

our shared vision for

# SWARTHMORE

2018





## **SWARTHMORE CENTENNIAL FOUNDATION ASKED**

**+150 PEOPLE FROM  
8 DIFFERENT GROUPS**

- SRA
- Swarthmore Planning Commission
- Swarthmore Senior Citizens Association
- Swarthmore College
- Town Center
- Swarthmore Centennial Foundation
- Rotary
- Ad hoc young parents group

**LET'S TALK ABOUT**



▪ **WHO WE ARE**

# 1. WE ARE A COMMUNITY OF ENGAGED CITIZENS



Image Source: Andy Shelter

# 2. OURS IS A GREAT COMMUNITY TO RAISE KIDS



Image Source: WSSD.ORG



Image Source: Andy Shelter

### 3. WE HAVE A REAL TOWN CENTER



# 4. SWARTHMORE COLLEGE BRINGS UNIQUE CULTURAL BENEFITS



Image Source: Swarthmore College

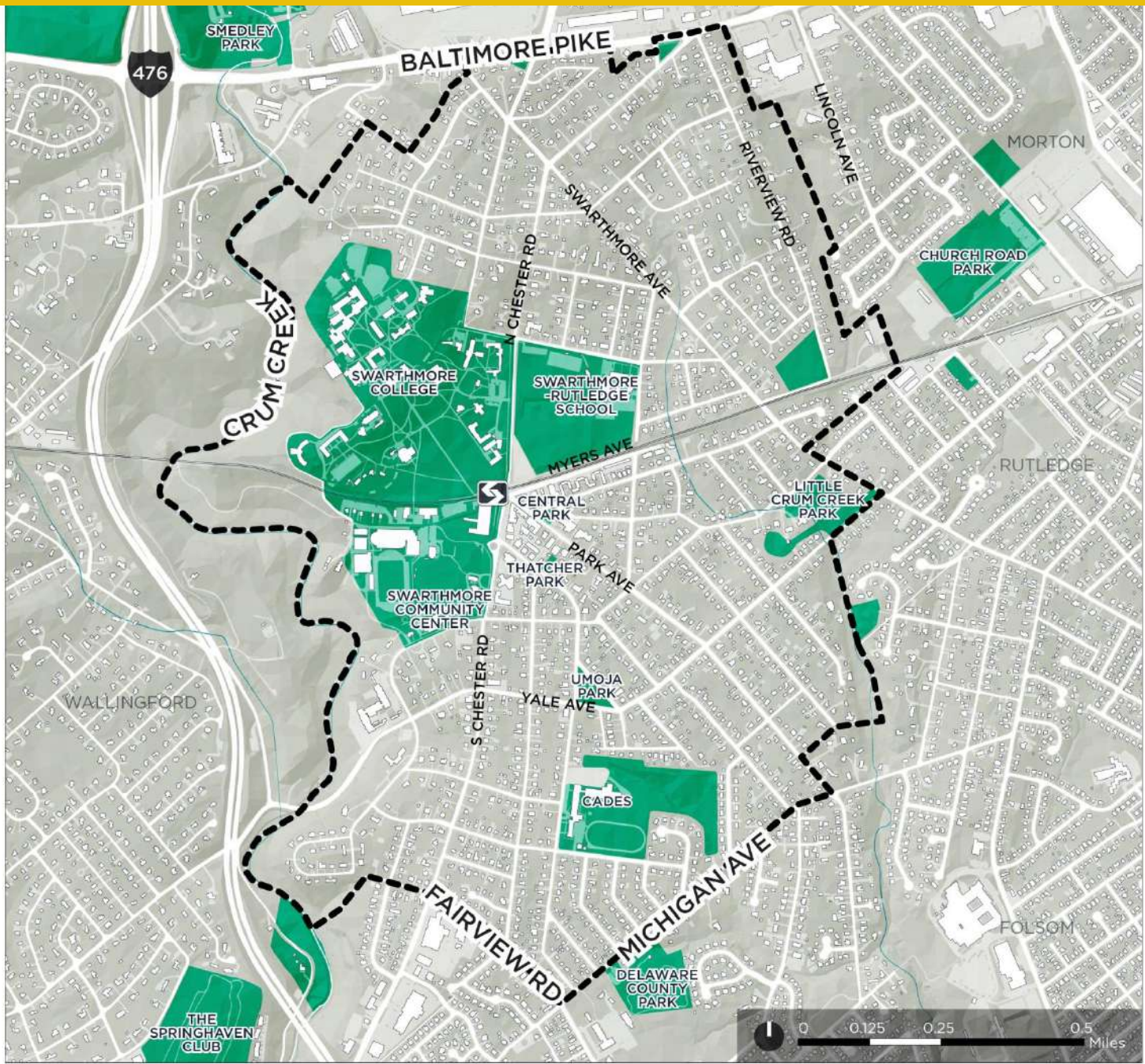
**5. WE ARE RICH WITH GREEN SPACES THAT ARE WELL-MAINTAINED**






Image Source: Swarthmore College



# 18% OF THE BOROUGH IS GREEN



-  BOROUGH BOUNDARY
-  PARK
-  RAIL
-  REGIONAL RAIL STATION

# 6. SEPTA PROVIDES EASY ACCESS TO CENTER CITY



Image Source: Andy Shelter

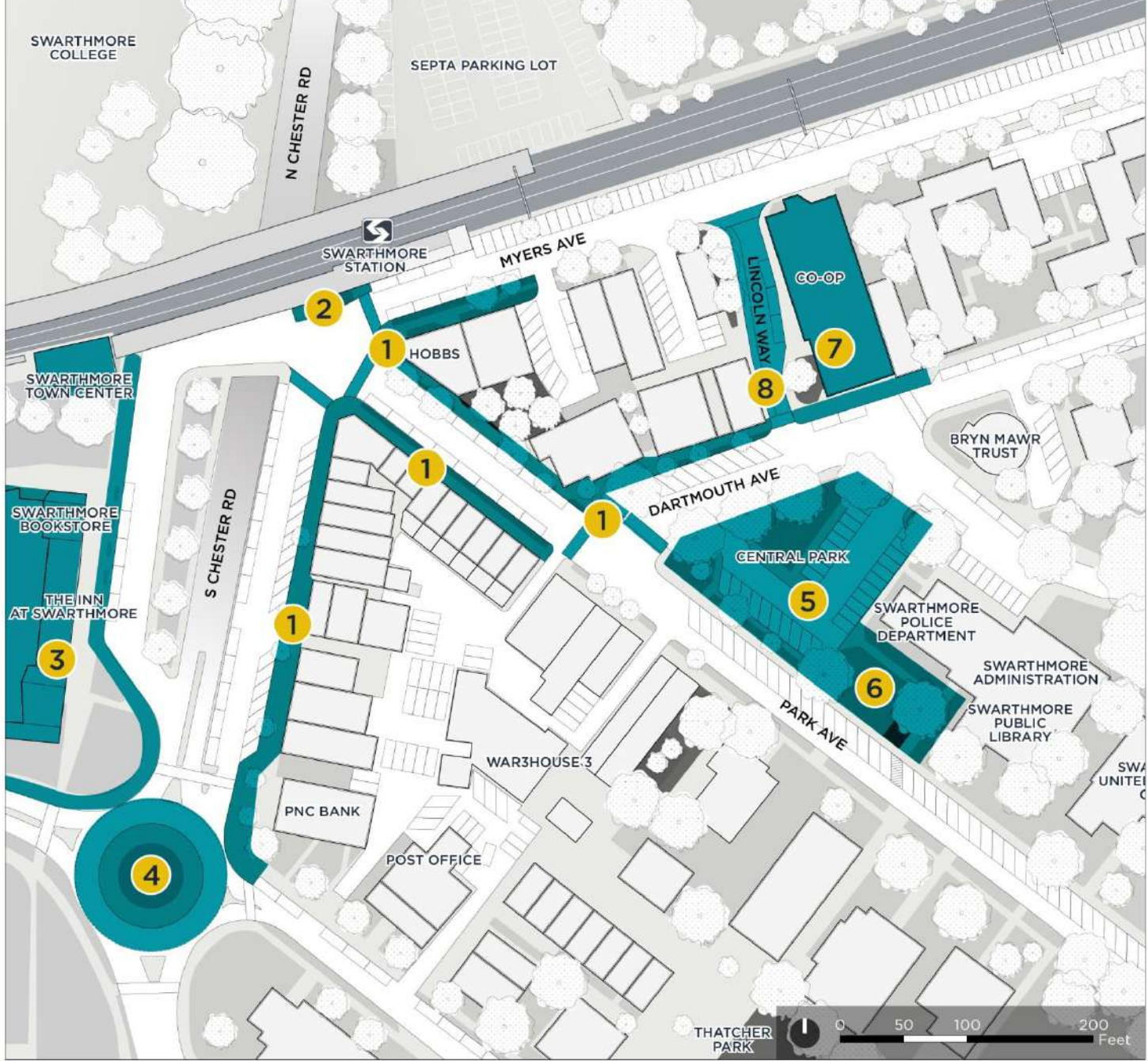
**LET'S TALK ABOUT**



▪ **WHO WE ARE**

▪ **WHAT WE'VE ACCOMPLISHED**

# IN THE PAST 20 YEARS, WE MADE SIGNIFICANT IMPROVEMENTS



**IMPROVEMENTS MADE SINCE THE 1999 REVITALIZATION PLAN**

- 1** STREETScape IMPROVEMENTS
- 2** NEW CLOCK TOWER
- 3** TOWN CENTER WEST & THE INN AT SWARTHMORE
- 4** ROUNDABOUT
- 5** CENTRAL PARK
- 6** OUTDOOR AMPHITHEATER
- 7** NEW CO-OP LOCATION
- 8** CONSTRUCTION OF LINCOLN WAY

**+** AND MORE:  
 :PEDESTRIAN & BICYCLE MASTER PLAN

:SWARTHMORE COLLEGE INSTITUTIONAL ZONING DISTRICT ADOPTION

:TOWN CENTER ZONING DISTRICT

:ALLOWED THE SALE OF ALCOHOL IN BOROUGH

# TOWN CENTER WEST OFFERS DINING, SHOPPING AND LODGING



Image Source: Jack Zigon

# NEW ROUNDABOUT REPLACED DANGEROUS 5-WAY INTERSECTION



Image Source: Andy Shelter

# THE AMPHITHEATER IS PERFECT FOR OUTDOOR EVENTS



# CO-OP RECONSTRUCTION DELIVERS MORE VALUE



Photo: Andy Shelter



Photo: Andy Shelter



# THE NEW UNDERPASS HELPS TO GET TO THE STATION



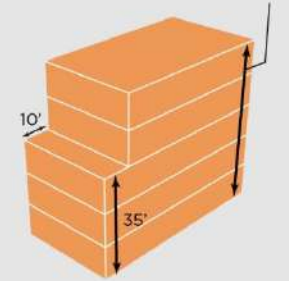
# THE TOWN ALSO CREATED THE TOWN CENTER ZONING DISTRICT TO ENCOURAGE DENSE & PEDESTRIAN-ORIENTED DEVELOPMENT.

## ZONING

(Source: Swarthmore Borough, June 2017)  
 Note: Represents general zoning areas and may not align with property lines accurately.

### TOWN CENTER ZONING

HEIGHT CAN BE HIGHER THAN 35' IF THERE'S 10' SETBACK OF THE FRONT FACADE ABOVE 35'.



**HEIGHT**  
 26' (2 STORIES) - 35'

**FAR**  
 (FLOOR-TO-AREA RATIO)  
 2.5 - 4.0

- TC: TOWN CENTER
- PA: PARKS
- RESIDENTIAL**
- AL: ALTERNATE RESIDENTIAL
- RB
- RC
- AR: APARTMENT
- INSTITUTION**
- IN-A
- IN-B
- IN-C: INSTITUTIONAL COMMERCIAL OVERLAY



**LET'S TALK ABOUT**



▪ **WHO WE ARE**

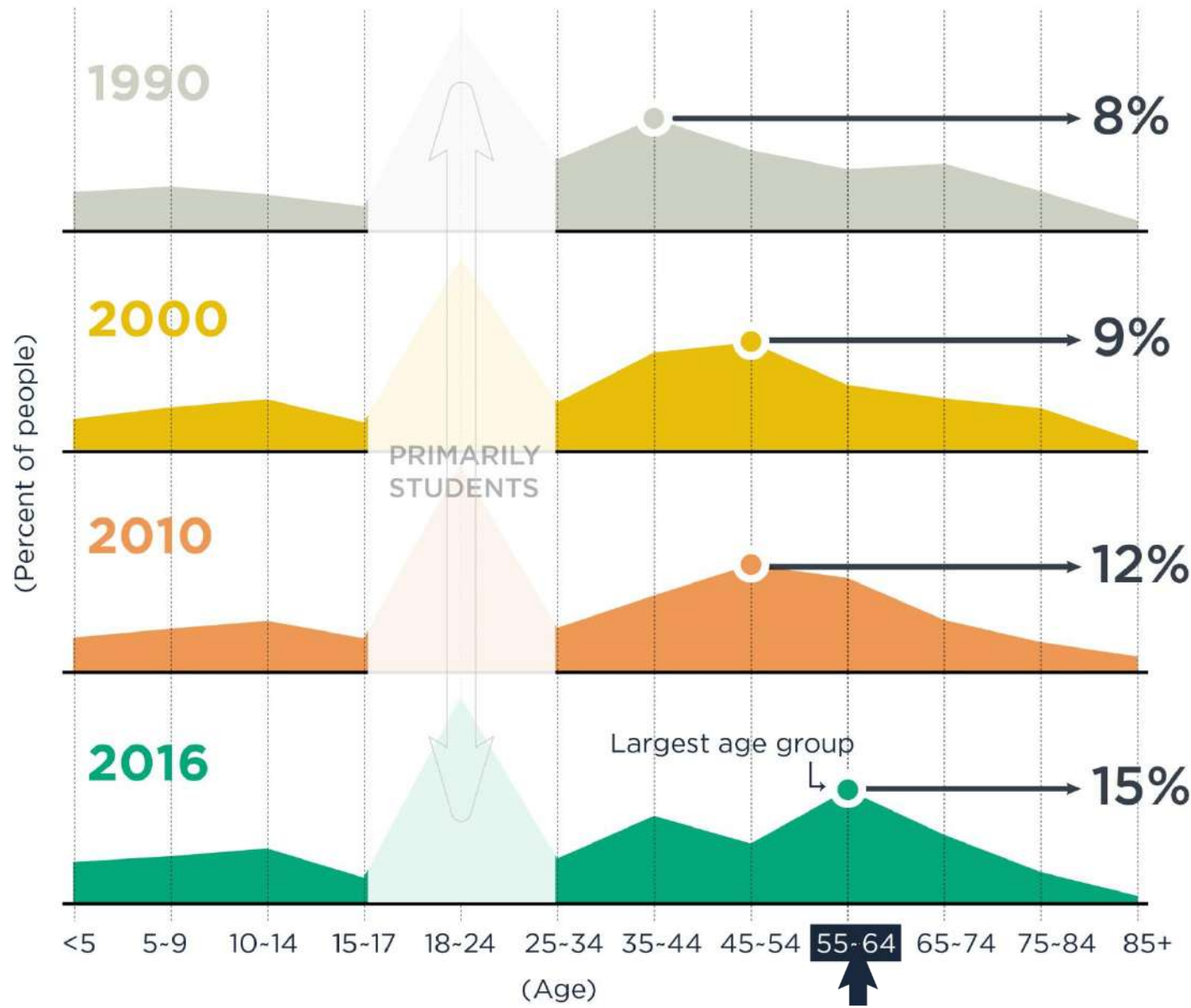
▪ **WHAT WE'VE ACCOMPLISHED**

▪ **THINGS ARE CHANGING**

# WE HAVE AN AGING POPULATION ... AND WINDOW OF OPPORTUNITY

## CHANGE OVER TIME - AGE

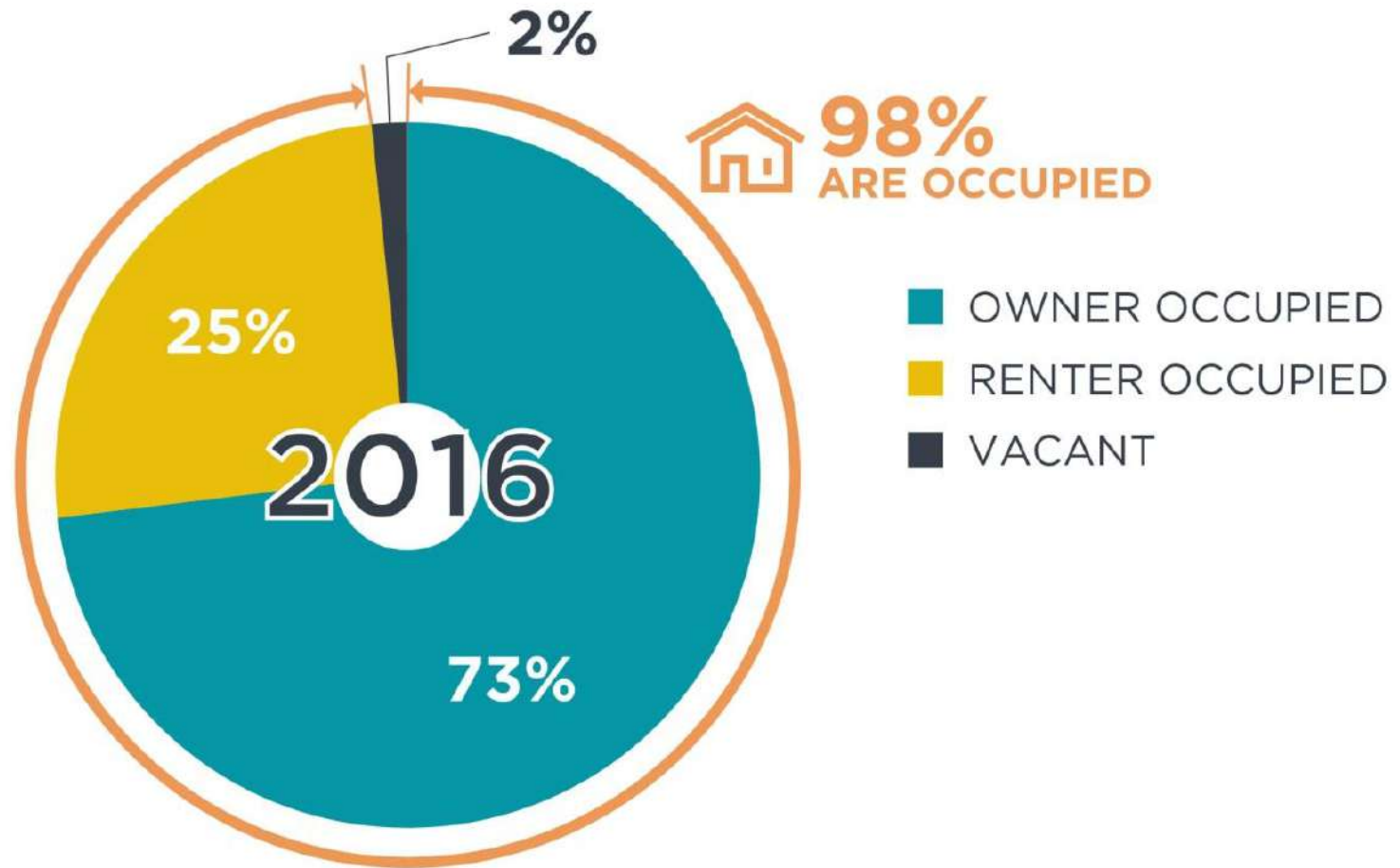
Source: Census 1990, 2000, 2010, and ACS 2016 5-yr est.



**WHAT  
WILL THESE  
EMPTY NESTERS  
DO?**

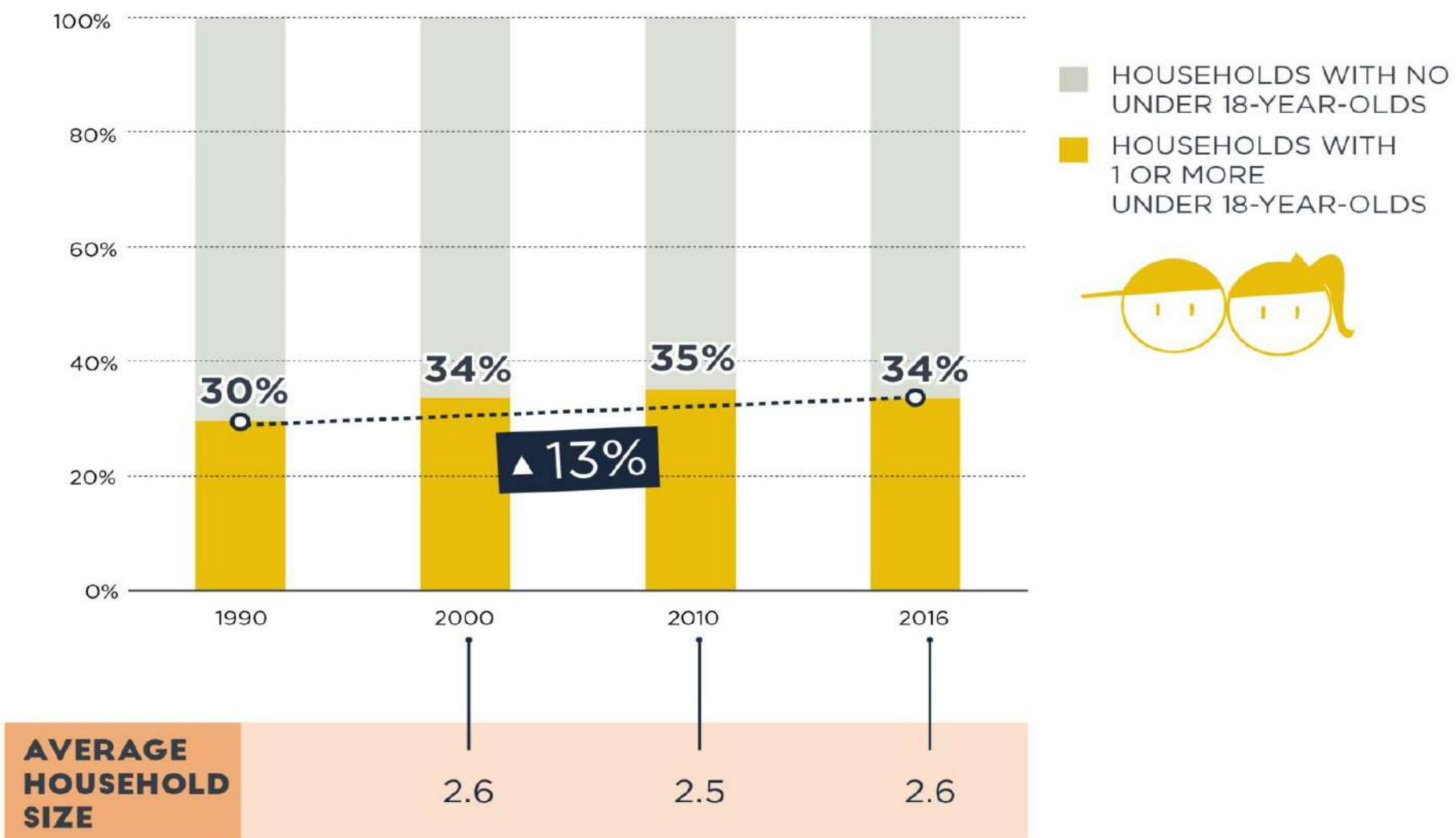
# HOUSING TENURE

Source: Census 2000, 2010, and ACS 2016 5-yr est.



## HOUSEHOLDS WITH CHILDREN

Source: Census 1990, 2000, 2010 and ACS 2016 5-yr est.



# NATIONWIDE TRENDS WE SHOULD CONSIDER:

# THE WAY WE LIVE IS CHANGING ...





# THE WAY WE LIVE IS CHANGING ...



# THE WAY WE LIVE IS CHANGING ...



# THE WAY WE LIVE IS CHANGING ...



# THE WAY WE SHOP AND EXCHANGE MONEY IS CHANGING ...

# THE WAY WE SHOP AND EXCHANGE MONEY IS CHANGING ...



# THE WAY WE SHOP AND EXCHANGE MONEY IS CHANGING ...



**Nextdoor**



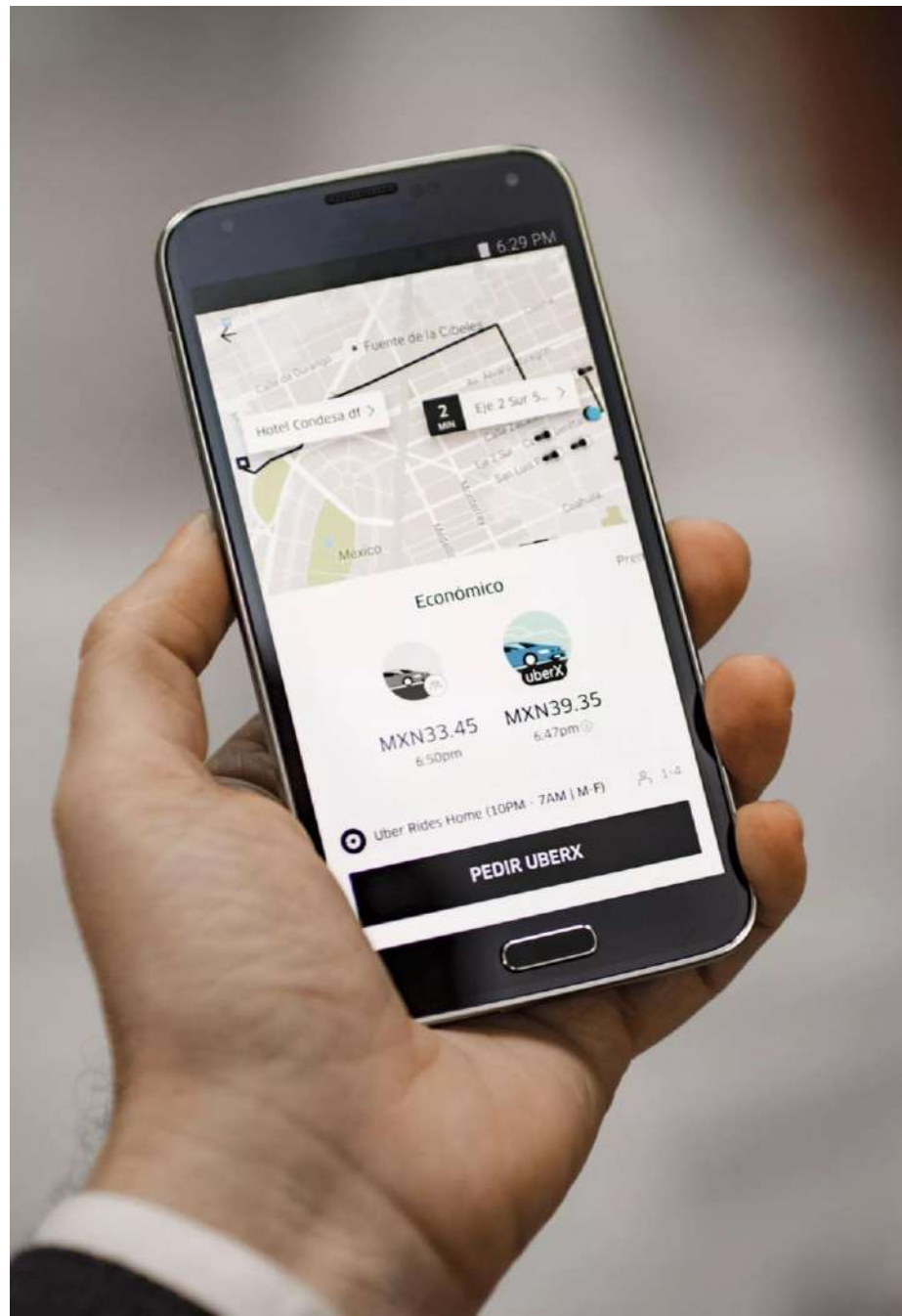
# THE WAY WE TRAVEL IS CHANGING ...

# THE WAY WE TRAVEL IS CHANGING ...

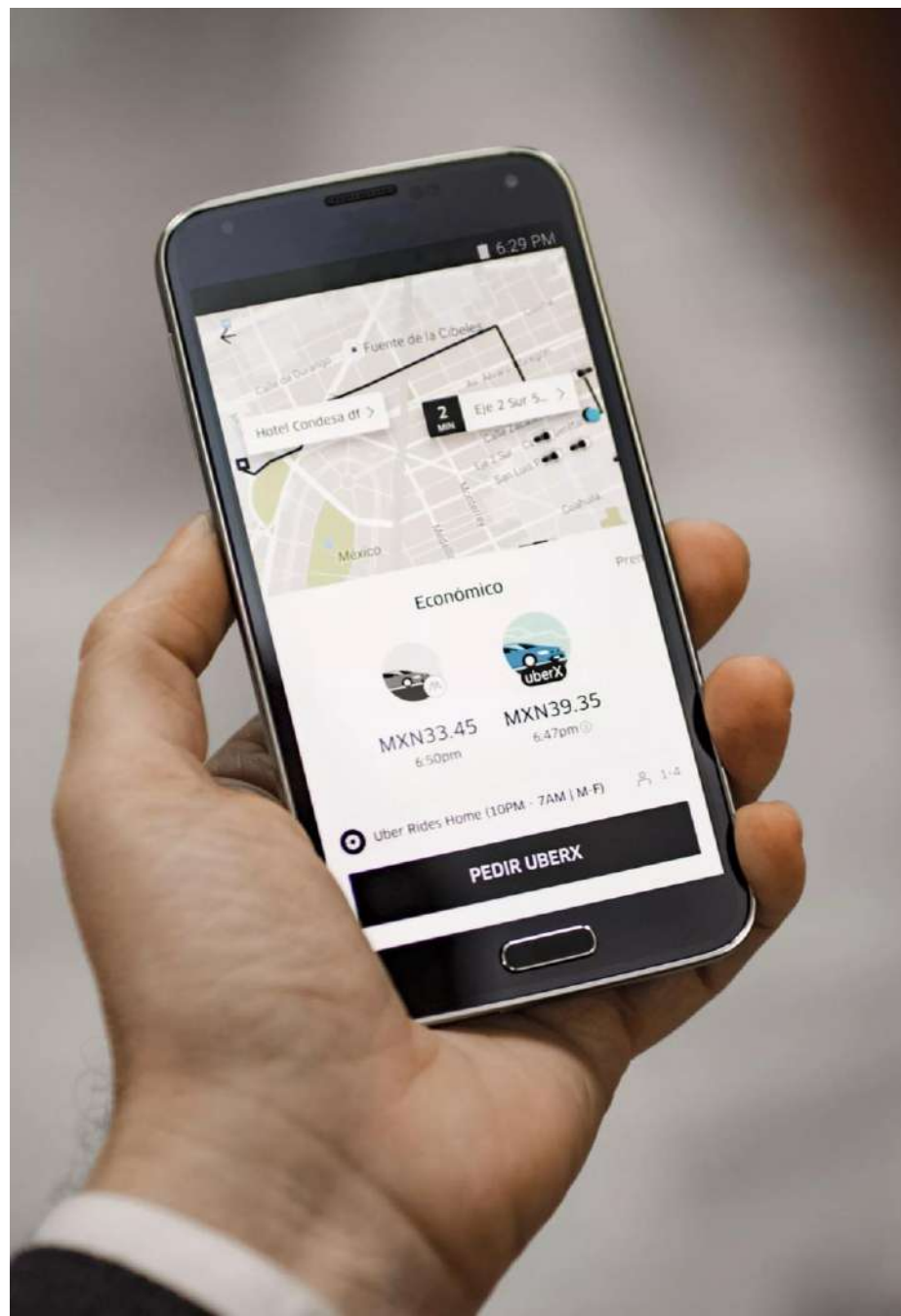




# THE WAY WE TRAVEL IS CHANGING ...



# THE WAY WE TRAVEL IS CHANGING ...

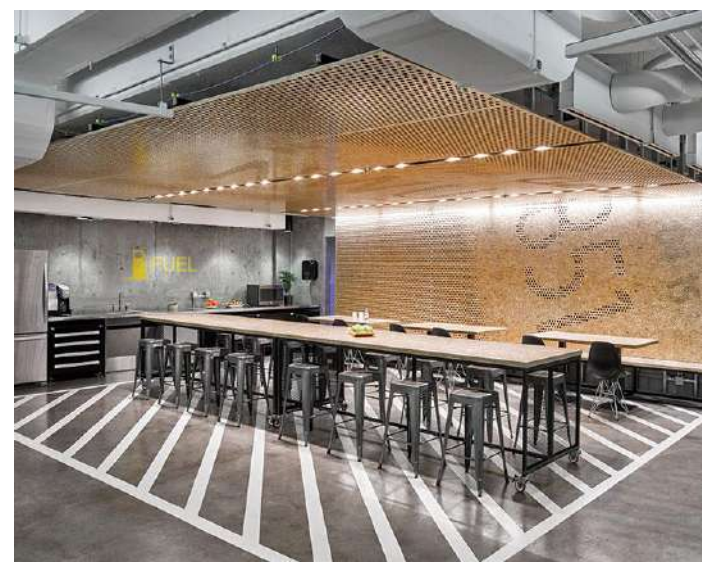


# THE WAY WE USE PARKING MAY BE CHANGING ...

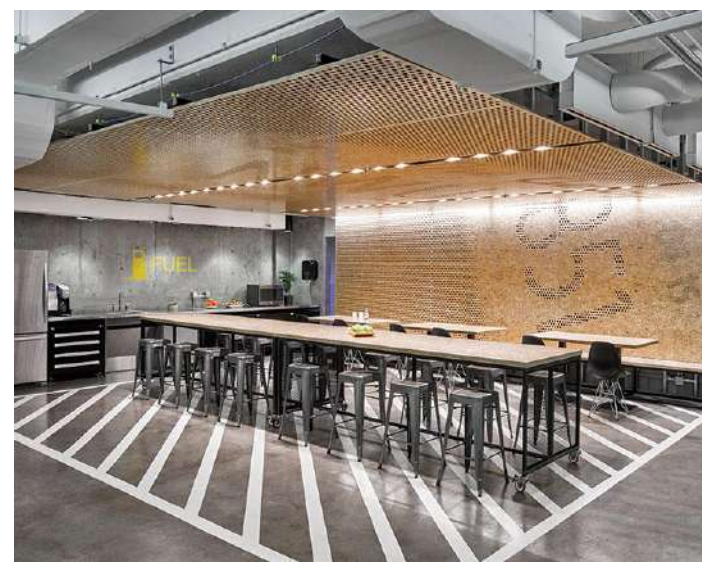
# THE WAY WE USE PARKING MAY BE CHANGING ...



# THE WAY WE USE PARKING MAY BE CHANGING ...



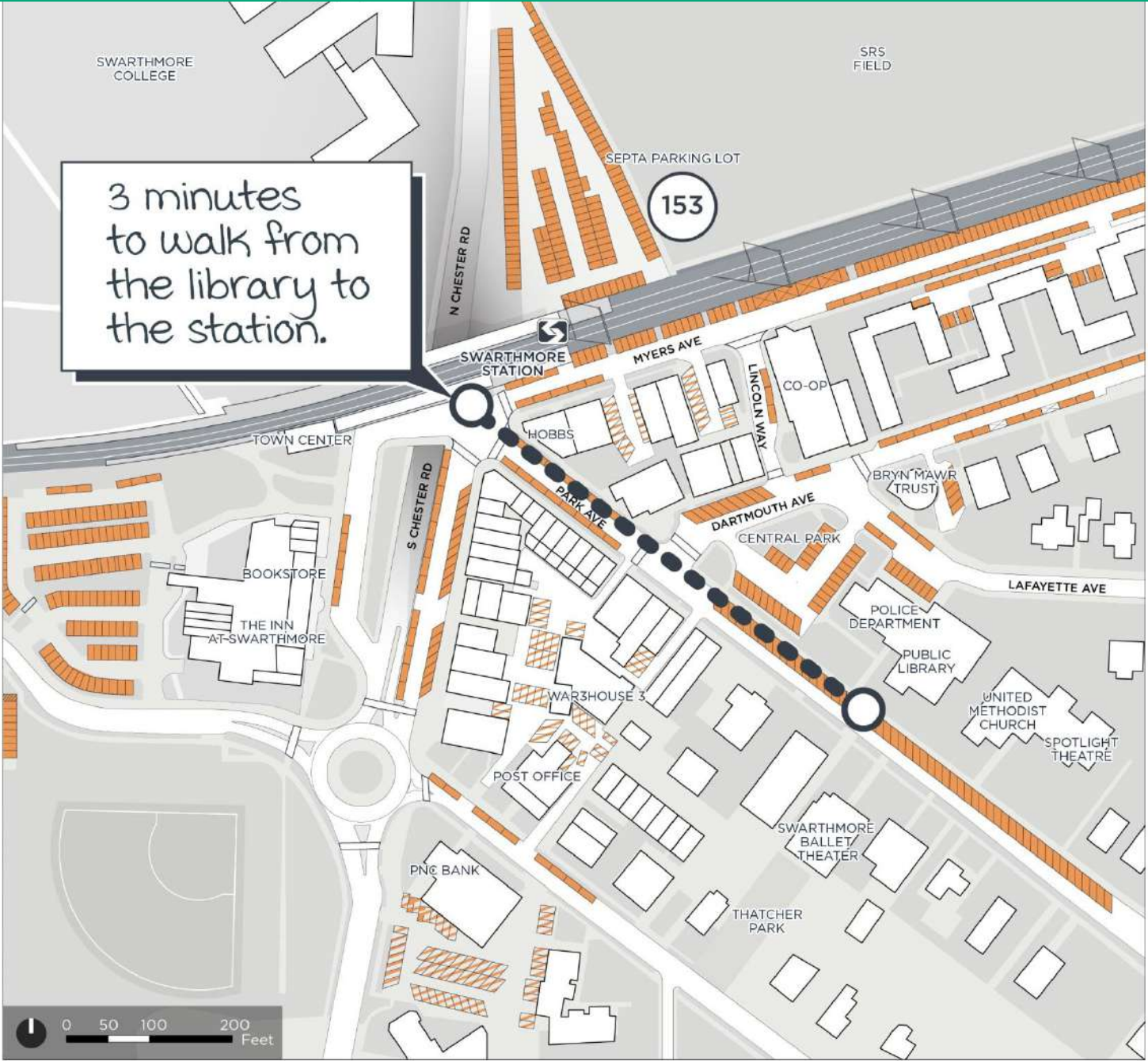
# THE WAY WE USE PARKING MAY BE CHANGING ...



# PARKING SPACES AROUND TOWN MAY BE OPPORTUNITIES

# AVAILABLE PARKING

3 minutes to walk from the library to the station.



- PUBLIC PARKING
- PRIVATE PARKING
- REGIONAL RAIL STATION

**WE WILL BE EXPERIENCING MORE BIG STORMS**





**WE WILL BE EXPERIENCING MORE BIG STORMS**



**LET'S TALK ABOUT**



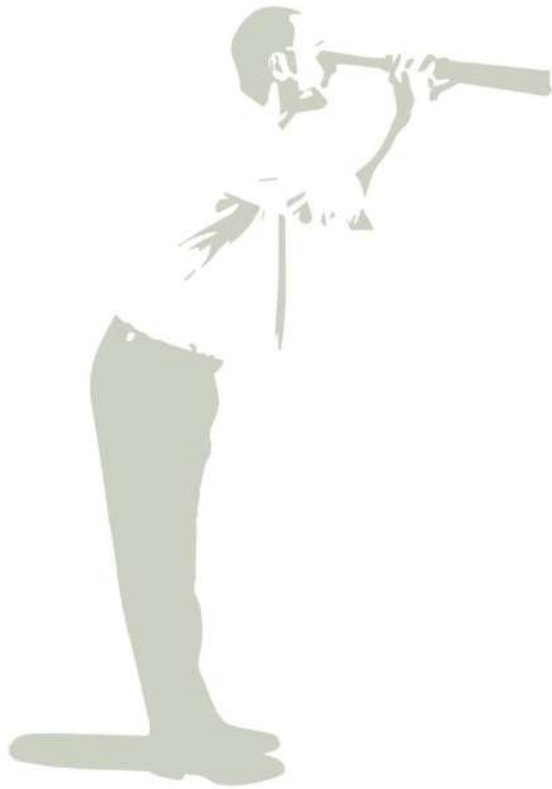
▪ **WHO WE ARE**

▪ **WHAT WE'VE ACCOMPLISHED**

▪ **THINGS ARE CHANGING**

▪ **OUR VISION**

## SWARTHMORE CENTENNIAL FOUNDATION ASKED



**+150 PEOPLE FROM  
8 DIFFERENT GROUPS**

- SRA
- Swarthmore Planning Commission
- Swarthmore Senior Citizens Association
- Swarthmore College
- Town Center
- Swarthmore Centennial Foundation
- Rotary
- Ad hoc young parents group



# WHAT DOES SWARTHMORE LOOK LIKE IN 20 YEARS? IN 20 YEARS, SWARTHMORE IS/HAS...

(TOTAL: 412 RESPONSES)

**VIBRANCY**



**PLACES TO GO**



**PLACES TO WORK**



**PLACES TO LIVE**



**EASY TO GET  
AROUND**



**MAINTAINED  
PARKS**



PEOPLE WHO WANT **"VIBRANCY"** SAID...

People of all ages  
milling about - day  
and night.

No empty store fronts.

Art on blank walls.  
Open mic nights.

Lots of activity. Places  
to go. Things to do.

more diversity.

# MORE LIFE ON THE STREET – DAY AND NIGHT



# ALL AGES ON THE STREET – WEEKDAYS AND WEEKENDS



Image Source: Swarthmorean

# BIG AND SMALL EVENTS ALL YEAR AROUND







# WHAT DOES SWARTHMORE LOOK LIKE IN 20 YEARS? IN 20 YEARS, SWARTHMORE IS/HAS...

(TOTAL: 412 RESPONSES)

**VIBRANCY**



**PLACES TO GO**



**PLACES TO WORK**



**PLACES TO LIVE**



**EASY TO GET  
AROUND**



**MAINTAINED  
PARKS**



PEOPLE WHO WANT **“PLACES TO GO”** SAID...

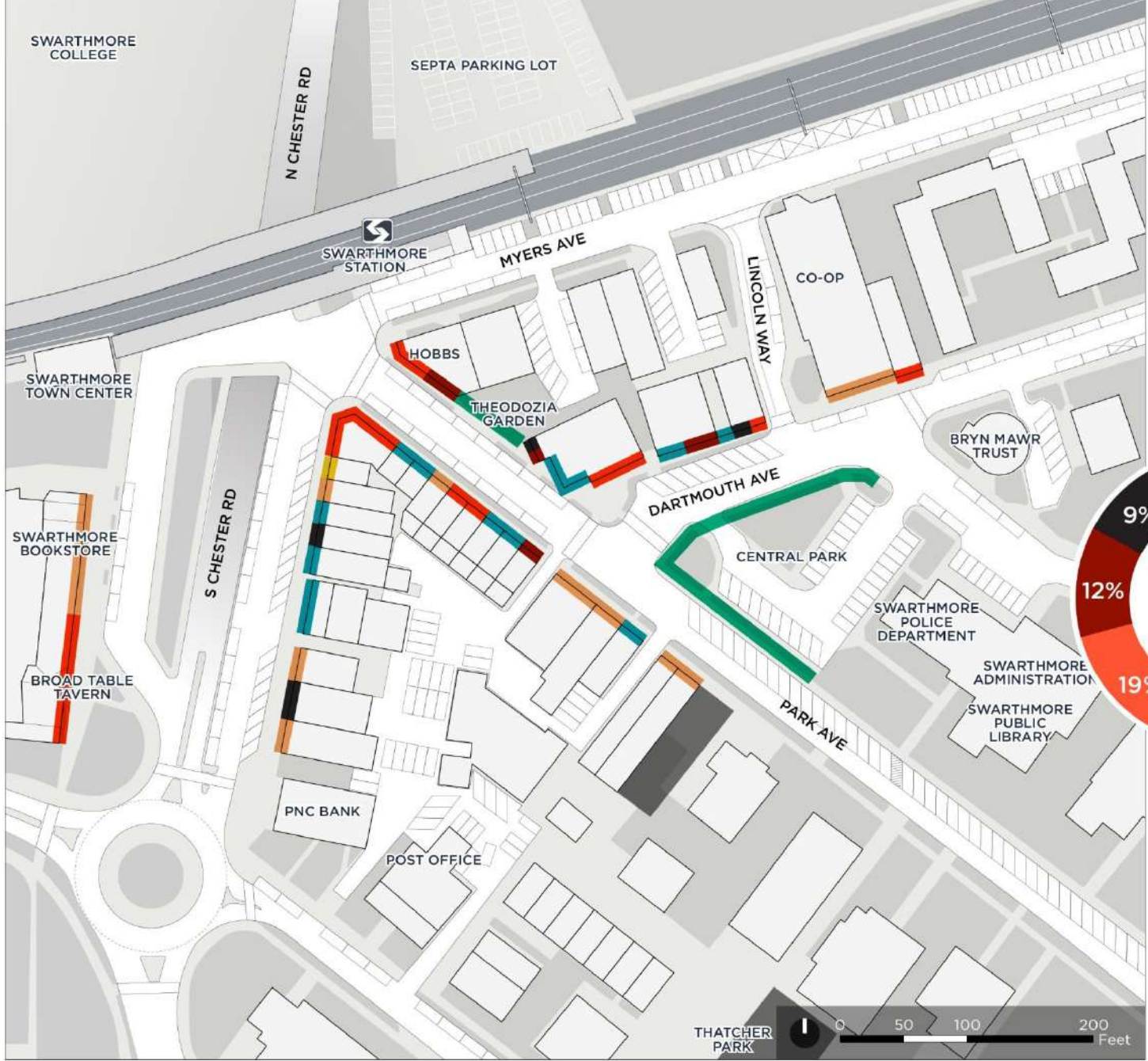
Quirky, one-of-a-kind  
retail & restaurant.

A real community  
center.

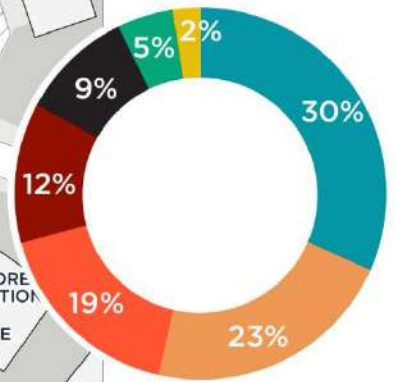
Lots of fun restaurants  
to choose from - big  
variety of types and  
price points

Arts studios and  
performances places.

# 30% OF THE RETAIL IN TOWN CENTER ARE SERVICES.



## GROUND FLOOR STOREFRONT USAGE



- SERVICE**  
(i.e. hair & nail salon, laundromat)
- RETAIL**  
(i.e. boutique store)
- RESTAURANT**
- OFFICE**
- PARK/GARDEN**
- RESIDENTIAL**
- VACANT**

**NO EMPTY STOREFRONTS**



# MORE RETAIL OPTIONS – INDOORS AND OUTDOORS



Narberth, PA  
Image Source: Donald D. Groff

# MORE ENTERTAINMENT OPTIONS



Image Source: War3house 3



# WHAT DOES SWARTHMORE LOOK LIKE IN 20 YEARS? IN 20 YEARS, SWARTHMORE IS/HAS...

(TOTAL: 412 RESPONSES)

**VIBRANCY**



**PLACES TO GO**



**PLACES TO WORK**



**PLACES TO LIVE**



**EASY TO GET  
AROUND**



**MAINTAINED  
PARKS**



PEOPLE WHO WANT **“PLACES TO WORK”** SAID...

Places to collaborate  
(like we work).

Lab space, incubator  
space (like  
Pennovation).

maker space  
(businesses where  
people make things).

more offices above  
retail.

ubiquitous wifi.



# MORE WORK OPTIONS LIKE MAKERSPACES AND COWORKING PLACES



# MORE WORK OPTIONS LIKE INCUBATORS AND COWORKING LABS





# WHAT DOES SWARTHMORE LOOK LIKE IN 20 YEARS? IN 20 YEARS, SWARTHMORE IS/HAS...

(TOTAL: 412 RESPONSES)

**VIBRANCY**



**PLACES TO GO**



**PLACES TO WORK**



**PLACES TO LIVE**



**EASY TO GET  
AROUND**



**MAINTAINED  
PARKS**



PEOPLE WHO WANT “PLACES TO LIVE” SAID...

Good-quality  
'down size'  
options.

Senior housing  
accessible to train,  
Co-op and volunteer  
work.

more density in town  
center near train.

Older houses have  
been turned into  
shared living spaces.

# MORE HOUSING OPTIONS INCLUDING TRANSIT ORIENTED DEVELOPMENT



# MORE HOUSING OPTIONS INCLUDING TRANSIT ORIENTED DEVELOPMENT



# MORE HOUSING OPTIONS INCLUDING TRANSIT ORIENTED DEVELOPMENT



# MORE HOUSING OPTIONS INCLUDING SHARED HOUSING







# WHAT DOES SWARTHMORE LOOK LIKE IN 20 YEARS? IN 20 YEARS, SWARTHMORE IS/HAS...

(TOTAL: 412 RESPONSES)

**VIBRANCY**



**PLACES TO GO**



**PLACES TO WORK**



**PLACES TO LIVE**



**EASY TO GET  
AROUND**



**MAINTAINED  
PARKS**



PEOPLE WHO WANT **“EASY WAYS TO GET AROUND”** SAID,

Bike lanes.

Smooth sidewalks  
with benches and  
trees.

Easy to get around  
without a car. Jitney  
around town, to media,  
Healthplex, Wallingford.

Better accessibility at  
train station.

# MORE TRANSPORTATION OPTIONS



# MORE TRANSPORTATION OPTIONS



# MORE TRANSPORTATION OPTIONS





# WHAT DOES SWARTHMORE LOOK LIKE IN 20 YEARS? IN 20 YEARS, SWARTHMORE IS/HAS...

(TOTAL: 412 RESPONSES)

**VIBRANCY**



**PLACES TO GO**



**PLACES TO WORK**



**PLACES TO LIVE**



**EASY TO GET  
AROUND**



**MAINTAINED  
PARKS**



PEOPLE WHO WANT **“MAINTAINED PARKS”** SAID...

Well-maintained parks and open space.

Still have lots of shade trees and public gardens.

Investment in playgrounds, tot lots, CADES, etc.

Possible additional activities: paddle courts, dog park, skate park.

# WELL-MAINTAINED PARKS AND OPEN SPACE





# WELL-MAINTAINED RECREATIONAL SPACES



# WELL-MAINTAINED GREEN SPACES



# WELL-MAINTAINED GREEN SPACES



# WELL-MAINTAINED GREEN SPACES



# WE ALSO ASKED ANOTHER QUESTION...

## Q. WHAT ARE THE KEY OBSTACLES TO MAKING THINGS HAPPEN?

*perceived*

(TOTAL: 94 RESPONSES)

### RESISTANCE TO CHANGE



"Fear, opposition from residents, keeping character of Swarthmore."

### ZONING



"Property tax model, zoning."

### TOWN CENTER PROPERTY OWNERS



"Building owners who are not aligned with priorities of the community."

### TAXES



"money."

### PHYSICAL BARRIER



"Facilities condition, Chester Rd., Physical space for restaurants & retail."

### LACK OF A CLEAR VISION



"We don't know what the next generation of Swarthmoreans want."

**LET'S TALK ABOUT**



▪ **WHO WE ARE**

▪ **WHAT WE'VE ACCOMPLISHED**

▪ **THINGS ARE CHANGING**

▪ **OUR VISION**

▪ **MOVING FORWARD**

## QUESTIONS TO ANSWER GOING FORWARD:

### 1. WHAT KIND OF HOUSING OPTIONS DO WE NEED FOR OLDER AGE GROUPS AND ALSO FOR YOUNGER FAMILIES?

- A housing market study is needed to evaluate sites in and near Town Center for the development of homes for seniors, students and young families.

### 2. HOW CAN WE MAKE SWARTHMORE TOWN CENTER MORE VIBRANT?

- A local retail analysis is needed including a merchandising and tenancy strategy

### 3. HOW CAN WE PROVIDE BETTER PEDESTRIAN CONNECTIONS TO/FROM THE TOWN CENTER?

- Look into the connections that are missing and think about ways to provide “short-cuts” for pedestrians.
- Evaluate options to redesign public spaces around the SEPTA Station

# MOVING FORWARD

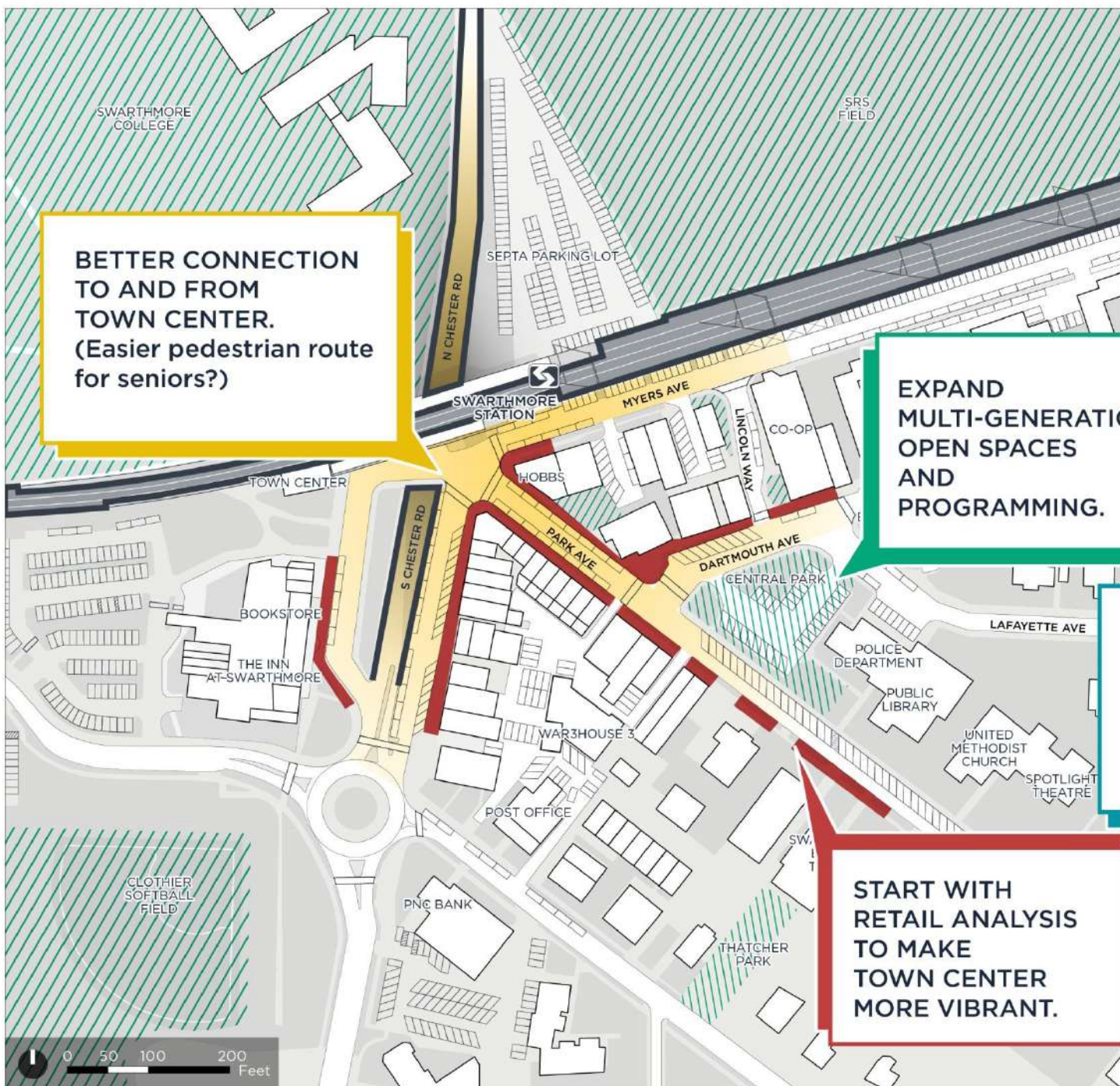
**BETTER CONNECTION TO AND FROM TOWN CENTER.**  
(Easier pedestrian route for seniors?)

**EXPAND MULTI-GENERATIONAL OPEN SPACES AND PROGRAMMING.**

*and,*  
**POTENTIAL HOUSING CHOICES IN & AROUND TOWN CENTER TO CONNECT RESIDENTS AND BUSINESSES.**

**START WITH RETAIL ANALYSIS TO MAKE TOWN CENTER MORE VIBRANT.**

-  STREETS LEADING TO TOWN CENTER
-  COMMERCIAL STOREFRONT
-  PARK/GARDEN/OPEN SPACE
-  PHYSICAL BARRIER
-  REGIONAL RAIL STATION







**THANK  
YOU!**