

TOWNSHIP OF LOWER MERION

ECONOMIC DEVELOPMENT COMMITTEE

**WEDNESDAY, APRIL 15, 2026
6:15 PM (Approximately)**

Chairperson: Gilda Kramer

Vice Chairperson: Craig Timberlake, Todd Sinai

AGENDA

1. APPROVAL OF A REQUEST FROM THE DOWNTOWN ARDMORE DISTRICT FOR THE
INSTALLATION OF WAYFINDING ASSETS



Township of Lower Merion
A FIRST CLASS TOWNSHIP

AGENDA ITEM INFORMATION

COMMITTEE: Economic Development

ITEM: **APPROVAL OF A REQUEST FROM THE DOWNTOWN ARDMORE DISTRICT FOR THE INSTALLATION OF WAYFINDING ASSETS**

Consider for recommendation to the Board of Commissioners approval of a request from the Downtown Ardmore District (formerly the Ardmore Initiative) for the replacement and expansion of wayfinding assets consisting of four free-standing wayfinding kiosks and one wall-mounted wayfinding sign.

PUBLIC COMMENT

ATTACHMENT(S):

[Issue Briefing - Downtown Ardmore District Wayfinding Assets.docx](#)

[Map of Wayfinding Locations.docx](#)

[Wayfinding Design Concepts / Renderings.docx](#)

TOWNSHIP OF LOWER MERION

Building and Planning Committee

Issue Briefing

Topic: Downtown Ardmore District – Replacement and Expansion of Wayfinding Signage

Prepared By: Libby Horwitz, Economic Development Specialist

Date: April 10, 2026

- I. Action To Be Considered By The Board:** Approve a request from the Downtown Ardmore District (formerly the Ardmore Initiative) for the replacement and expansion of wayfinding assets consisting of four free-standing wayfinding kiosks and one wall-mounted wayfinding sign.
- II. Why This Issue Requires Board Consideration:** The Board must approve new streetscape assets on public right-of-way.
- III. Current Policy Or Practice (If Applicable):** The Township requires all streetscape assets to maintain four feet of open sidewalk. No permits or approvals are required for replacing existing assets. A highway occupancy permit is required for the one new kiosk, and a commercial building permit is required for the wall-mounted sign.
- IV. Other Relevant Background Information:**

Three of the kiosks would replace existing signs at (1) Across from the intersection of Lancaster Avenue and Rittenhouse Place at Marvin Design Gallery by Matus at 49 E Lancaster, (2) Schaufele Plaza, and (3) 50 West Lancaster at WSFS Bank. One new kiosk would be located towards Suburban Square at the Southeast corner of Anderson Avenue and Coulter Avenue. The wall-mounted sign would be located at the Cricket Garage (*Figures 1 and 2*).

The five signs would feature wayfinding maps and historical information on the District (*Figure 2*). The kiosks would include solar-powered lighting, which would highlight the Downtown Ardmore District logo and down-light the informational area. The wall-mounted sign would not be lit. Design features were selected to reflect the existing visual language of streetscape assets in the District.
- V. Impact On Township Finances:** No financial impact; the Downtown Ardmore District would fund the new signs through a state-wide Local Shared Account grant and private sponsorship. Future maintenance would be the responsibility of the Downtown Ardmore District.
- VI. Staff Recommendation:** Staff recommends approval of the signs as requested, contingent upon submittal and approval of all required permits.

This map illustrates the Suburban Square area in Philadelphia, highlighting the proposed PAO (Philadelphia Area Office) station and its surrounding infrastructure. The map includes the following details:

- Streets:** Major thoroughfares shown include Ardmore Ave, West Athens Ave, Cricket Ave, Anderson Ave, E Montgomery Ave, Mill Creek Rd, St Georges Rd, St James Pl, and Coulter Ave. Local streets include Lancaster Ave, Station Rd, and Cricket Terrace.
- Parking and Parking Lots:** Several parking areas are marked with 'P' icons:
 - Parking Lot 4 / Parking Garage (near West Athens Ave)
 - Parking Lot 16 (near Lancaster Ave)
 - Parking Lot 16 (near Anderson Ave)
 - Parking Lot 16 (near E Montgomery Ave)
 - Parking Lot 6 (near Cricket Terrace)
 - Septa Station Parking Lot (near Station Rd)
 - Historic District Parking Lot (near Station Rd)
- PAO Station:** The PAO station is located on Station Rd, adjacent to the Septa Station Parking Lot. It is marked with a train icon and the PAO logo.
- Suburban Square:** The Suburban Square development is indicated by a dashed blue line and a label.
- Other Features:** The map includes various street names, parking lot numbers (1, 3, 4, 6), and a legend for the PAO station.

Figure 2 - Wayfinding Design Concepts / Renderings

