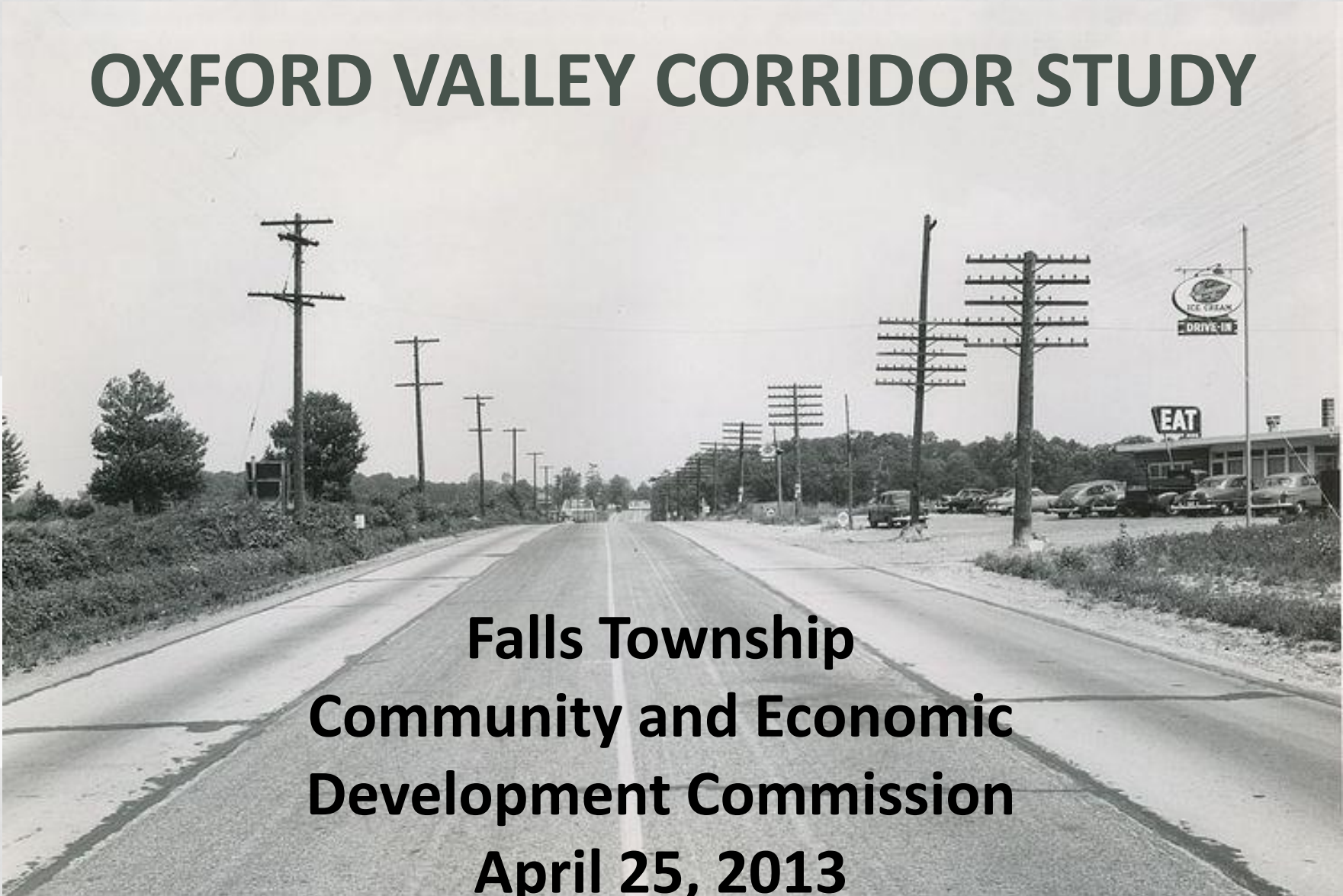


# OXFORD VALLEY CORRIDOR STUDY



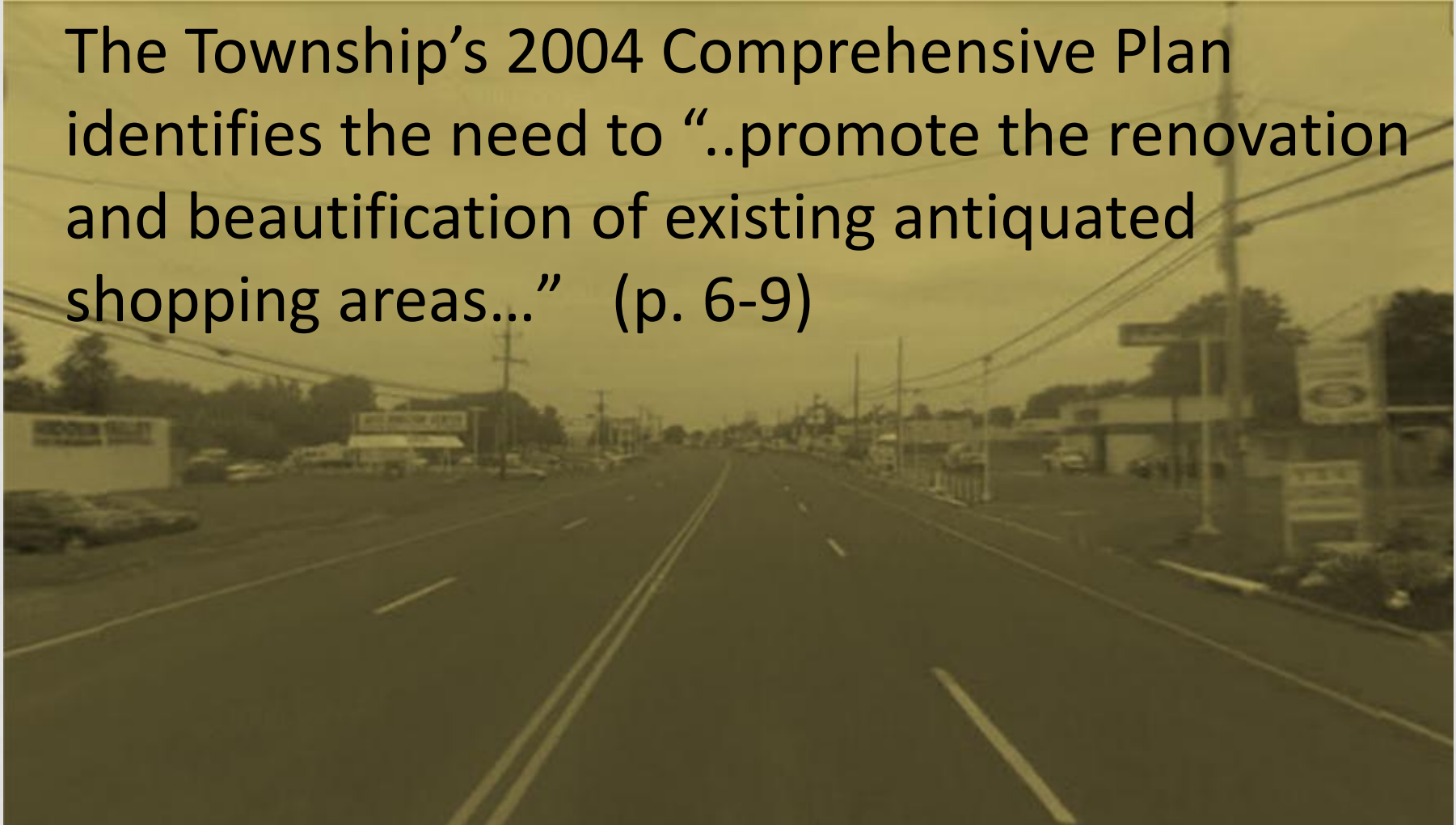
**Falls Township  
Community and Economic  
Development Commission  
April 25, 2013**

# CEDC GOALS

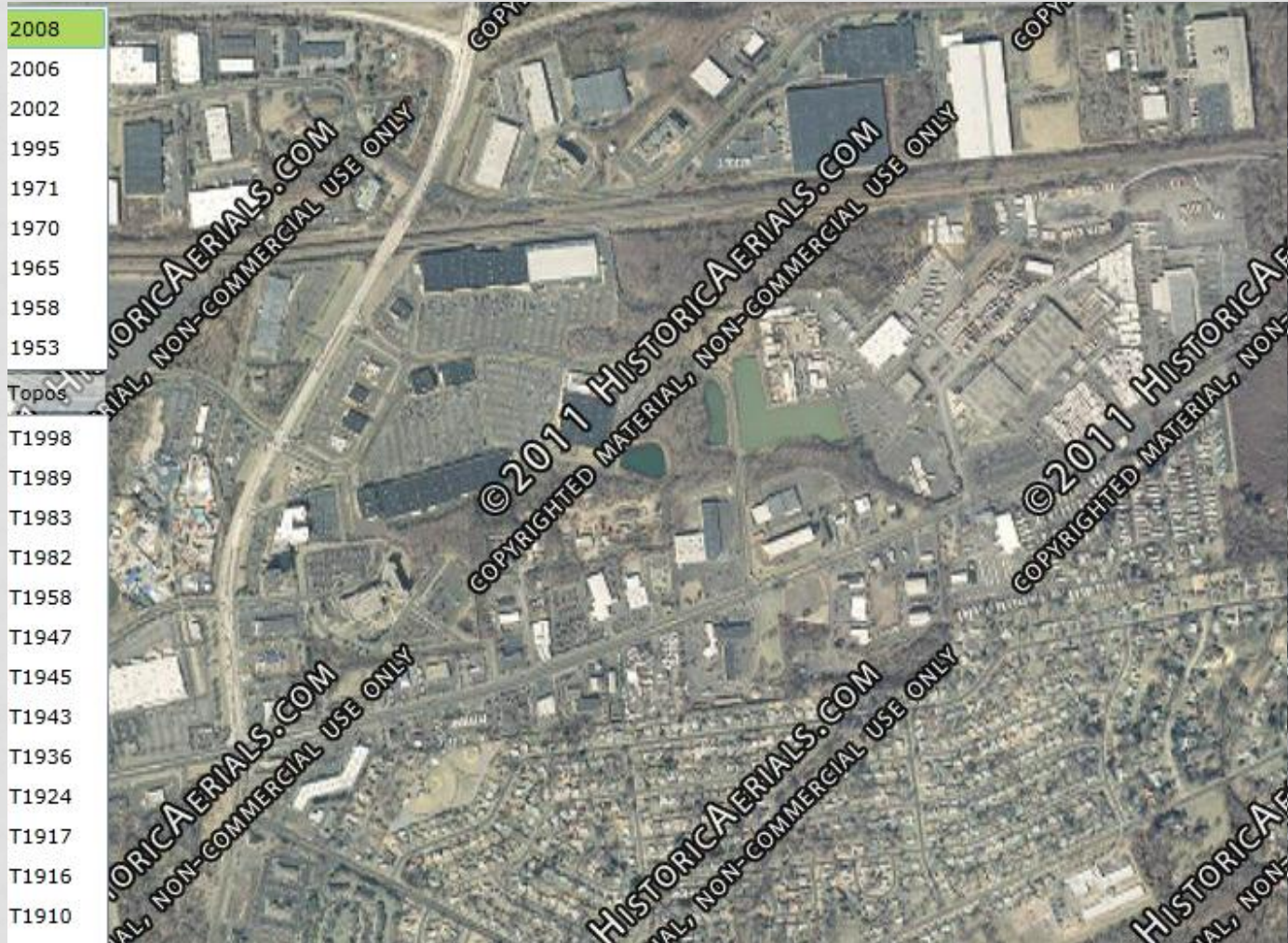
1. Research and plan for economic development alternatives to assist businesses to locate, expand, and revitalize
2. Advise the supervisors of potential grants, assistance, or other opportunities

## BACKGROUND / ISSUES

The Township's 2004 Comprehensive Plan identifies the need to “..promote the renovation and beautification of existing antiquated shopping areas...” (p. 6-9)



# OXFORD VALLEY CORRIDOR DEVELOPMENT



# PLANNING OBJECTIVES

- Utilize vacant and underutilized parcels to provide positive and stable tax base.
- Identify uses for vacant and underutilized parcels to enhance functional and visual characteristics.
- Develop policy to coordinate independent access points along the corridor to provide for safe, efficient traffic flow.

# STUDY ACTIVITIES

- Compile available data and prepare mapping
- Obtain stakeholder input
- Identify key issues and opportunities

# STAKEHOLDER INPUT

Potential stakeholders include property owners, businesses, real estate interests, other public agencies, customers, and residents.

- CEDC Open House Meeting, May 2011.
- Business Survey, November 2011.
- Falls Community Day, June 2012

# SUMMARY OF KEY FINDINGS

Near-total agreement that the following would help business development in the corridor:

- Different mix of land uses
- Transportation improvements
- Improved landscaping, streetscaping, design



# CURRENT LAND USES

- Aria Hospital
- Sheraton
- Oxford Point Shopping Center
- Peruzzi auto sales and service
- Other auto sales and service
- Township building
- Small retail uses
- 225 LP

# CURRENT VACANCIES / AVAILABILITIES

- Former Pella Windows
- Former Safelite
- Portion of former Hidden Valley building
- Former Auto Donations property
- Space next to Astro Lighting
- Oxford Office Campus
- Former Brien's RV
- Township building office space
- Portion of Lincoln Corner shopping center

# CURRENT ZONING

- Highway Commercial (HC)
- Institutional (I)
- Office Industrial Park (OIP)

HC zoning allows wide range of uses including retail, restaurants, offices, and auto sales.

# LAND USE ALTERNATIVES

- Regional destinations: entertainment, dining, recreation
- Town Center: residential, retail, civic / public uses, parks
- Neighborhood-oriented uses: bakery, florist, card shop, drug store



# LAND USE OPPORTUNITIES

- Mercer Court – 50 townhomes on former Brien's property
- New township building – will be located on opposite side of property
- Aria -- may look to expand / diversify
- 225 LLP -- is considering development options for its property

# TRANSPORTATION ISSUES

- Vehicular speeds
- Turning movement / lane change conflicts
- Sight distance constraint
- Frequent driveways
- Limited accommodations for bicyclists and pedestrians
- No bus service

# REVIEW OF CRASH DATA

- Few serious crashes
- Many minor crashes, often involving left-turning vehicles and / or rear-end collisions
- The undivided 4-lane cross-section and the high number of driveways likely are contributing factors to the number of crashes

# TRANSPORTATION IMPROVEMENT CONCEPTS

- Convert road from 4 lanes to 3 lanes with a center left turn lane
- Implement access management to reduce the number of driveways
- Enhance bicycle and pedestrian accommodations and implement bus service
- Improve streetscaping, signage, lighting, et al.

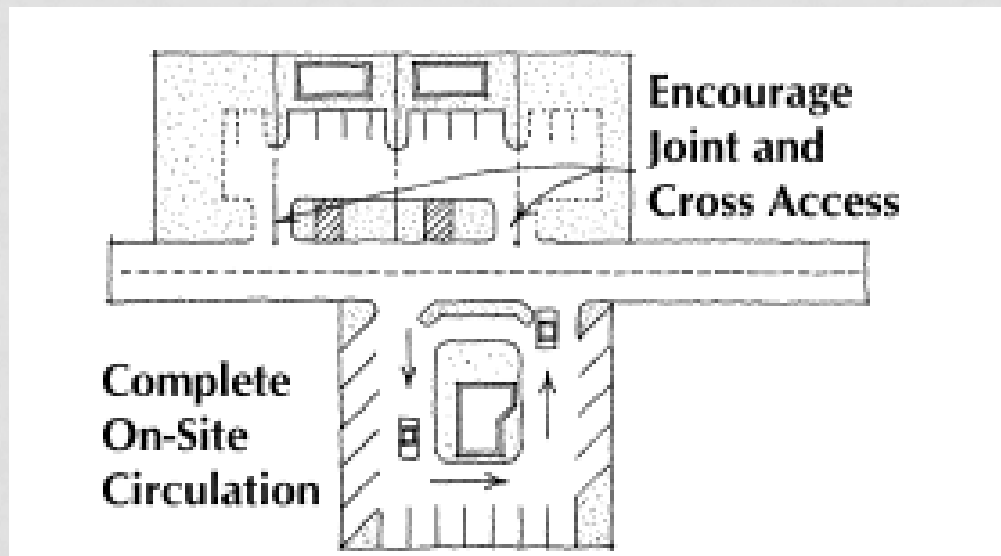


# 4-LANES TO 3-LANES



# ACCESS MANAGEMENT

- Consolidate driveways
- Provide joint or shared access
- Improve internal site circulation



# STREETSCAPING



# SIGNAGE

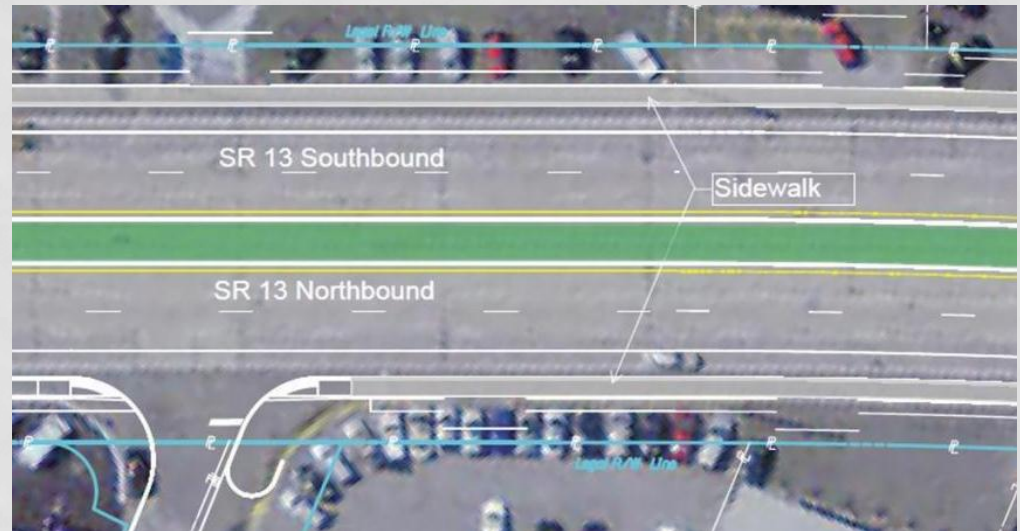
- Regulatory signage
- Directional or wayfinding signage
- Gateway signage



# ROUTE 13 PROJECT

\$30 million project between Levittown Parkway and PA 413, including the following design elements:

- Landscaped median
- Left-turn lanes
- Curbs and sidewalks
- Streetscaping



## NEXT STEPS

- Refine issues and opportunities
- Select and develop improvement concepts
- Continue outreach and prepare marketing material
- Target implementation options

# IMPLEMENTATION / FUNDING

- Township
- County
- State
- DVRPC
  - Transportation and Community Development Initiative
  - Transportation Enhancements
  - Efficient Growth for Growing Suburbs

# DISCUSSION POINTS

- Have we identified the right issues and opportunities?
- How can we engage more interested parties?
- What are available sources of technical support?
- What will be the products of this effort?



## FOLLOW US

Township website [http://www.fallstwp.com/?page\\_id=857](http://www.fallstwp.com/?page_id=857)

E-mail [jameshess907@comcast.net](mailto:jameshess907@comcast.net)

Mailing address  
188 Lincoln Highway  
Fairless Hills, PA 19054