

April 7, 2023

TO: Building & Planning Committee

FROM: Jillian Dierks, Senior Planner, Department of Building and Planning

SUBJECT: ARDMORE MASTER PLAN DRAFT – SUPPLEMENTAL BACKGROUND

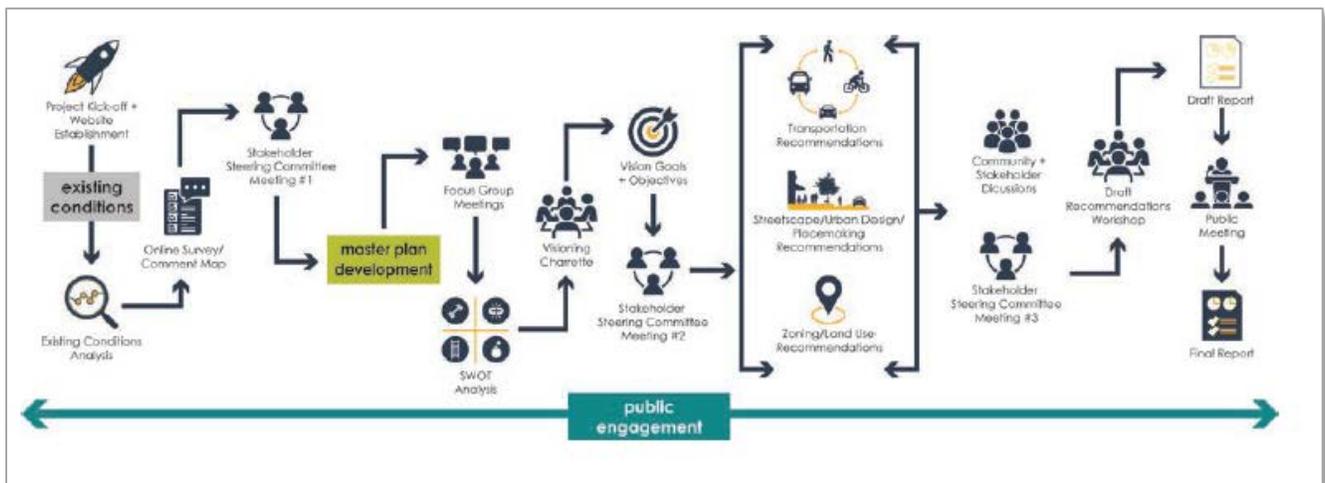
## BACKGROUND

Ardmore is booming with new investments in shops and activities. Much of the current success is the result of efforts from previous master planning efforts in the early 2000's. The 2022 Ardmore Master Plan was undertaken to build on and update past successes, adjust to a new vision, and address new community concerns. While the goal of revitalizing downtown Ardmore has largely been achieved, the time has come to reevaluate priorities and to reconfirm the vision for what downtown Ardmore should be. Kittelson & Associates, a national multi-disciplinary firm, was selected to complete a master plan for the Ardmore Commercial District with these updates in mind.

Additional background information, including project timeline, steering committee involvement and an outline of public engagement is attached in a supplemental memo.

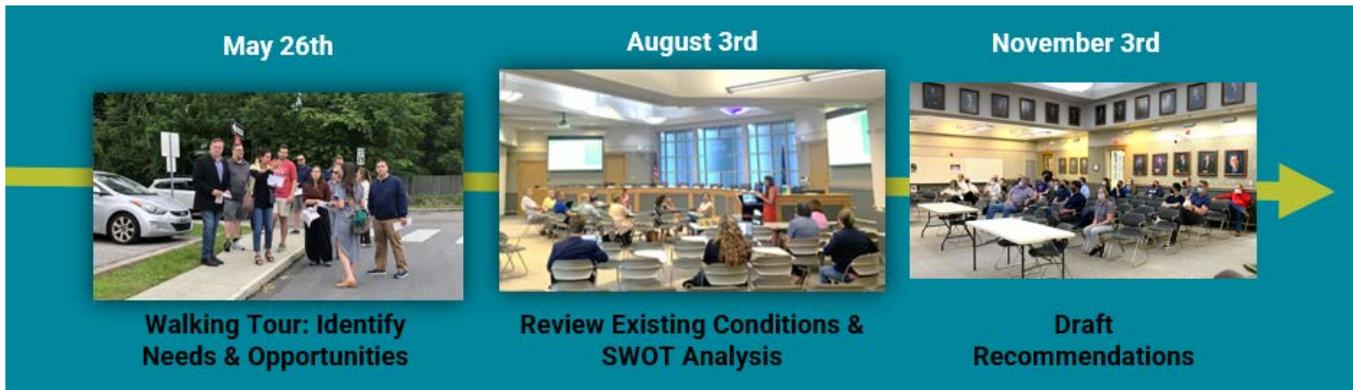
## PROJECT TIMELINE

The master planning process began with the selection of Kittelson and extended through 2023. The flowchart and schedule illustrate the plan process, timeline, and key decisions associated with each major engagement activity or stakeholder meeting.



## STEERING COMMITTEE

The Steering Committee, composed of Commissioners, partner agencies, civic association leaders, members of the Ardmore Business Association, large property owners, small business owners, and institutional partners, has met three times with the consultant to ensure that the Master Plan's vision, goals, objectives, and ideas for consideration reflect the diverse range of community interests and priorities. Presentations made to the Steering Committee are available on the Township website and are outlined below.



- **May 26, 2022: Steering Committee Meeting #1: Identify Needs & Opportunities** – Following an initial review of past plans and intervening development and to augment the team’s data-driven analysis of Existing Conditions in Phase 1, a walking tour of the study area was conducted with Township staff and members of the Steering Committee to identify key issues and opportunities in the study area. This meeting resulted in the identification of topic areas needing additional input during the subsequent community charrette and focus group meetings.
  - [Meeting Presentation](#)
- **August 3, 2022: Steering Committee Meeting #2: Existing Conditions & Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis** – Following the Community Open House and Visioning Community Charrette, the existing conditions analysis, results of the SWOT analysis, draft versions of the plan vision, goals, and objectives, and starter ideas of solutions were presented.
  - [Meeting Presentation](#)
  - [Meeting Notes](#)
- **November 3, 2022: Steering Committee Meeting #3: Draft Recommendations & Implementation Plan** – The Kittelson team presented the draft plan recommendations and implementation plan to the Steering Committee for their feedback.
  - [Meeting Presentation](#)

**TIMELINE OF PUBLIC OUTREACH ACTIVITIES**



**PUBLIC ENGAGEMENT**

- **Online Comment Map:** Open May 26<sup>th</sup> through July 1<sup>st</sup>, the online interactive mapping tool invited people to share how they currently use the various parts of the study area, what they see as working and missing, and their perspectives on the changes they have seen over the years.

**ONLINE COMMENT MAP**

**Common Themes**

- Conversion of surface parking to open space/redevelopment
- Pedestrian safety improvements
- Wayfinding to parking
- Affordable housing
- Public realm improvements
- Redevelopment opportunities
- Better bicycle/pedestrian connections
- Traffic calming
- Need for more landscaping/greening
- Consolidation of parking meters

Used to develop goals and objectives



- **Public Open House & Charrette- June 21, 2022:** Kittelson and Planning Staff hosted an open house and community charrette on June 21<sup>st</sup>. During the open house staff was available to assist community members to make comments in person and via the online map. The charrette was led by the consultant and focused on developing the strengths, weaknesses, opportunities, and threats (SWOT) analysis.



- **August 17, 2022 Happy Hour:** Planning Staff coordinated with the Ardmore Initiative to host a happy hour and provide an opportunity for Ardmore business owners and community members to learn about the master planning process and ask questions.



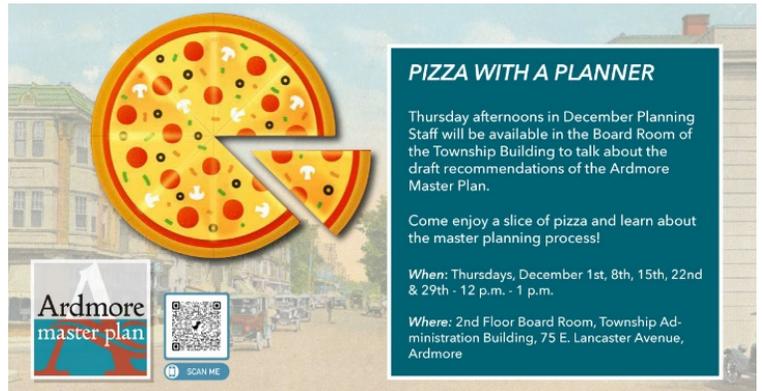
- **Community Meeting- September 22, 2022:** Planning staff coordinated with South Ardmore community groups, including the Main Line Ministerial Alliance, to present the draft strengths, weaknesses, opportunities, and threats (SWOT) analysis.

- **Fall Open House and Community Workshop- November 17, 2022:** The consultant team and planning staff hosted an open house and community workshop on November 17<sup>th</sup> at the Ardmore Avenue Community Center. The goal of the workshop was for community members to learn about draft ideas and provide input on community preferences, identify community areas of consensus/agreement and areas requiring further refinement, and provide opportunities for community-led design.



- **Civic Association Meetings:** Planning staff attended meetings of the Ardwood Civic Association on October 11<sup>th</sup> and January 25<sup>th</sup> and the North Ardmore Civic Association on October 25<sup>th</sup> to provide updates on the master planning process and receive feedback at various points.
- **Pizza with a Planner- Thursdays throughout December:** Staff was available on Thursdays throughout December to meet with community members from 12-1 to discuss the draft recommendations, take comments, and answer questions.

- **Planning Commission Updates:** Staff presented updates to the Planning Commission at their June 6, 2022 and November 7, 2022 meetings.



**PIZZA WITH A PLANNER**

Thursday afternoons in December Planning Staff will be available in the Board Room of the Township Building to talk about the draft recommendations of the Ardmore Master Plan.

Come enjoy a slice of pizza and learn about the master planning process!

*When:* Thursdays, December 1st, 8th, 15th, 22nd & 29th - 12 p.m. - 1 p.m.

*Where:* 2nd Floor Board Room, Township Administration Building, 75 E. Lancaster Avenue, Ardmore

**Ardmore master plan**

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