

## MARKET STREET GATEWAY

### Delaware County, Pennsylvania

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#### The Challenge

Upper Darby Township, Millbourne Borough, and the county of Delaware developed a partnership to reshape Market Street as a gateway to Philadelphia and surrounding Delaware County communities. The 69th Street Station, in Upper Darby Township, is a vital transportation link into central Philadelphia. Updating and upgrading the streetscape and traffic patterns around the station and the surrounding neighborhoods was critical.

Improvements to pedestrian and vehicular access along the communities' main transportation corridor and the positioning of several downtown sites for private development were planned. The efforts would enhance the downtown area aesthetically and encourage new business, existing business expansion, and housing development.

Upper Darby Township and Millbourne Borough, like many urban communities, have traffic congestion and aging infrastructure. The municipalities partnered to reshape and re-energize the Market Street area as a "Gateway to Delaware County." The communities needed assistance in developing financial and political strategies for implementing the Market Street Gateway project.

#### The Solution

To develop a financial and political support framework for the project, Upper Darby Township and Millbourne Borough retained Delta through Cope Linder Architects, the project manager. Delta developed a project message statement for federal and state audiences, which included economic and community benefits and federal appropriation funding forms.

Delta performed workforce, demographic, and economic analysis as a benchmark for existing conditions, identified targeted industry sectors, and developed a marketing strategy to focus revitalization efforts.

Finally, Delta designed a strategy for potential funding for both public improvements and private development sites. The strategy included the identification of public funding sources and outlined the required steps for securing funding.

