

The Need to Plan:

Beginning in 2002, the expansion of Bryn Mawr Hospital brought about significant changes in the Bryn Mawr area of Lower Merion Township, Montgomery County. The acquisition of a significant number of residential properties adjoining the main hospital campus spurred the Bryn Mawr Civic Association to ask the Township to undertake to create a Master Plan for the area.

The Funding:

Funding for the Bryn Mawr Village District Master Plan, Transit Revitalization Investment District (TRID) Study, and Village District Zoning Ordinance came from the following sources:

- Lower Merion Township and Bryn Mawr Hospital funding - \$100,000
- Lower Merion Township Community Development Block Grant funds - \$150,000
- Delaware Valley Regional Planning Commission grant - \$75,000
- PA Department of Community and Economic Development LUPTAP grant - \$75,000
- Township staff in-kind services

The Plans:

The Bryn Mawr Master Plan proposed the following goal oriented development principles:

- Create a network of pedestrian friendly streets
- Celebrate the points of arrival into the village center
- Encourage transit oriented and supportive uses in the area around the train station
- Concentrate retail on Lancaster and Bryn Mawr Avenues
- Connect the hospital and schools into the village center
- Promote a variety of housing types in the village center
- Develop civic public spaces that promote community use

The Bottom Line:

Increased real estate tax values are estimated at \$18-22M (realized through the Bryn Mawr TRID). Public improvements such as parking facilities, traffic and street infrastructure would be primarily funded by increased real estate tax revenues. The revenue generation would be realized from private investment in improvements such as the Municipal Parking Lot 7, Bryn Mawr Hospital's eligible additions and improvements such as a Medical Office Building, the proposed Central Avenue redevelopment and the "Verizon Lot" redevelopment.

The Investment:

"Traveling westward through the Main Line from historic Philadelphia, or eastward from exurban King of Prussia, Bryn Mawr will stand out as a distinctive village within the region."

—Bryn Mawr Master Plan



Municipal Parking Lot 7 Development Opportunity

Bryn Mawr Hospital begins planning for expansion and property acquisition

2004

Board of Commissioners appoints Ad Hoc Bryn Mawr Committee to oversee planning for Bryn Mawr

2006

Bryn Mawr Village Zoning District approved by Board of Commissioners

2009

2002

Urban Land Institute Advisory Services Panel Report completed

2004

Bryn Mawr Master Plan completed

2008

Bryn Mawr TRID Plan Complete

Key Milestones in the Bryn Mawr Planning Projects