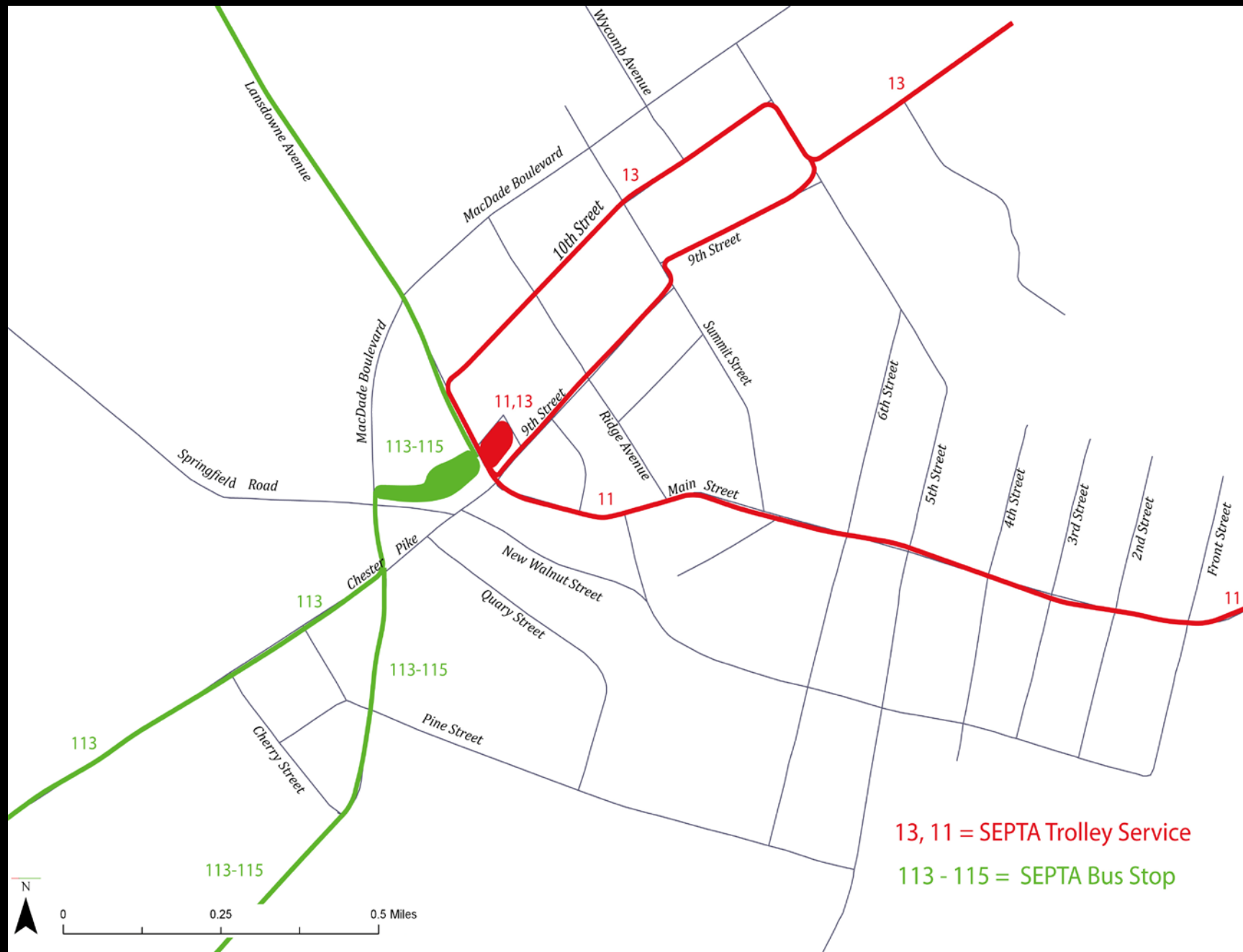
Main St Darby

Transportation Mode to Work

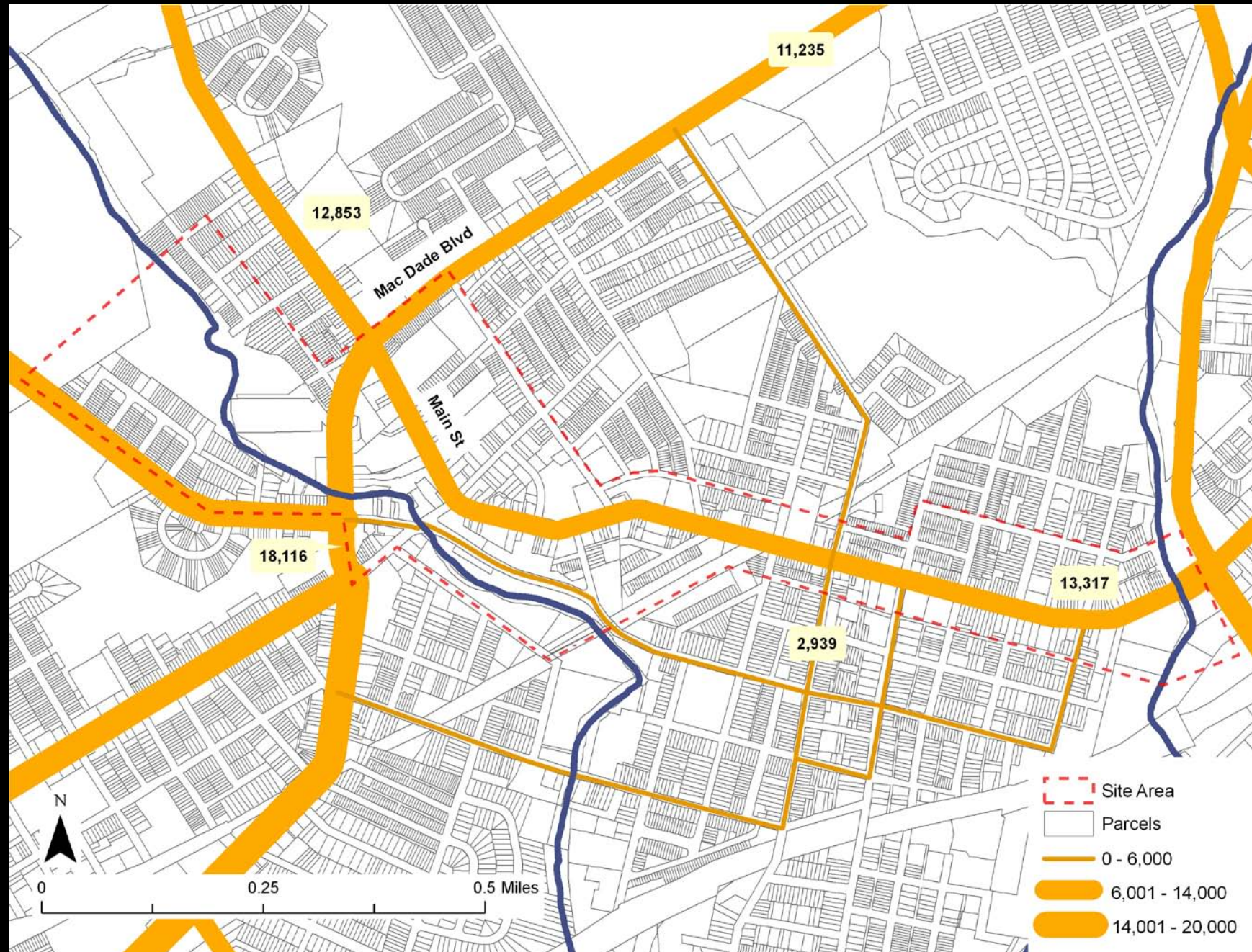


Source: Social Explorer

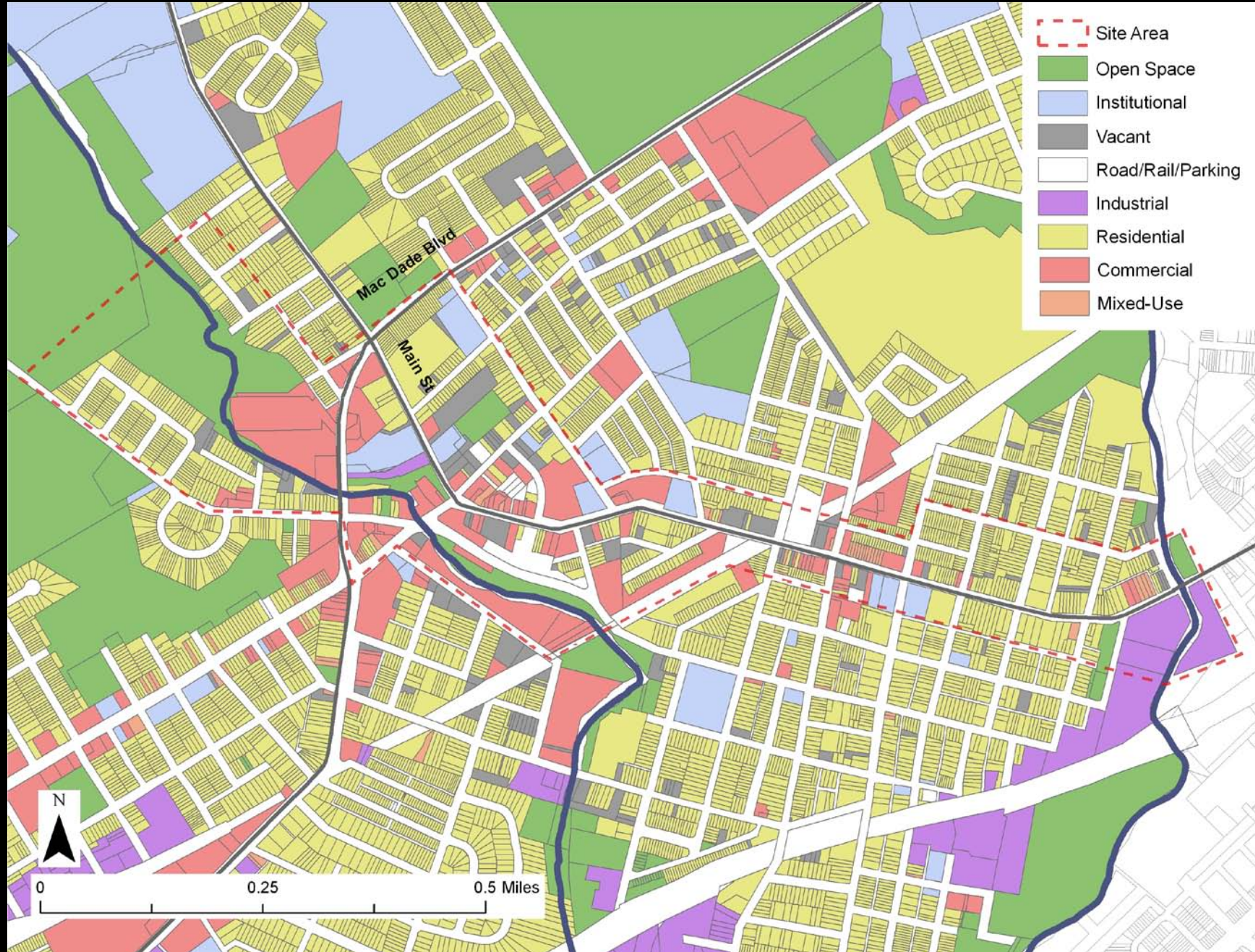
Transportation Access



Traffic Flow



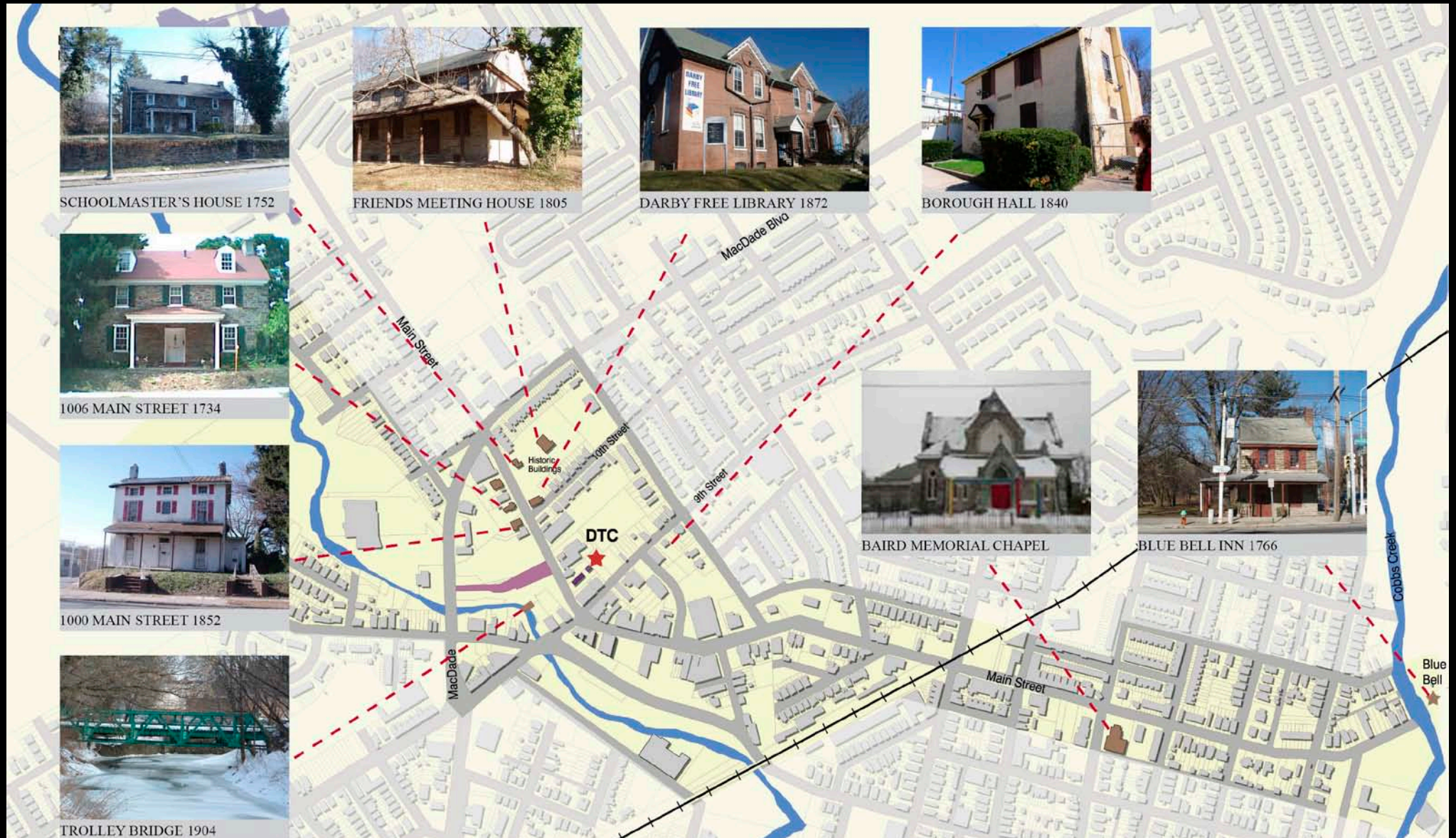
Land Use

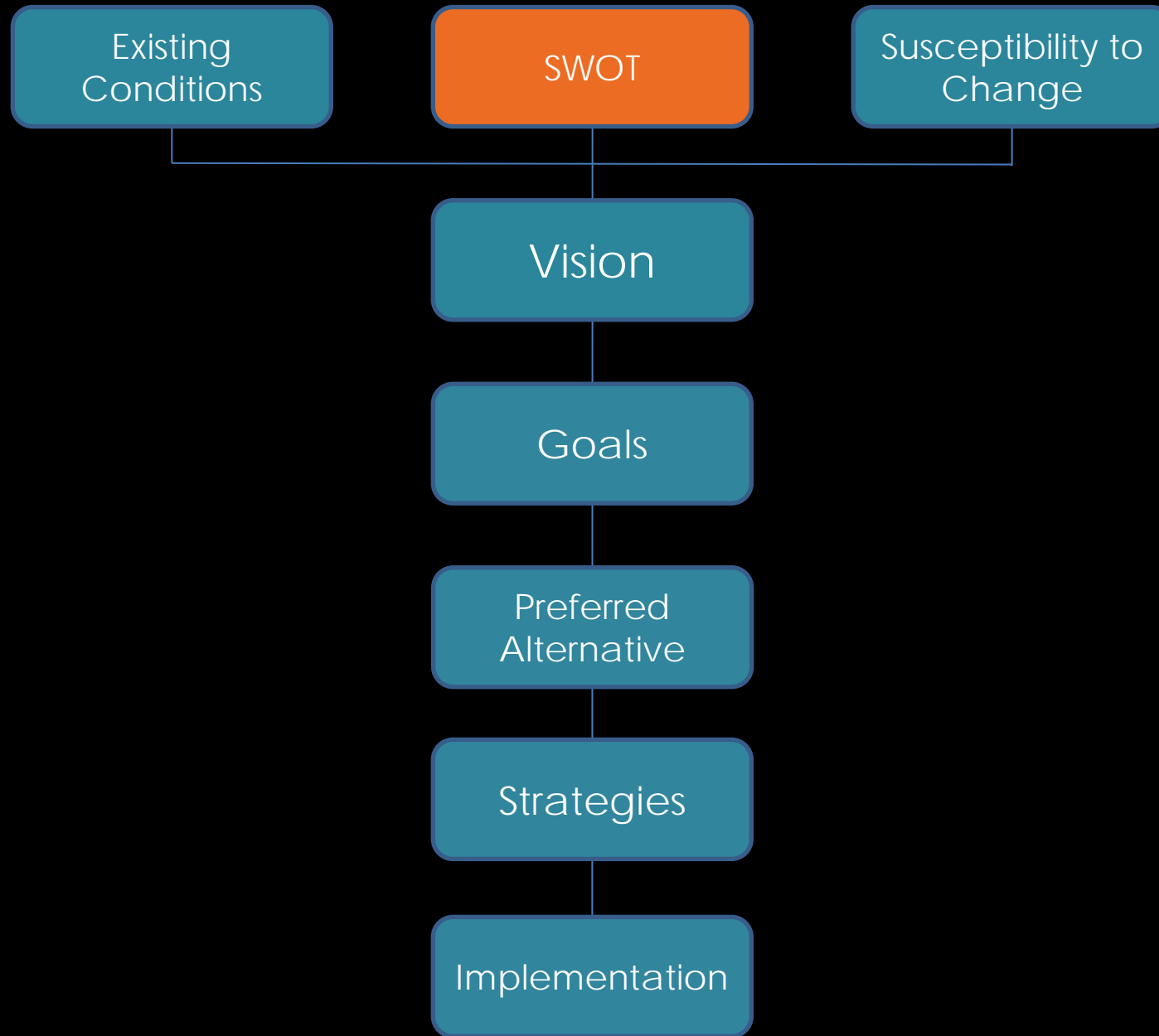


Floodplains and Open Space



Historic Structures







SWOT

Strengths

- Access and Proximity to Philadelphia
- Pride in Darby
- Affordable
- Walkable
- Historical Assets
- Creeks
- New Public Investment

SWOT

Strengths

- Access and Proximity to Philadelphia
- Pride in Darby
- Affordable
- Walkable
- Historical Assets
- Creeks
- New Public Investment

Weaknesses

- Population Decline
- Retail Vacancies
- Code Enforcement
- Aging Infrastructure
- Inconsistent Land Use in CBD
- Limited Tax Ratables
- Insufficient Civic Organizations

Opportunities

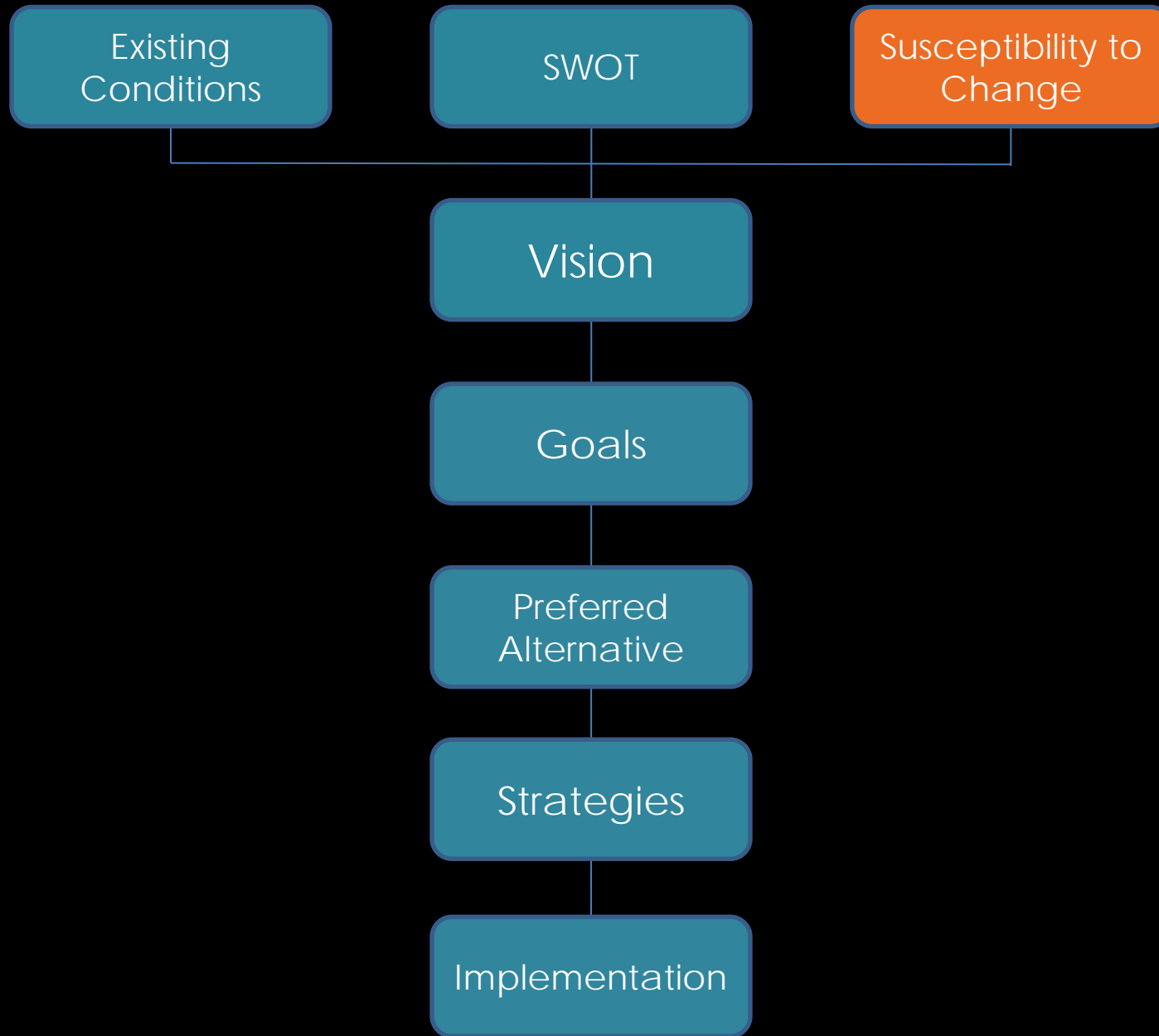
- Darby Transportation Center
- Vacant Land
- Spatial Arrangement of CBD
- Regional Greenway Link
- Ethnic Immigrant Population
- Tax Advantage
- Mercy Fitzgerald Hospital
- Historic Resources

Opportunities

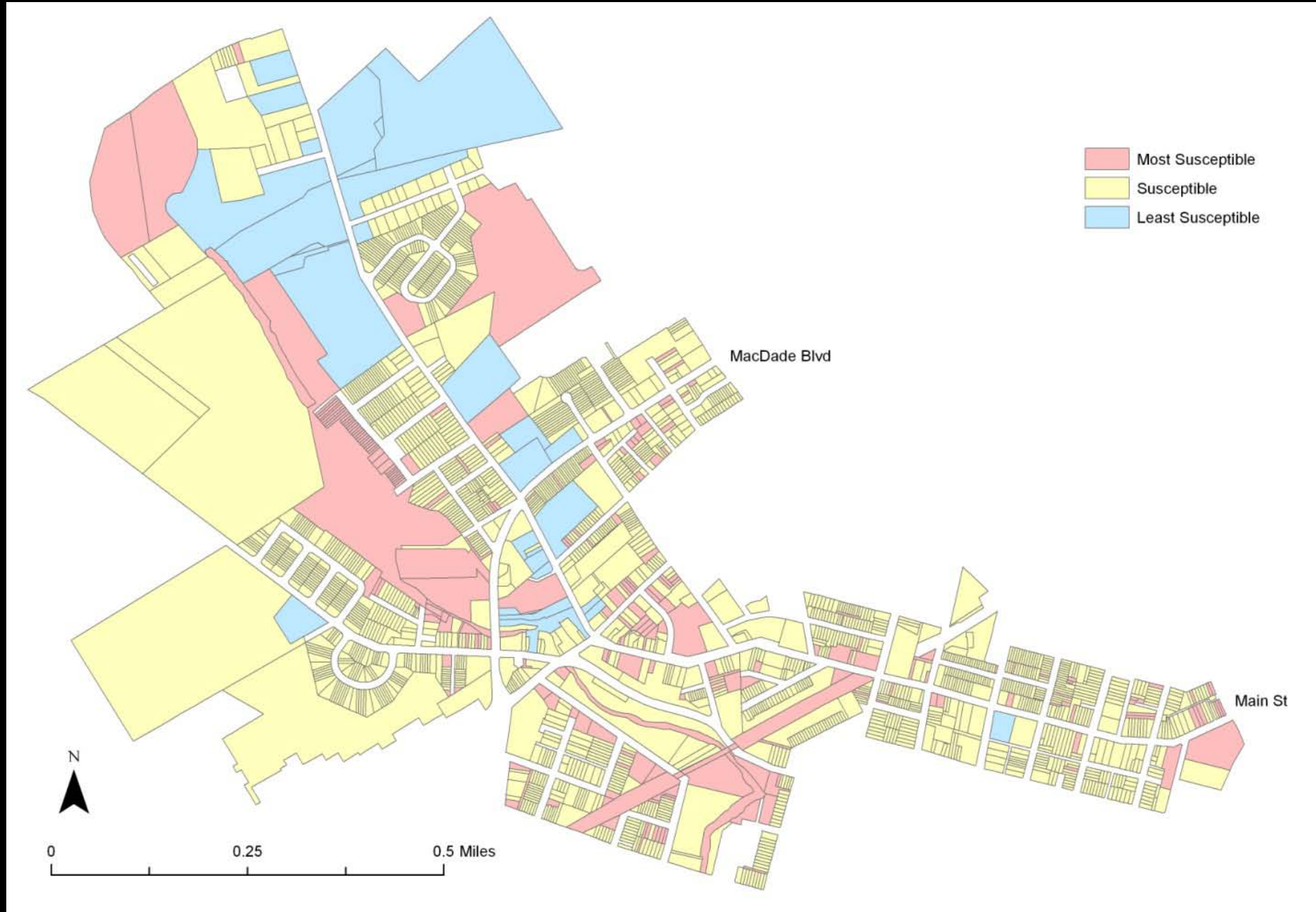
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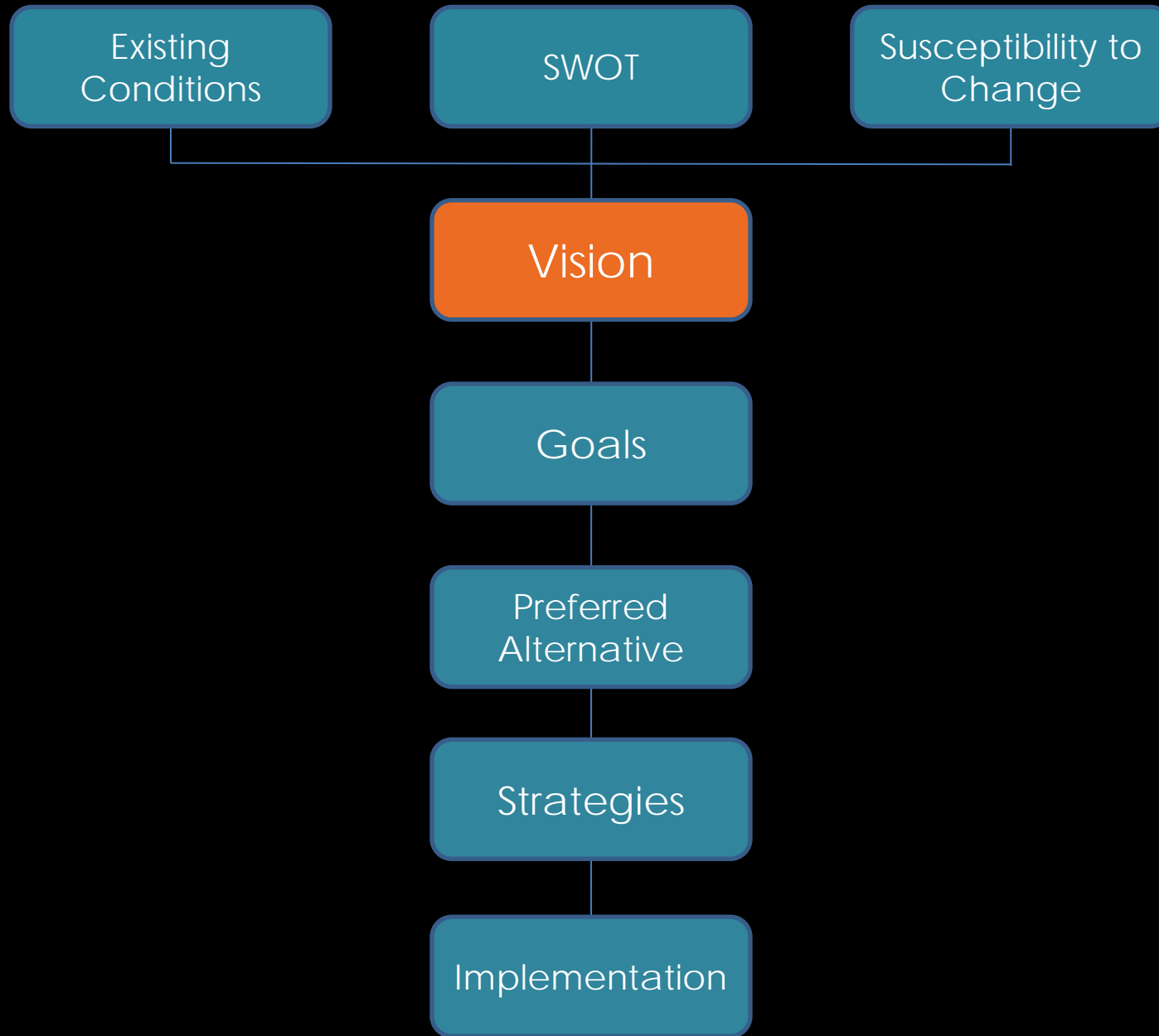
Threats

- Flooding
- Disjointed Urban Form
- Lack of Consensus on Civic Goals
- Lack of Tax Ratable Development
- Limited Market Demand
- Minimal Private Investment



Susceptibility to Change





Vision

Create a more habitable, healthy, and diverse urban environment that attracts residents and visitors from local and regional areas

Vision

Goal 1:
Bring People to
Downtown
Darby

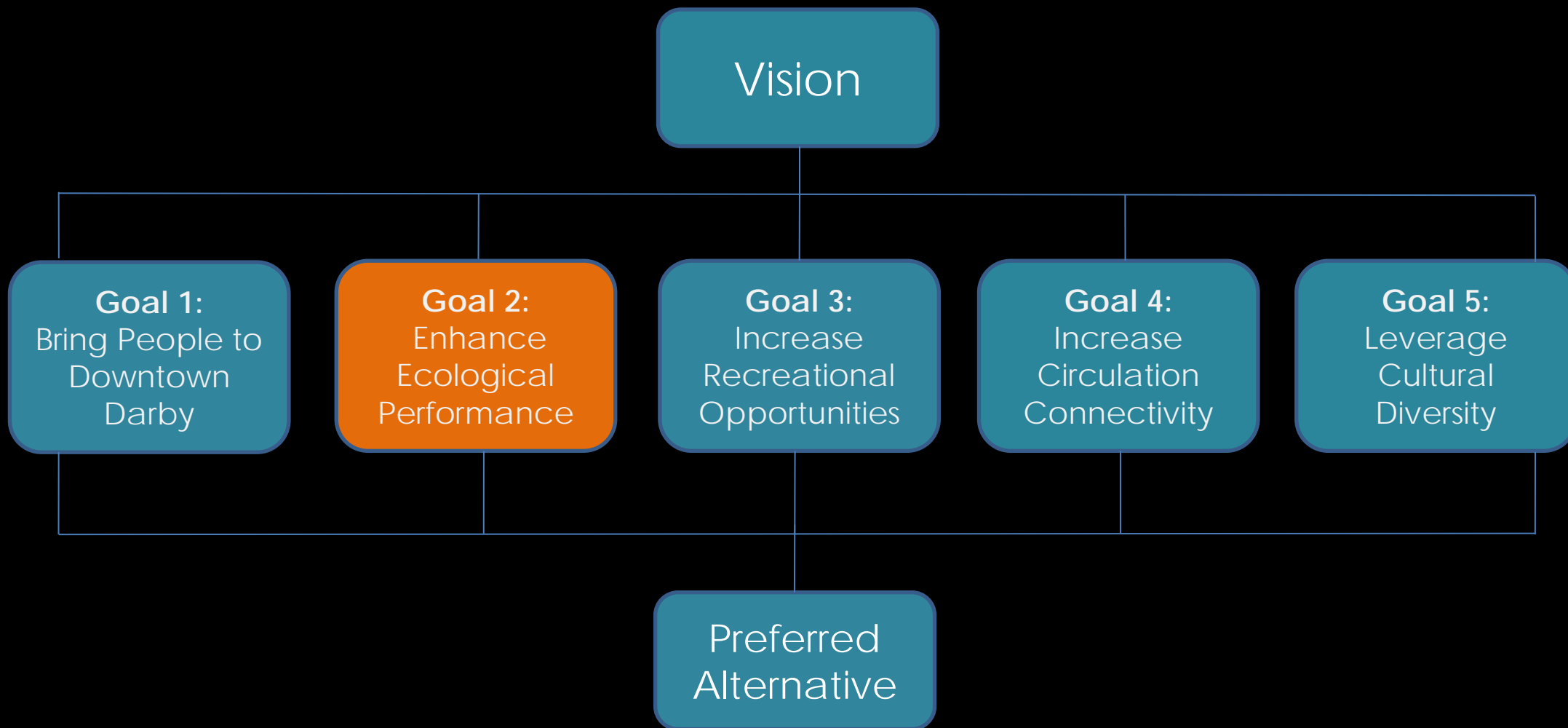
Goal 2:
Enhance
Ecological
Performance

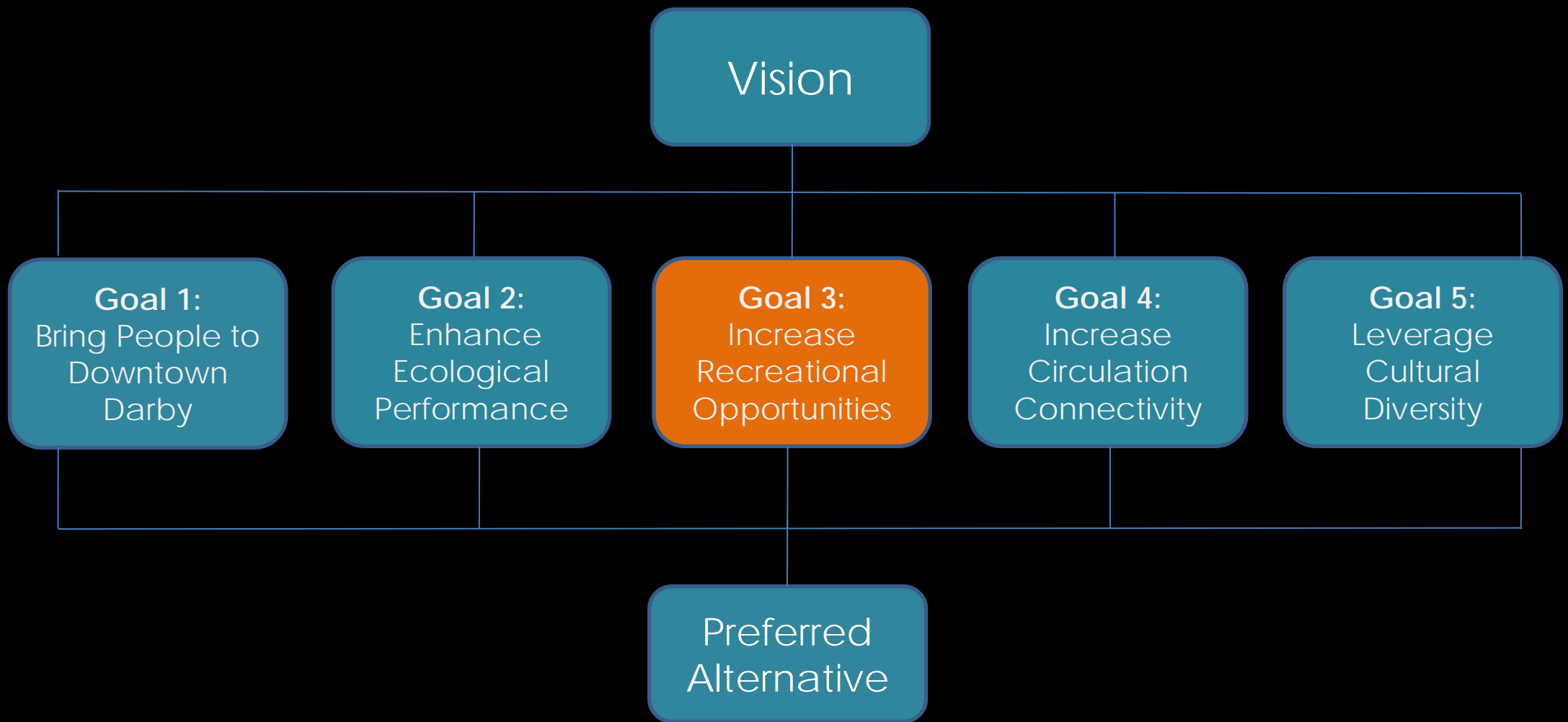
Goal 3:
Increase
Recreational
Opportunities

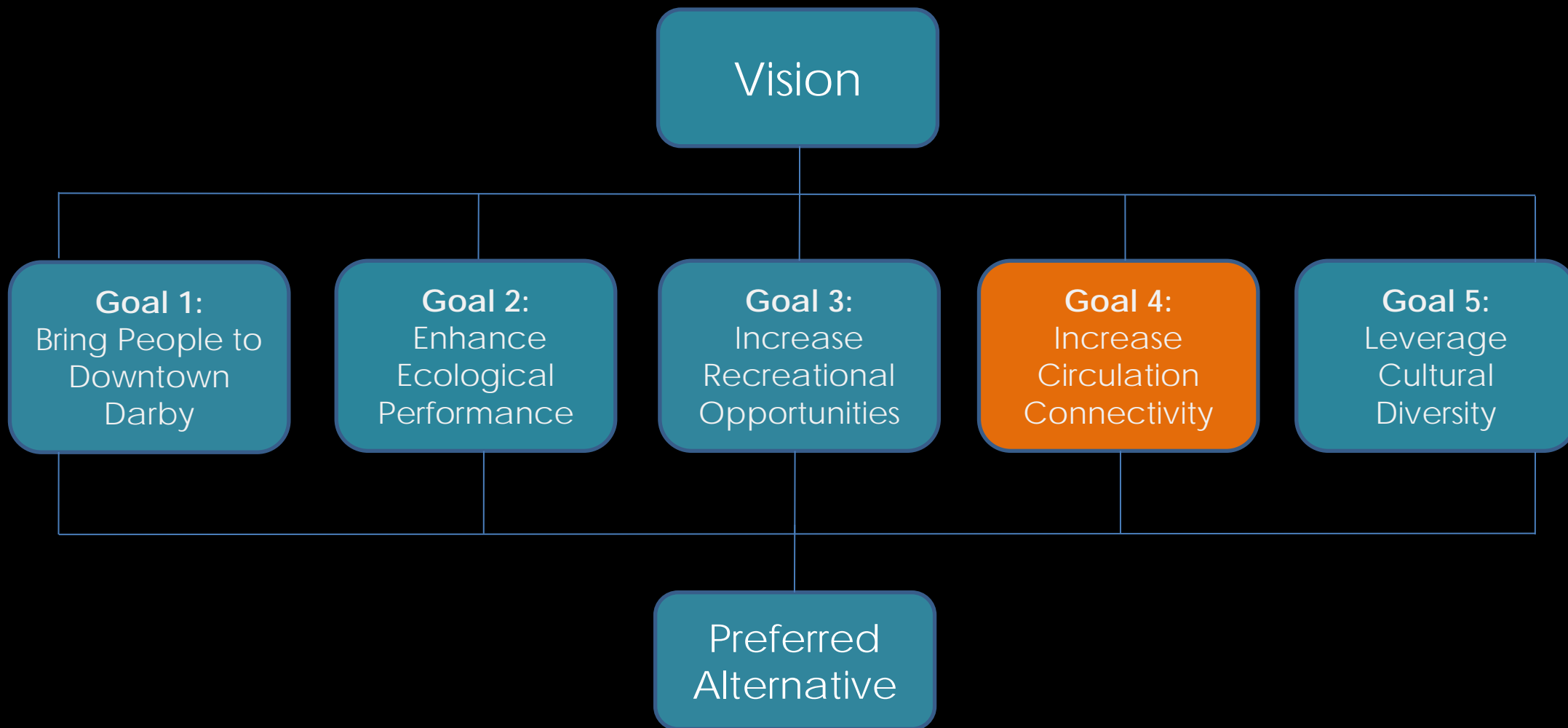
Goal 4:
Increase
Circulation
Connectivity

Goal 5:
Leverage
Cultural
Diversity

Preferred
Alternative







Vision

Goal 1:
Bring People to
Downtown
Darby

Goal 2:
Enhance
Ecological
Performance

Goal 3:
Increase
Recreational
Opportunities

Goal 4:
Increase
Circulation
Connectivity

Goal 5:
Leverage
Cultural
Diversity

Preferred
Alternative

Vision

```
graph TD; Vision[Vision] --- GoalsRow; subgraph GoalsRow; G1[Goal 1: Bring People to Downtown Darby]; G2[Goal 2: Enhance Ecological Performance]; G3[Goal 3: Increase Recreational Opportunities]; G4[Goal 4: Increase Circulation Connectivity]; G5[Goal 5: Leverage Cultural Diversity]; end; GoalsRow --- PreferredAlternative[Preferred Alternative];
```

Goal 1:

Bring People to
Downtown
Darby

Goal 2:

Enhance
Ecological
Performance

Goal 3:

Increase
Recreational
Opportunities

Goal 4:

Increase
Circulation
Connectivity

Goal 5:

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Cultural
Diversity

Preferred
Alternative

Previous Proposals

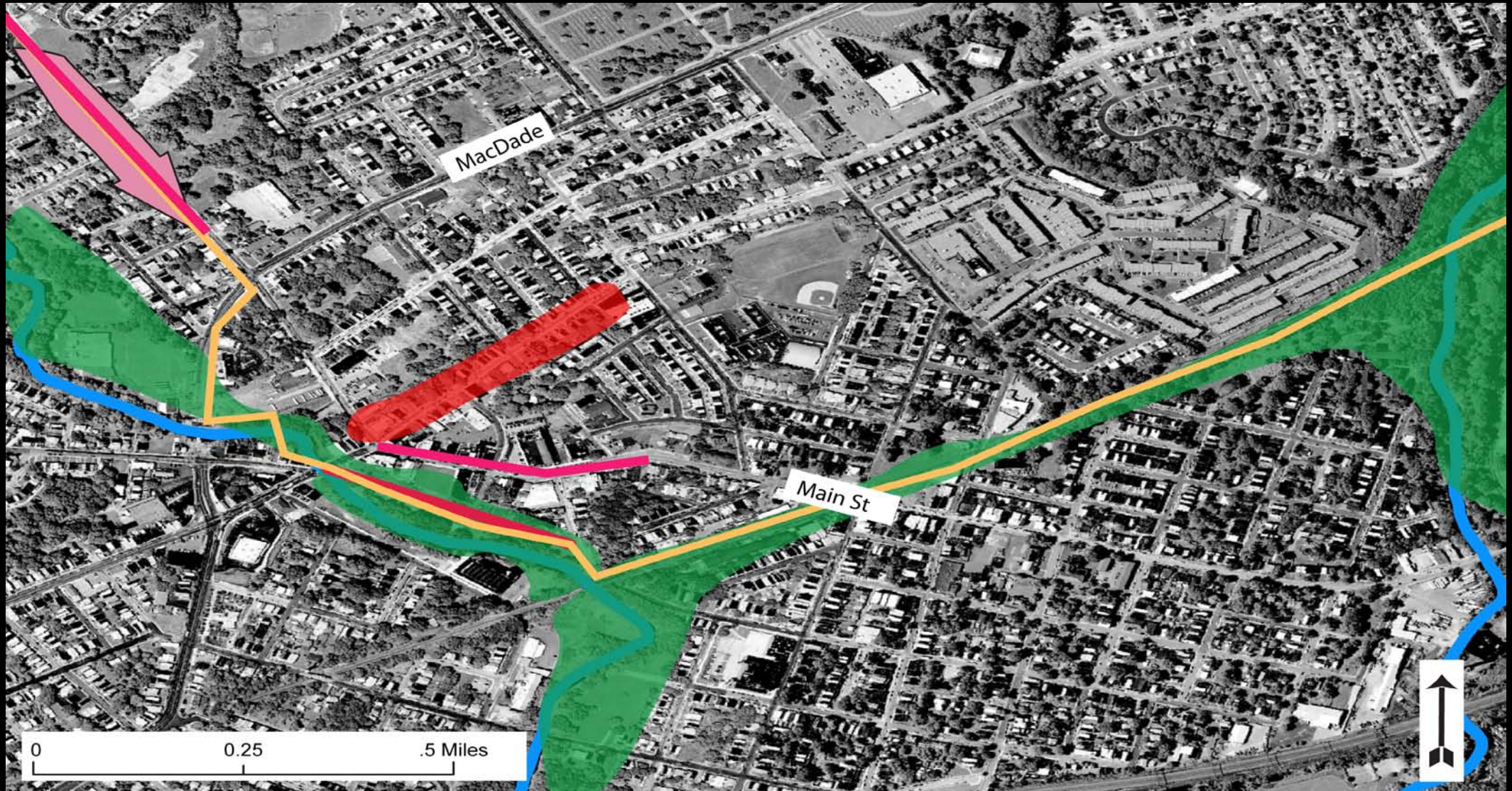
Proposal 1: Destination Darby

- Pedestrianized, mixed-use town core
- Walkable, residential Main St



Proposal 2: Greenway Connectors

- Food carts and restaurants
- Greenway connectors



Proposal 3: Coherent Retail Districts

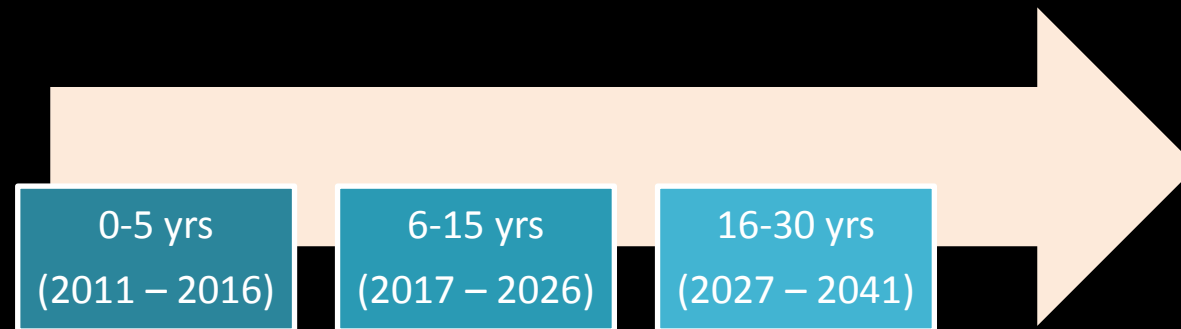
- Vibrant, connected Main St
- Auto-focused and pedestrian-focused retail districts



Preferred Alternative



Phased Implementation



PHASE 1

COBBS CREEK

WETLANDS

SOCCER FIELD

GREENWAY ALONG DARBY CREEK

DARBY CREEK TRAIL

TOWN CORE



PHASE 1 - TOWN CORE

PLAZA & PICKETT PARK

GROCERY STORE

HISTORIC TRAIL

IMPROVE CONNECTIONS

GATEWAYS & PUBLIC ART



PHASE 2 - TOWN CORE

SOUTH TROLLEY TRAIL

COMMERCIAL RETAIL & MERGE SHARON BANK

LOOK-OUT PARK & LIVE/WORK SPACE



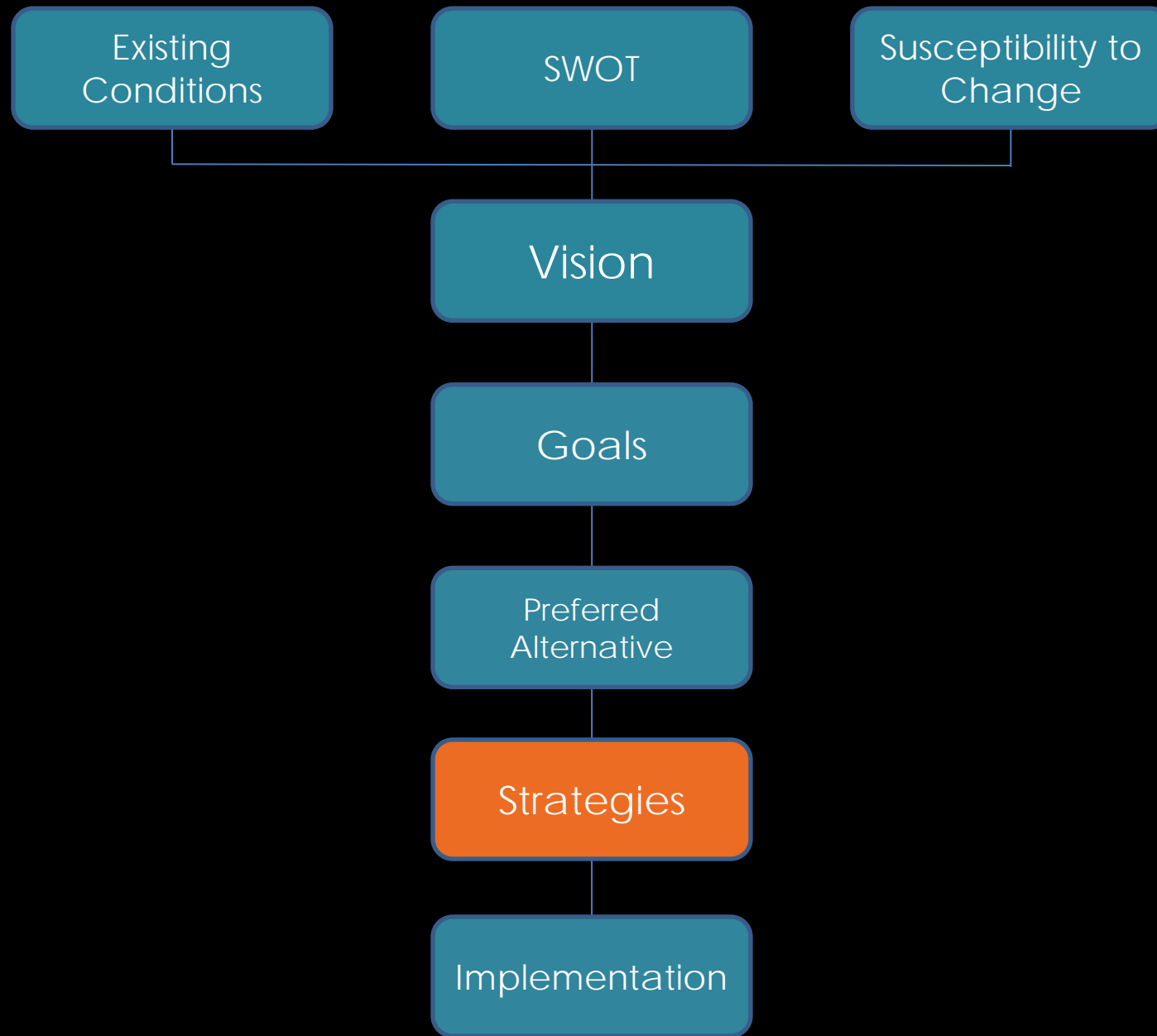
PHASE 3

FREIGHT RAIL TRAIL

HOUSING & MIXED USE

DESTINATION DARBY





Preferred
Alternative

Strategy 1:
Link and Expand
Regional Greenway
Network

Strategy 3:
Adaptively Reuse
Historic Structures

Strategy 5:
Unify Street Character
and Enhance
Pedestrian Experience

Strategy 2:
Build Memorable
Spaces and Catalyze
Community
Engagement

Strategy 4:
Encourage Consistent
Residential and
Commercial Land Use

Implementation

Preferred
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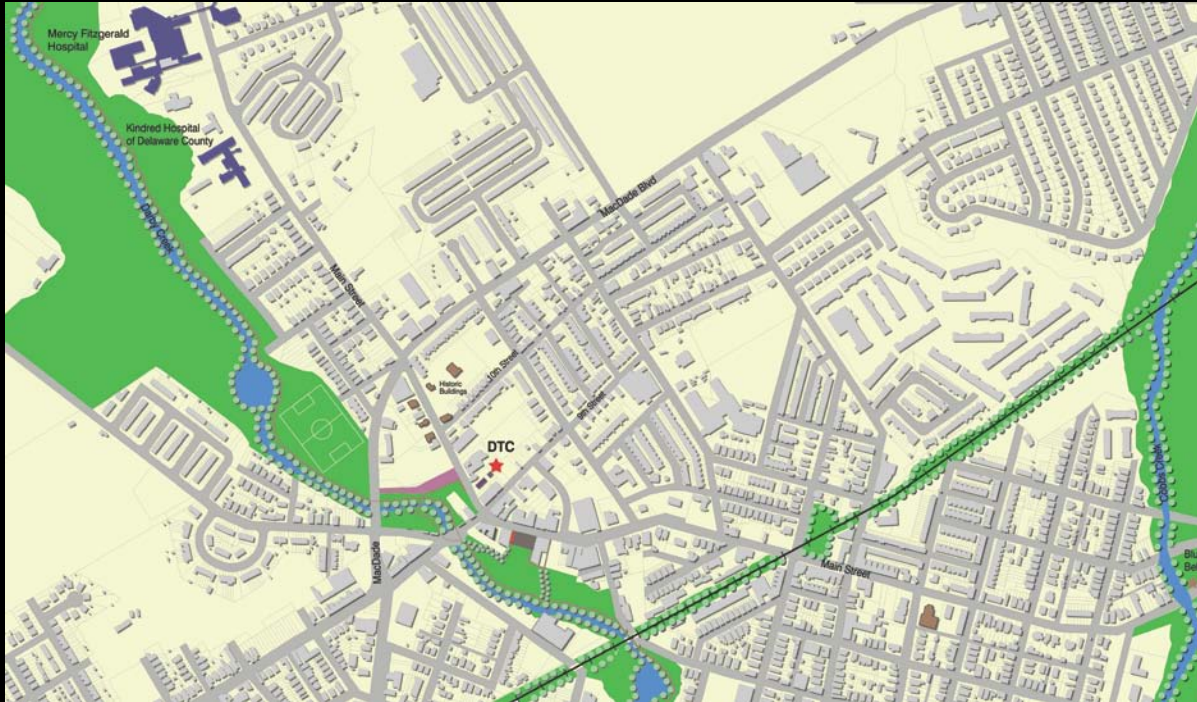
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Implementation

Strategy One: Link and Expand Regional Greenway Network



Interventions

1. Darby Creek Trail
2. Freight Rail Trail
3. Wetlands and Swales
4. Soccer Field
5. Close New Walnut Rd.
6. New Pedestrian Crossing over 9th St.
7. Merge Sharon Bank
8. Integrate Strategic Parcels

Strategy One: Link and Expand Regional Greenway Network

Key Intervention: Darby Creek Trail



Boston, MA



Upper Black Eddy, PA

Strategy One: Link and Expand Regional Greenway Network

Key Intervention:
Freight Rail Trail



Freight line at 5th Street - West



Freight line at 5th Street - East

Strategy One: Link and Expand Regional Greenway Network

Key Intervention:
Wetlands and Swales



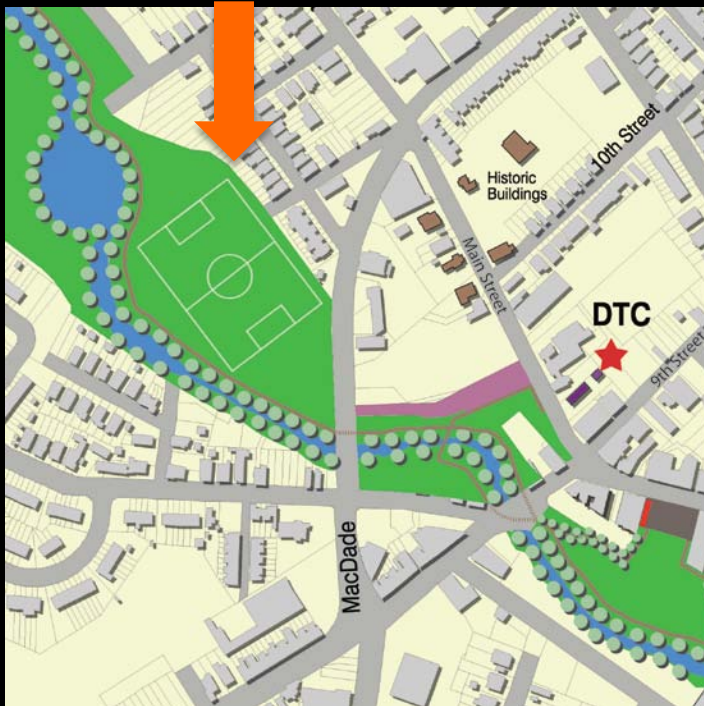
Knoxville, TN



Philadelphia, PA

Strategy One: Link and Expand Regional Greenway Network

Key Intervention:
Soccer Field



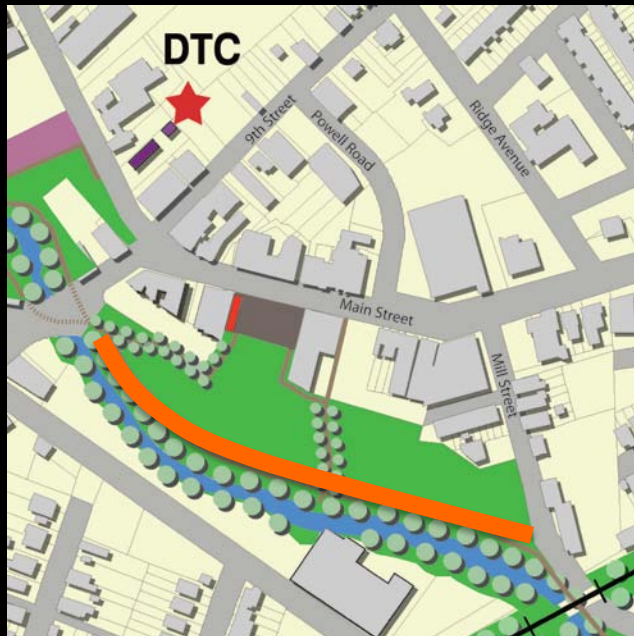
Existing



Proposed

Strategy One: Link and Expand Regional Greenway Network

Key Intervention:
Close New Walnut Rd.



Existing

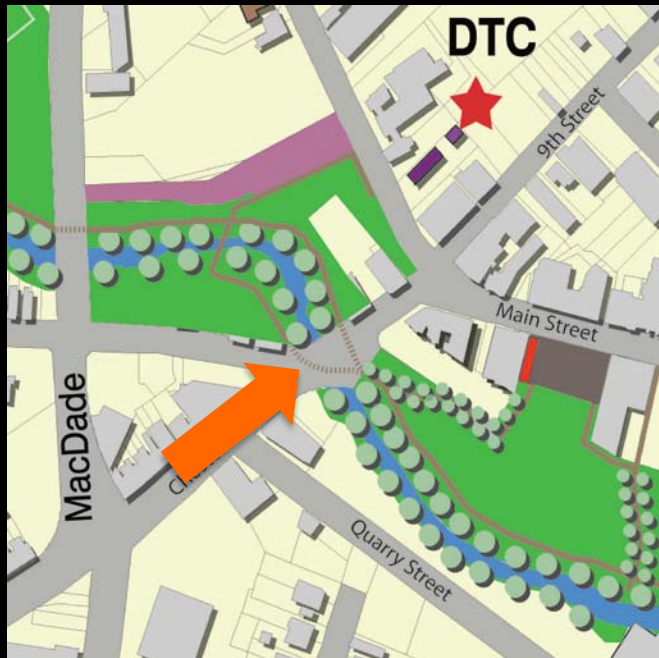


Cleveland, OH

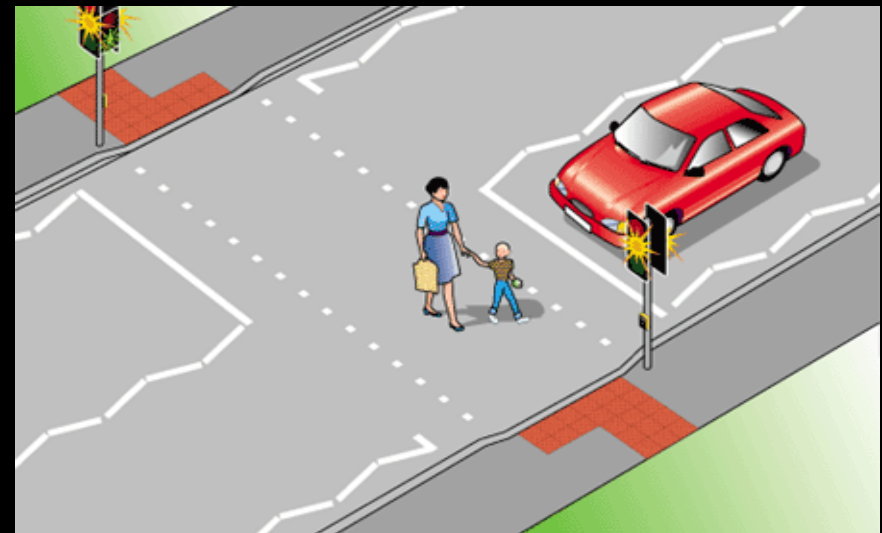
Strategy One: Link and Expand Regional Greenway Network

Key Intervention:

Pedestrian Crossing
on 9th St.



Des Moines, OH



Source: Public Domain

Strategy One: Link and Expand Regional Greenway Network

Key Intervention:

Merge Sharon Bank
Buildings



Existing

Strategy One: Link and Expand Regional Greenway Network

Key Intervention:

Integrate Strategic
Parcels into Trail



Existing Parcel Abutting Trolley Bridge



Strategy One: Link and Expand Regional Greenway Network



Strategy Two: Build Memorable Spaces and Catalyze Community Engagement



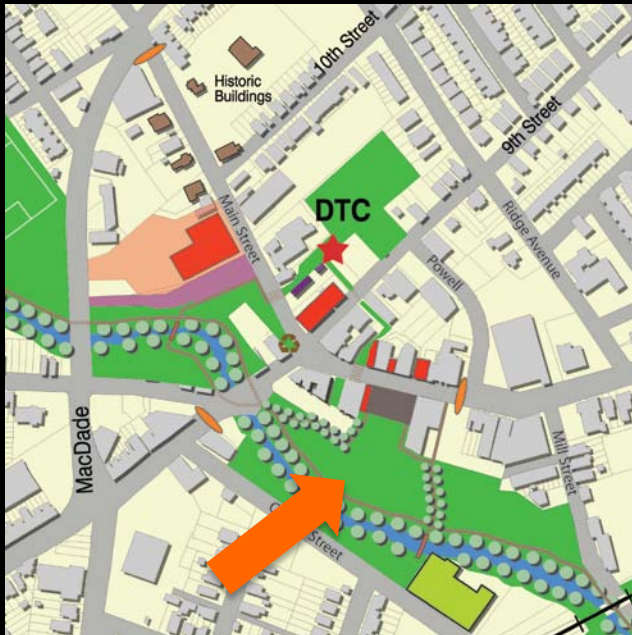
Interventions

1. Pickett Park Parkscaping
2. Outdoor Movies
3. Pedestrian Bridge over Creek
4. Look-Out Park
5. Food Programming on Plaza



Strategy Two: Build Memorable Spaces and Catalyze Community Engagement

Key Intervention:
Pickett Park Parkscaping



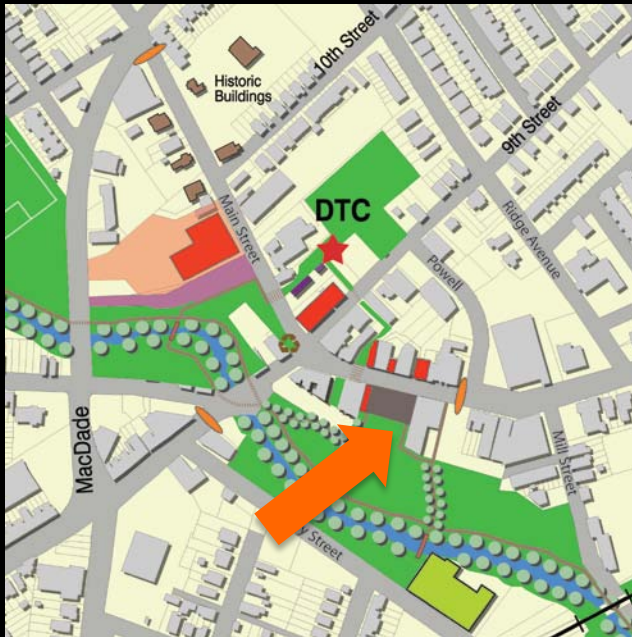
Source: Public Domain



Jacksonville, FL

Strategy Two: Build Memorable Spaces and Catalyze Community Engagement

Key Intervention: Outdoor Movies



Existing

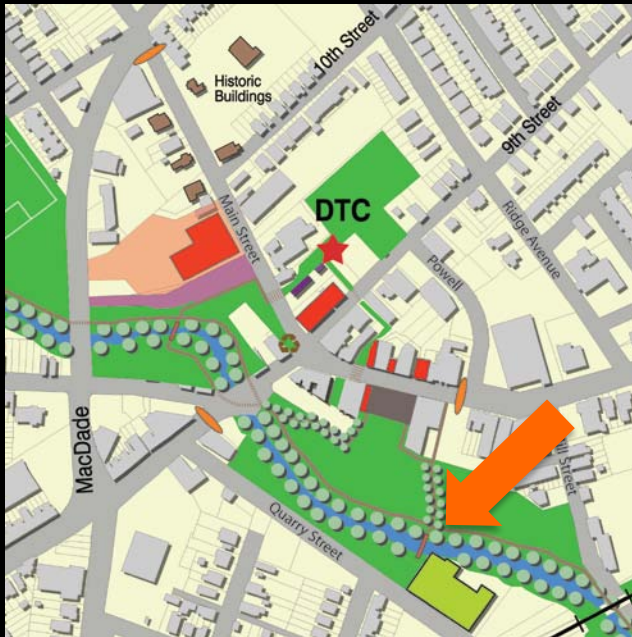


Proposed

Strategy Two: Build Memorable Spaces and Catalyze Community Engagement

Key Intervention:

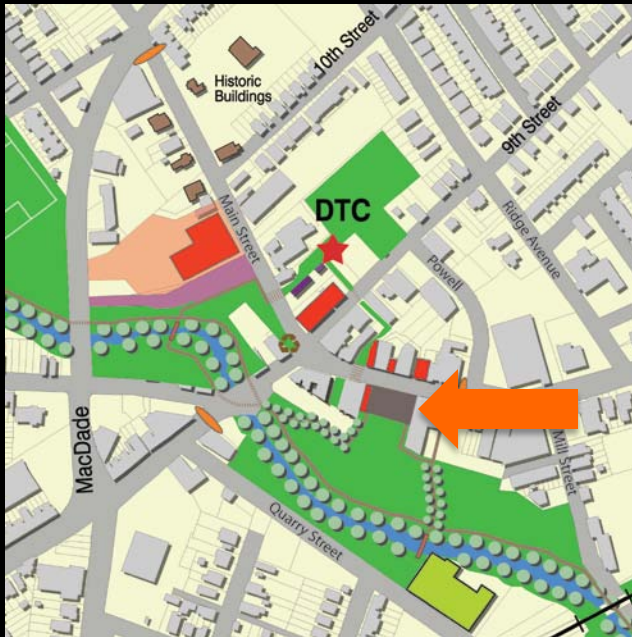
Pedestrian Bridge over
Creek



Source: Public Domain

Strategy Two: Build Memorable Spaces and Catalyze Community Engagement

Key Intervention:
Food Carts



Philadelphia, PA

Strategy Two: Build Memorable Spaces and Catalyze Community Engagement



Strategy Three: Adaptively Reuse Historical Assets



Interventions

1. Signage
2. W3R Historic Trail
3. 1000 Main Street bed and breakfast

Strategy Three: Adaptively Reuse Historical Assets

Key Intervention:
Historical Signage



Case Study: Boston Freedom Trail



Strategy Three: Adaptively Reuse Historical Assets

Key Intervention:
W3R Historic Trail



W3R Parade, NJ



Strategy Three: Adaptively Reuse Historical Assets

Key Intervention:
1000 Main St.
Bed and Breakfast



1000 Main St.



Brickhouse Inn, Gettsburg, PA

Strategy Three: Adaptively Reuse Historical Assets



Strategy Four: Encourage Consistent Residential and Commercial Land Use



Interventions

1. Grocery Store Development
2. Main Street Business-Improvement-District
3. Restaurant and Retail along Pickett Park
4. Suspender Factory becomes Live-Work Building
5. Dense, Mixed-Use
6. Improve Code Enforcement

Strategy Four: Encourage Consistent Residential and Commercial Land Use

Key Intervention:
Grocery Store
Development



Existing, Bus Lot on Main

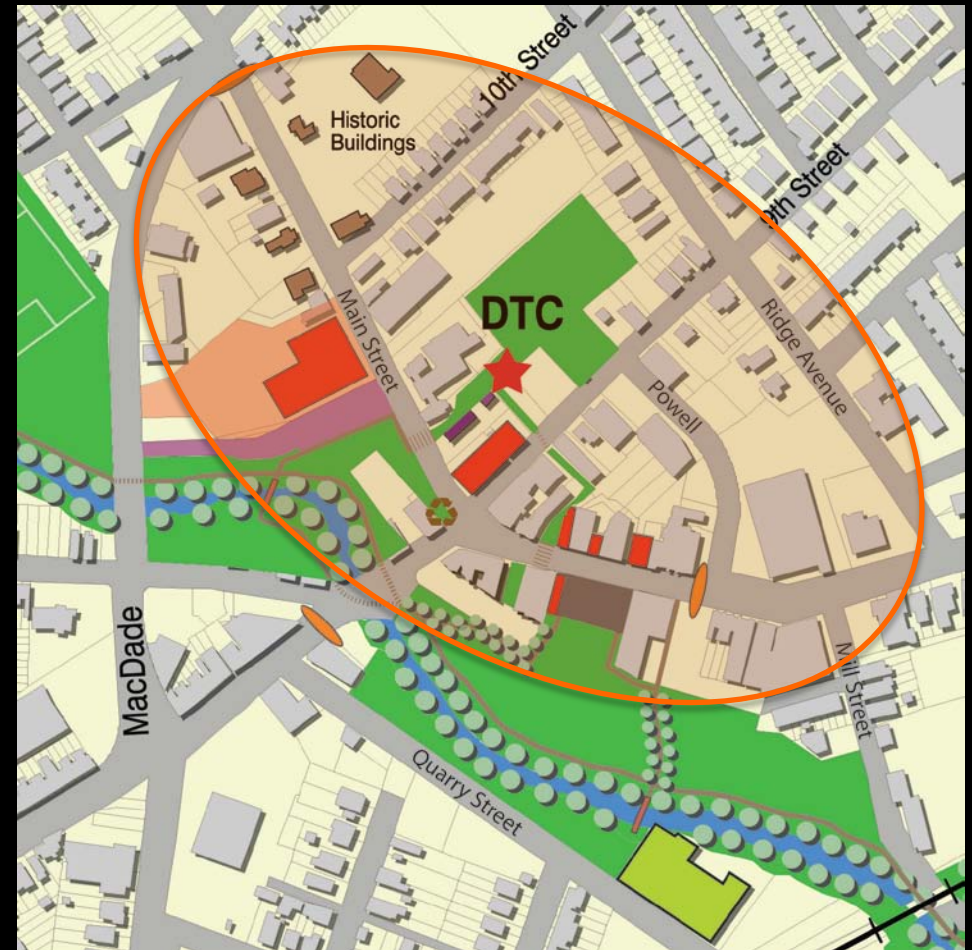


Paredelle., NJ

Strategy Four: Encourage Consistent Residential and Commercial Land Use

Key Intervention:

Business Improvement
District



Strategy Four: Encourage Consistent Residential and Commercial Land Use

Key Intervention:
Restaurant and Retail
along Pickett Park



Existing



Proposed

Strategy Four: Encourage Consistent Residential and Commercial Land Use

Key Intervention:

Suspender Factory Renovation –
Live/Work Space



Existing



Proposed

Strategy Four: Encourage Consistent Residential and Commercial Land Use

Key Intervention:
Improve Code
Enforcement



House on Main Street



House next to Trolley Bridge

Strategy Four: Encourage Consistent Residential and Commercial Land Use



Strategy Five: Unify Street Character and Enhance Pedestrian User Experience

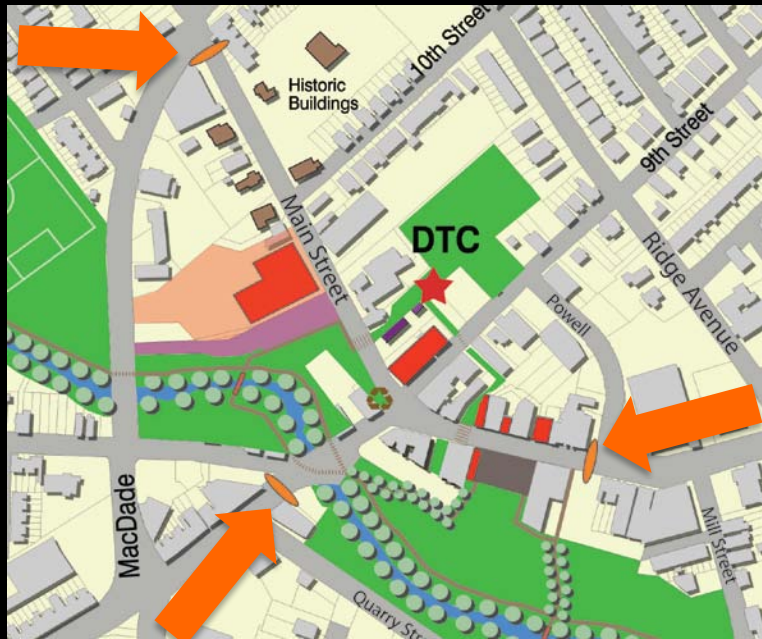


Interventions

1. Banners
2. Gateway Arches
3. Public Art Installation
4. Community Garden
5. Pocket Park at 450 Main St.
6. Improve Pedestrian Connections to Parking in CBD
7. Main Street and MacDade Streetscaping
8. Signage Improvements
9. Green Wall along E. Main St.

Strategy Five: Unify Street Character and Enhance Pedestrian User Experience

Key Intervention:
Banners and Gateway
Arches



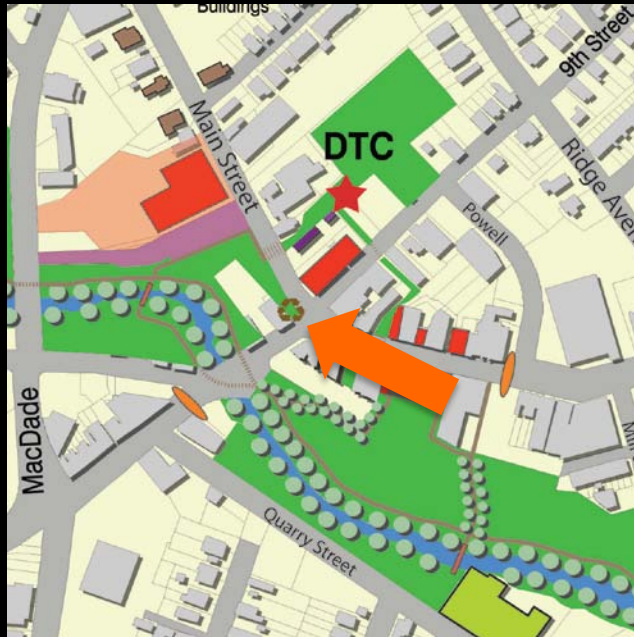
Golden, CO



Ripon, WI

Strategy Five: Unify Street Character and Enhance Pedestrian User Experience

Key Intervention:
Public Art Installation



Existing

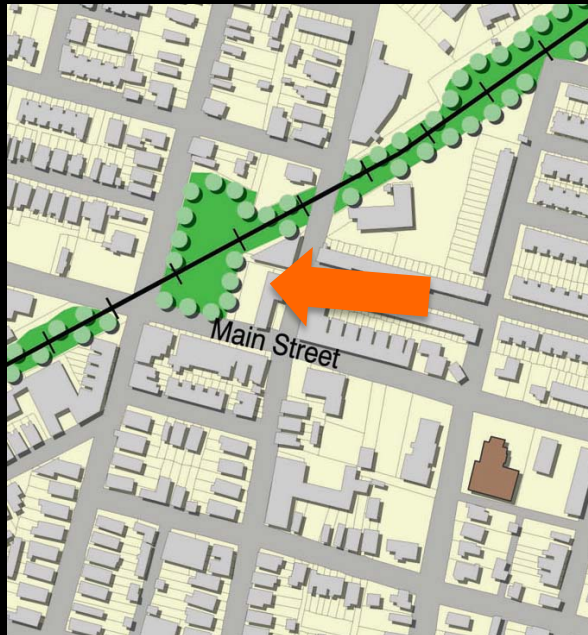


Proposed

Strategy Five: Unify Street Character and Enhance Pedestrian User Experience

Key Intervention:

Community Garden at
5th and Main St.



Existing

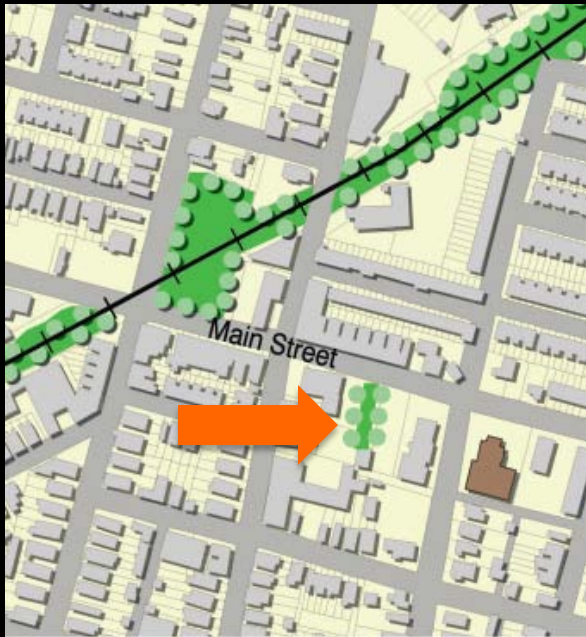


Philadelphia, PA

Strategy Five: Unify Street Character and Enhance Pedestrian User Experience

Key Intervention:

Pocket Park at 450 Main St.



Bozeman, MT



Strategy Five: Unify Street Character and Enhance Pedestrian User Experience

Key Intervention:
Improve Signage



Existing



Existing – City Hall

Strategy Five: Unify Street Character and Enhance Pedestrian User Experience

Key Intervention:
Green Wall



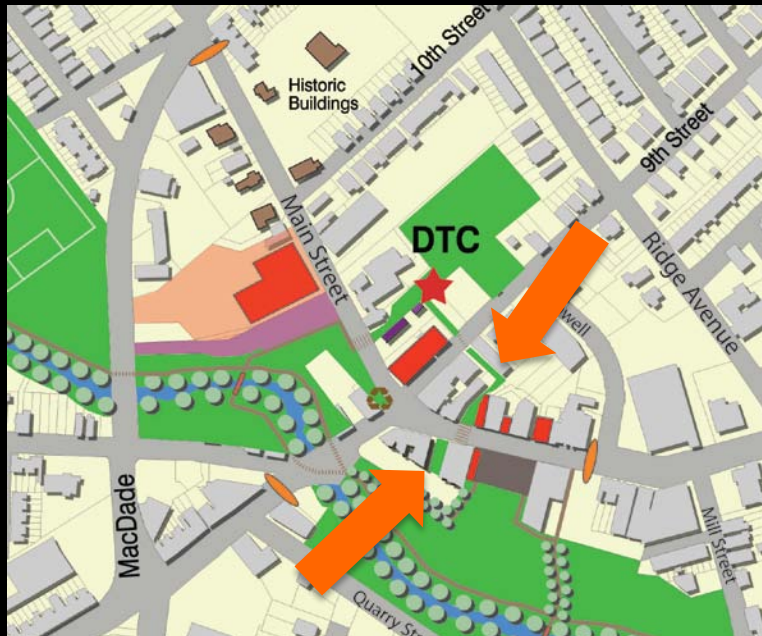
Existing



Source: GSKy

Strategy Five: Unify Street Character and Enhance Pedestrian User Experience

Key Intervention:
Improve Pedestrian
Throughways



Existing

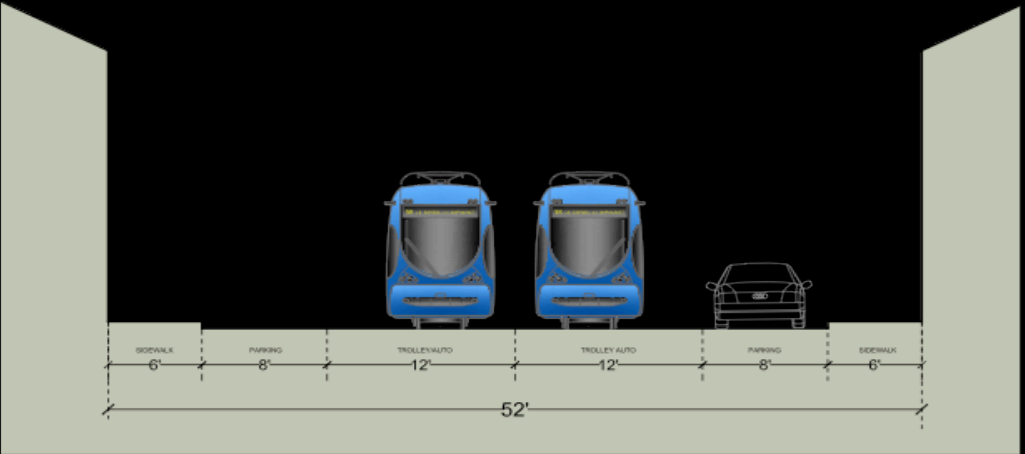


Proposed

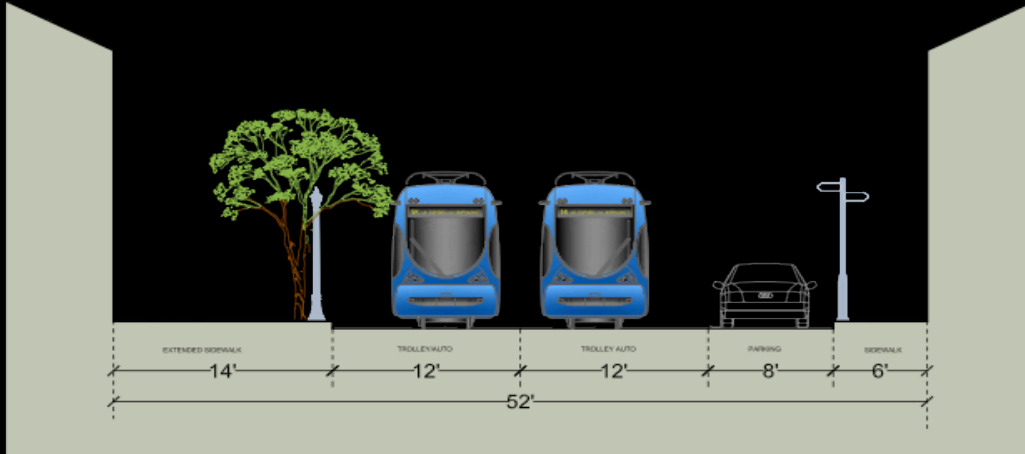


Strategy Five: Unify Street Character and Enhance Pedestrian User Experience

Key Intervention:
Main St Streetscape Improvements



Existing



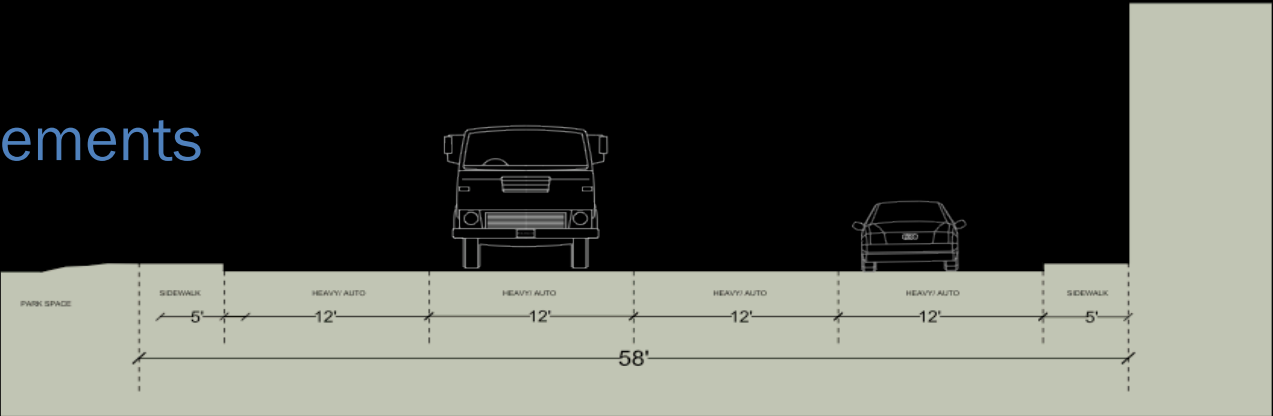
Proposed



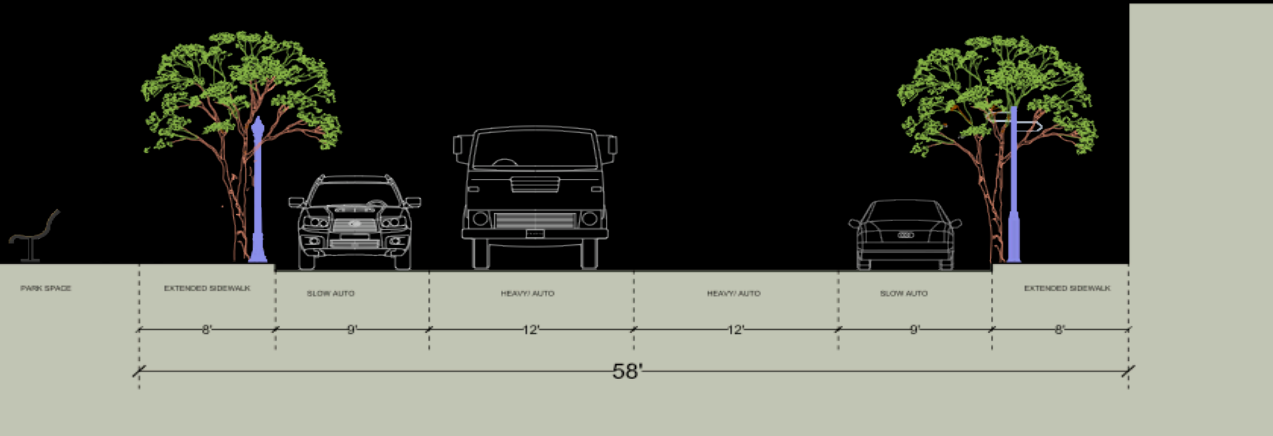
Strategy Five: Unify Street Character and Enhance Pedestrian User Experience

Key Intervention:

Mac Dade Blvd
Streetscape Improvements



Existing



Proposed

Strategy Five: Unify Street Character and Enhance Pedestrian User Experience

Key Intervention:
Green Infrastructure



Philadelphia, PA



Portland, OR

Strategy Five: Unify Street Character and Enhance Pedestrian User Experience



Preferred
Alternative

Strategy 1:
Link and Expand
Regional Greenway
Network

Strategy 3:
Adaptively Reuse
Historic Structures

Strategy 5:
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Pedestrian Experience

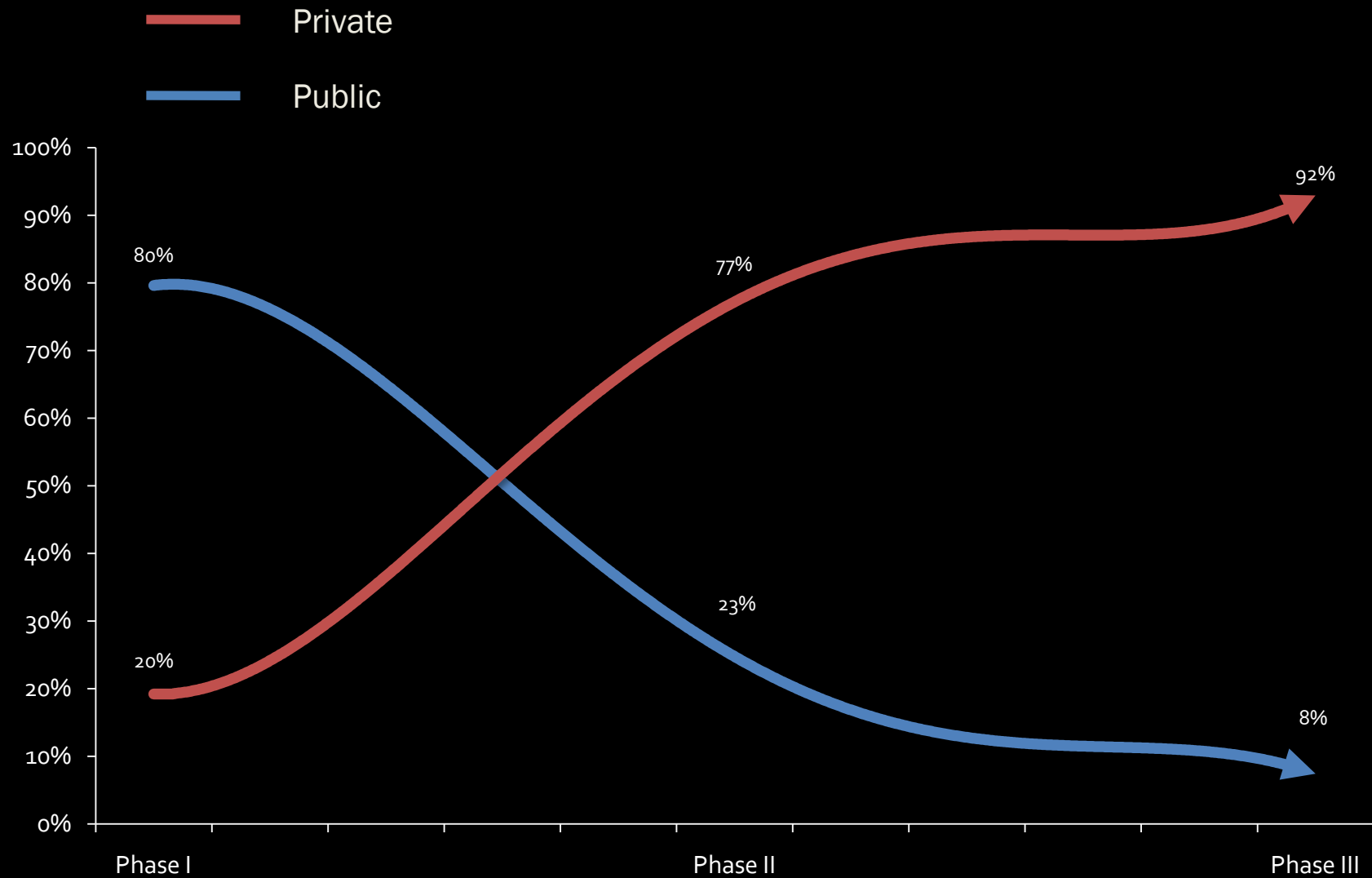
Strategy 2:
Build Memorable Space
and Catalyze
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Strategy 4:
Encourage Consistent
Residential and
Commercial Land Use

Implementation

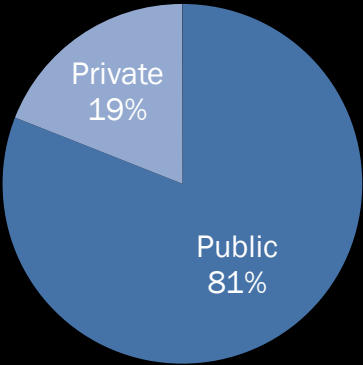
Implementation: Costs

Public/Private Investment Split



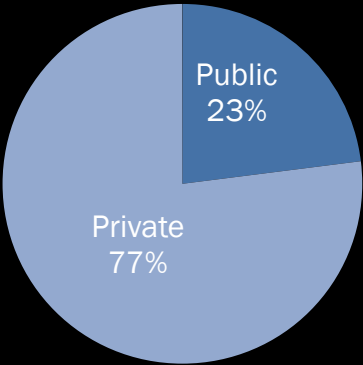
Cost Estimates

Phase I: 1-5 Years		
	Low	High
Public Investment Subtotal	\$9,464,100	\$16,615,250
Private Investment Subtotal	\$2,707,000	\$3,670,000
TOTAL	\$12,171,800	\$20,285,250
Average	\$16,228,525	
Public/Private Split	81%	19%



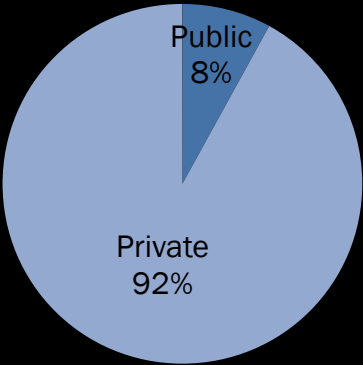
Cost Estimates

Phase II: 6-15 Years		
	Low	High
Public Investment Subtotal	\$5,273,000	\$7,660,000
Private Investment Subtotal	\$14,370,000	\$27,825,000
TOTAL	\$19,643,000	\$35,485,000
Average	\$27,564,000	
Public/Private Split	23%	77%



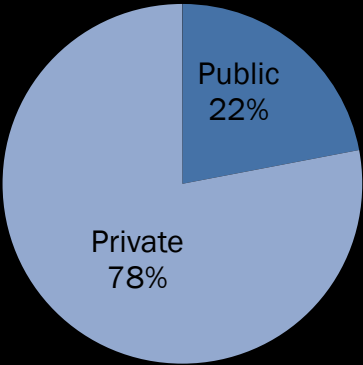
Cost Estimates

Phase III: 16-30 Years		
	Low	High
Public Investment Subtotal	\$4,125,000	\$6,750,000
Private Investment Subtotal	\$56,000,000	\$70,000,000
TOTAL	\$56,000,000	\$76,750,000
Average	\$68,437,500	
Public/Private Split	8%	92%



Cost Estimates

All Phases		
	Low	High
Public Investment Subtotal	\$18,869,800	\$31,095,250
Private Investment Subtotal		\$101,495,000
TOTAL	\$91,947,500	\$132,590,250
Average	\$112,268,875	
Public/Private Split	22%	78%



Implementation: Funding

Funding Sources

Federal

- Nature Conservancy
- Community Block Grants
- Foundation Grant for Main St Improvements
- National Fish and Wildlife Foundation
- National Preservation Fund/ Historic Register

State

- Land and Water Conservation
- PA HUD grants
- Keystone Recreation

Local

- Housing Rehabilitation Loan Program
- Business Association Grants
- Delaware County Farm Bureau
- Darby Borough Historical Preservation Society

Private

- Richard King Mellon Foundation
- William Penn Foundation



D A R B Y

A more habitable, healthy, and diverse urban environment



Thank you.

We look forward to your questions and comments.

Tandem Planning Group