



DELAWARE VALLEY REGIONAL PLANNING COMMISSION

190 N. Independence Mall West, 8th Floor
Philadelphia, PA 19106-1520
215.592.1800
www.dvrpc.org

DELAWARE VALLEY REGIONAL PLANNING COMMISSION CLASSIC TOWNS OF GREATER PHILADELPHIA MARKETING PROGRAM

What is the Classic Towns Program?

The Classic Towns of Greater Philadelphia initiative is committed to the growth, revitalization, and support of the region's older communities. At its core, Classic Towns is a marketing program that aims to promote the region's developed municipalities and neighborhoods as great places to live, work, and play. Classic communities are often at a competitive disadvantage when it comes to attracting new businesses and residents. While Greater Philadelphia as a whole is promoted as a tourist destination and center of commerce, many suburban municipalities and urban neighborhoods lack the resources necessary to launch sophisticated and effective marketing programs that target specific segments of the public. At present, only a very small number of the region's classic communities have undertaken comprehensive promotional campaigns.

The cornerstone of the Classic Towns program is a regional marketing strategy to benefit the Greater Philadelphia region's older communities and neighborhoods. The program provides individual municipalities with the tools they need to launch their own campaigns. By identifying needs, developing effective messages, and creating strategies for targeted distribution, the Classic Towns initiative will help communities to brand themselves as attractive places to live, work, shop and play. It will pinpoint sources of public and private support that may be leveraged to sustain regional and municipal marketing efforts into the future.

DVRPC has identified the following guiding principles as the framework to improve and promote older communities and neighborhoods throughout the Greater Philadelphia region.

Identify niche markets. The core cities and older communities of the region are home to a wide range of amenities that are appealing to many homebuyers and business owners. Amenities that could be highlighted as part of the Classic Towns program include access to transit, pedestrian friendliness, housing options, and well established neighborhoods.

Invest in and build on quality of place. DVRPC is rich with communities that are unique, attractive, exciting, and welcoming to residents and visitors. Building upon these amenities will make individual communities and the region more attractive places to live, work and play.





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Create new partnerships. New partnerships should be pursued that will benefit the future of our communities. These new partnerships should bring together residents, businesses, and local governments, and provide the synergy and momentum necessary to bring new ideas to fruition.

Think regionally, act locally. The Greater Philadelphia region is stronger and more competitive when communities work together. It is difficult for any single community to measure the enormous opportunities and amenities that a region can provide. Regional cooperation strengthens local initiatives.

The Classic Towns program works toward:

- Determining communities' marketing and community development needs;
- Promoting social, economic, institutional, and aesthetic amenities;
- Defining the preferred target markets for residential and commercial investment;
- Creating a marketing strategy that promotes positive images of the region's classic communities and neighborhoods;
- Educating the finance industry, community development professionals and the general public about the amenities and investment opportunities found in these areas; and
- Encouraging municipal participation in county-wide, regional, and state-level initiatives that promote economic development and revitalization in older communities.

What is the purpose of Classic Towns of Greater Philadelphia?

Many communities in the Philadelphia area have realized the benefits of marketing in regional publications, on billboards, or in local business directories. CTGP will complement those ongoing efforts by promoting the inherent benefits of choosing to locate in developed communities with a large regional campaign sustained over long periods. For other communities that have not yet created a graphic identity or promotional material, CTGP will provide tools and training needed to launch such local marketing campaigns. The regional Classic Towns of Greater Philadelphia campaign strives to strengthen existing local and regional marketing campaigns and initiatives and foster the creation of new campaigns and initiatives.

Who is DVRPC?

The Delaware Valley Regional Planning Commission (DVRPC) is the federally-designated Metropolitan Planning Organization (MPO) for the Philadelphia-Camden-Trenton metropolitan area, defined as the City of Philadelphia and the surrounding counties of Bucks, Chester, Delaware, and Montgomery in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer counties in





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New Jersey. DVRPC was created in 1965 through an agreement between the two states and charged with the “continuing, comprehensive, coordinated transportation and regional planning” of the region.

As the designated MPO its nine-county service area, DVRPC’s mission is to proactively shape a comprehensive vision for the region’s future growth and stability. DVRPC achieves this by providing technical assistance and services; conducting high-priority studies that meet the demands of its local governments; fostering cooperation among various constituencies to forge consensus on regional issues; and continuing public outreach efforts that enhance awareness of regional issues. DVRPC’s land use and transportation plans and policies affect citizens, businesses, and institutions in the Delaware Valley and beyond.

DVRPC is also responsible for allocating federal funds for transportation and transportation-related improvements in the region. The federal Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) directs MPOs to program and prioritize projects on a regional basis. The projects are drawn from DVRPC’s long-range land use and transportation plan, Destination 2030 and include a broad range of activities, including roadway improvements, transit facilities, pedestrian services, goods movement, and parking enhancements.

Classic Towns and Destination 2030

Adopted in June 2005, Destination 2030 provides an integrated transportation and land use vision, and policies for the region’s growth through the year 2030. The key tenets of the Plan are to “support land use goals by transportation decisions” and to “advance economic development through transportation.” The Plan seeks to achieve this vision by supporting projects and improvements within targeted growth areas. To respond to the region’s identified challenges and create vibrant communities, the Plan also focuses on providing greater transportation choices and providing equal opportunities to all populations, providing essential infrastructure, and supporting local and regional economic development initiatives.

The regional policies outlined in Destination 2030 lay the foundation for the Classic Towns program. These policies include the following:

- Revitalization of the region through the maintenance and restoration of existing systems and services, and building capacity to support and attract new growth;
- Stabilization of the region by maintaining and improving the social, economic, and physical character of the Delaware Valley’s communities;





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- Management of Growth by controlling development in new areas of the region and encouraging center-based planning and alternatives to conventional suburban design;
- Preservation of the farming and rural areas by limiting the development of major infrastructure systems;
- Conservation of natural areas and open space within the region.

Benefits of the Classic Towns Program

1. **Regional Campaign website.** Once communities are designated, Classic Towns design packets/toolkits will be distributed for use. A profile page for the community will be created and highlighted on the classictowns.org website with links and information provided by the community. A contact from each community must be designated to field questions.
2. **Local Design Toolkit.** The Classic Towns Design Toolkit will include the Classic Towns logo, fonts, colors, and copy for the campaign. The Classic Towns logo should be used on local promotional materials. Appropriate font size should be followed. Brochure templates and a step-by-step guide on announcing that your community is a Classic Town are also included.
3. **Participation.** Communities must commit to participate in the Classic Towns program for two years, with an option to renew participation. Participants will be required to attend at least two skill-based workshops per year. Other voluntary events will include additional workshops, networking events, and stakeholder forums.
4. **Support.** Selection into the Classic Towns program will include DVRPC staff support in press releases, press events, funding opportunities/grant writing, design assistance, etc. Consultants retained by DVRPC to promote Classic Towns will be available to advise participating communities on launching localized marketing campaigns.





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Inaugural Classic Town Communities and Contacts (2008)

Ambler Borough (Montgomery)

Mayor Bud Wahl, bwahl@borough.ambler.pa.us, 215-628-2654
Steve Ware, sware@townshapes.com

Bristol Borough (Bucks)

James Dillon, Borough Manager, jdillon@bristolboro.com, 215-788-3828
Maria Fields, Administrator, mfields@bristolboro.com, 215-788-3828

Collingswood Borough (Camden)

Cass Young, Director of Communications, cyoung@collingswood.com, 856-854-0720 ext. 135

Doylestown Borough (Bucks)

John H. Davis, Borough Manager, jdavis@doylestownborough.net, 215-345-4140

Haddon Heights Borough (Camden)

Rose Fitzgerald, Council member, rosemary.t.fitzgerald@gmail.com

Lansdowne Borough (Delaware)

Craig Totaro, Borough Manager, totaroc@borough.lansdowne.pa.us, 610-623-7300 ext 214

Manayunk neighborhood (Philadelphia)

Kay Sykora, Manayunk Development Corporation, ksykora@manyunk.org, 215-482-9565
Rick Redding, Director of Community Planning, Philadelphia City Planning Commission,
Richard.redding@phila.gov, 215-683-4612

Media Borough (Delaware)

Jeffrey Smith, Borough Manager, jasmith@mediaborough.com, 610-566-5210
Peter Williamson, Borough Council, pwilliamson@natlands.org, 610-566-2510

Overbrook Farms neighborhood (Philadelphia)

Terry Henry, Overbrook Farms Club/Overbrook Farms Civic Association, thenry@cozen.com, 215-665-4653





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Riverton Borough (Burlington)

Mary Longbottom, Municipal Clerk, mlongbottom@riverton_nj.com, 856-829-0120

Bob Smyth, Borough Council, bobsmythnj@aol.com

West Chester Borough (Chester)

Malcolm Johnstone, BID Manager, mjohnstone@ecbid.com, 610-738-3350

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