



# LBPA TODAY

Information Update for Lansdowne Business and Professional Association Members

## News in Brief

### **Celebration Theater Presents "It's A Wonderful Life"**

Celebration Theater returns this holiday season with "It's A Wonderful Life," set to run from December 3 through December 19 at the Twentieth Century Club. Reservations can be made online at [www.celebrationtheater.org](http://www.celebrationtheater.org) or by calling 610-259-1800. Auditions for Celebration Theater's March comedy, "Play On!" will be held at 7 pm on December 6 and 7, also at the Twentieth Century Club. "Play On!" will run from March 4 to March 20. Reality Theatre comes to Lansdowne!

### **Young Professional? Lansdowne is for You!**

That's according to the Delaware Valley Regional Planning Commission and the Greater Philadelphia Chamber of Commerce. These regional organizations have launched a project aimed at keeping our "best and brightest" – young, college-educated workers – from leaving the area. As part of the initiative, "Finding Your Place" describes and maps community characteristics and those locations most attractive to young knowledge workers. After reviewing 80 different communities, Lansdowne was selected as one of the top ten. Communities were evaluated based on quality of life issues, availability of community and cultural activities, access to transportation and affordability of housing. A new website, [www.GreaterPhillyLife.com](http://www.GreaterPhillyLife.com), highlights the top ten communities and lists employment opportunities in the region.

### **Delco Chamber Hosts Annual Women in Business Expo**

The Delaware County Chamber of Commerce has scheduled its Eighth Annual Women in Business Expo for Tuesday, November 30th at the Drexelbrook Events Center in Drexel Hill. The Expo begins with coffee with Fred Sherman from 8 to 9 am, followed by a day-long expo (until 3 pm). There will be 100 exhibitors and hundreds of attendees, so don't miss this great opportunity to get out and meet other businesses in Delaware County! No reservations needed and no admission charge — just show up!

### **Get Healthy With Kelly Bliss**

The Lansdowne Public Library presents a four part series of health programs by Kelly Bliss M.Ed. The first program in October was called "Get Rid of the Ghost in Your Closet" and encouraged people to clean their closets of clothes that don't fit and "haunt" them. The next health program, to take place at 7 pm on December 1, is called "Give Yourself a Gift," featuring healthy holiday eating and stress reduction. For more information, call Kelly Bliss at 610-394-2547.

## December LBPA Meeting: Annual Holiday Party

**When:** Friday, December 3, 2004

**Where:** Central Park Restaurant,  
650 Baltimore Pike, Springfield

**Cost (for Dinner):** \$29 per person

**Menu:** You may order your choice of three meals offered that evening.

**Program:** Ring in the season with your fellow LBPA members!

**RSVP:** Please make your dinner reservations by Wednesday, December 1. Remember, you can also attend just the program at no cost. Last minute cancellations and no-shows will be invoiced. (Once we reserve your place, we must pay for your dinner.) To RSVP, or for more information, call 610-623-2091

## Your LBPA Officers

**PRESIDENT**  
Kelly Bliss .....(610) 394-2547

**FIRST VICE PRESIDENT**  
Jennifer Hoff .....(610) 623-2091

**SECOND VICE PRESIDENT**  
Terry Baraldi .....(610) 662-1801

**SECRETARY**  
Pat Arone .....(610) 626-7320

**TREASURER**  
Bill Brown .....(610) 394-9044

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*"You get in life what you  
have the courage to ask for."*

— Oprah Winfrey

# Redevelopment Plans For Baltimore Avenue Gain Momentum *by David Forrest, Borough Manager*

Efforts to revitalize the Baltimore Avenue Corridor are gaining momentum. Through grants from the Delaware Valley Regional Planning Commission and Delaware County, Lansdowne, Clifton Heights, East Lansdowne, Upper Darby and Yeadon will soon begin working together on a major project to create a new vision for the corridor. This \$250,000 project will allow each community to participate in detailed planning studies that will shape the future of this important commercial artery.

A major element of the project will be creating redevelopment area plans for each of the communities along the Corridor. Lansdowne, using grant funds previously awarded through the DVRPC, recently completed a plan. The plan, which can be viewed on the Borough's website, [www.lansdowneborough.com](http://www.lansdowneborough.com), serves as the Borough's blueprint for revitalizing the Lansdowne's downtown business district along Lansdowne and Baltimore Avenues. Several developers who have viewed the plan have taken an interest in the downtown, including the new owners of the Lansdowne Center. It is hoped that similar planning in each of the municipalities on Baltimore Avenue Corridors will spark similar new investment activity.

Once new investment comes to Baltimore Avenue, it will be important to have some control over what the development looks like. Too often new developments are based on prototypes with designs and materials that just don't fit in with the surrounding community. For this reason, the study will focus on creating design standards for new con-

struction. And by having all of the communities on Baltimore Avenue work together, it is hoped that a common vision for the corridor will be created. Standards for new construction in one community will complement and reinforce the standards in another. In this way new development will be coordinated from one end of Baltimore Avenue to the other.

**One of the goals is to create a commercial corridor that is attractive and provides a safer and more comfortable environment for pedestrians.**

Another part of the project will focus on streetscape and traffic improvements. The participating municipalities will work together on design concepts to create better pedestrian access, street trees and landscaping, better lighting, and improvements to calm automobile traffic. The goal is to create a commercial corridor that is attractive and provides a safer and more comfortable environment for

pedestrians. Once the design work is complete, the communities intend to apply for construction funds through PennDOT's new Home Town Streets program.

The final piece of the study will be a market analysis of the entire corridor, identifying the potential for new retail and commercial development. Demographic, sales and consumption data will be developed and analyzed to determine the kinds of commercial and retail activities that would be successful.

The tentative kickoff for the project is scheduled for early 2005. As the project moves forward look for updates in future editions of the newsletter or visit the Borough's website at [www.lansdowneborough.com](http://www.lansdowneborough.com).



The flyer features a cartoon character on the left wearing a hat and holding a sign that says "HAPPY HOLIDAYS! LBPA". To the right of the character is a horizontal row of 18 small, repeating icons of various holiday symbols. The main text on the right reads: "Dont Miss The LBPA Holiday Party on December 3rd! See Enclosed Flyer for Details!"