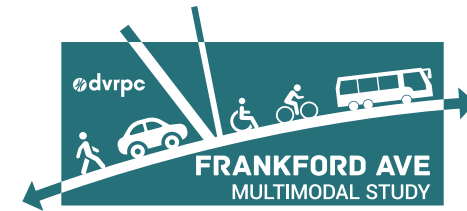


#1 PROJECT STUDY AREA



About the Frankford Avenue Multimodal Study

Frankford Avenue is an important commercial corridor and cultural hub for its surrounding communities and the City of Philadelphia. At the same time, the Avenue serves as a major arterial moving heavy volumes of fast-moving traffic.

The goal of this study is to improve circulation and safety for all roadway users, including pedestrians, transit riders, bicyclists, and drivers. The study will build off of issues and goals identified in the North Delaware District Plan and other previous work, and will aim to support neighborhood vitality by improving access to local businesses and amenities.

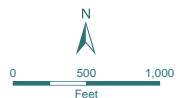
Phase 1 of the study will focus on the intersection of Frankford, Cottman, and Ryan Avenues, in coordination with PennDOT's Highway Safety Improvement Program (HSIP).

Phase 2 will focus on other priority locations along the corridor and recommend improvements to the street and sidewalks.

A **multimodal** study acknowledges that streets serve many users, including pedestrians, bicyclists, transit riders, and drivers. Recommendations seek to balance these modes according to community needs, and to improve safety and accessibility for all modes.

The **Delaware Valley Regional Planning Commission (DVRPC)** serves as the regional planning agency for the nine-county, bi-state Greater Philadelphia region, providing guidance and assistance to local governments and partner agencies building sustainable, livable, and healthy communities.

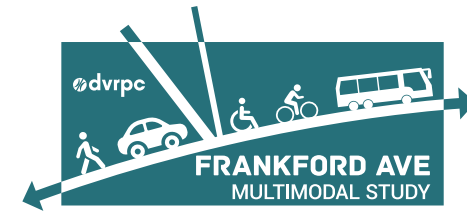
- SEPTA Bus and Trackless Trolley Stops
- Existing Bicycle Lanes
- ▨ Mayfair Business Improvement District (BID)
- ▬ Study Area



Aerial Imagery:
City of Philadelphia, 2018



#2 PROJECT CONTEXT



Transit First Initiative Winter-Spring 2015

Transit First is an interagency initiative to enhance transit in the City. In January 2015, recommendations were released for the Route 66 Trackless Trolley to improve service along Frankford Avenue. Many of these recommendations were implemented in spring 2015.

Mayfair Zoning Amendment

On October 20, 2016, Councilmember Henon introduced a bill encouraging a more pedestrian-friendly commercial corridor along Frankford Avenue between Comly Street and Sheffield Avenue, informed by the North Delaware District Plan.

PennDOT Road Diet Study Fall 2018

The Pennsylvania Department of Transportation (PennDOT) commissioned a study to determine whether a traffic lane could be removed along Frankford Avenue to calm traffic and make more space for other uses (a "road diet"). The study did not recommend a road diet between Battersby Street and Bleigh Avenue due to the anticipated effect on traffic.

Frankford Avenue Multimodal Study Spring 2019 to Summer 2020

Phase 1 of this study is focused on developing a new design for the intersection of Frankford Avenue, Cottman Avenue, and Ryan Avenue to be implemented with PennDOT HSIP funding in summer 2020. See poster #4 and poster #5.

Phase 2 will identify potential transportation and safety improvements on Frankford Avenue between Cheltenham Avenue and Rhawn Street. Share your ideas at posters #6 through 10, and stay tuned for more opportunities to participate in the study!

*** Public Meeting**
May 30, 2019
Mayfair Community Center

Public Meeting #1

August 13, 2015
Holmesburg Recreation Center

Public Meeting #2

October 22, 2015
Abraham Lincoln High School

Public Meeting #3

December 16, 2015
Holy Family University

Holmesburg Zoning Amendment

On May 18, 2017, Councilmember Henon introduced a bill encouraging a more pedestrian-friendly commercial corridor along Frankford Avenue between Sheffield Avenue and Solly Avenue, informed by the North Delaware District Plan.

North Delaware District Plan Fall 2015 to Spring 2016

Public outreach for the North Delaware District plan began with three meetings in fall 2015 and continued through the plan's adoption by the Philadelphia City Planning Commission (PCPC) in March 2016. See poster #3 for more information.

PennDOT Highway Safety Improvement Program (HSIP) Spring 2019 to Summer 2020

Each year, PennDOT receives federal funding to implement low- to moderate-cost safety improvements on priority roadways. The intersection of Frankford Avenue, Cottman Avenue, and Ryan Avenue has been selected for improvements, and the City of Philadelphia and DVRPC have coordinated with PennDOT to develop the proposed design. Construction is expected to begin in summer 2020. See poster #4 and poster #5 for more information.

#3 PROJECT CONTEXT: NORTH DELAWARE DISTRICT PLAN



FRANKFORD AVE
MULTIMODAL STUDY



Communities of the North Delaware District.
Source: Philadelphia City Planning Commission, 2016.

About the District Plan

Philadelphia2035 is the City of Philadelphia's Comprehensive Plan, adopted, maintained, and updated by the Philadelphia City Planning Commission (PCPC). **District plans** apply the concepts of the Citywide Vision to specific areas of Philadelphia.

Adopted in March 2016, the **North Delaware District Plan** presented recommendations for the neighborhoods of East Torresdale, Holmesburg, Mayfair, Tacony, Upper Holmesburg, and Wissinoming.

Frankford Avenue was identified as a priority corridor for zoning and transportation improvements.

District Plan Community Involvement

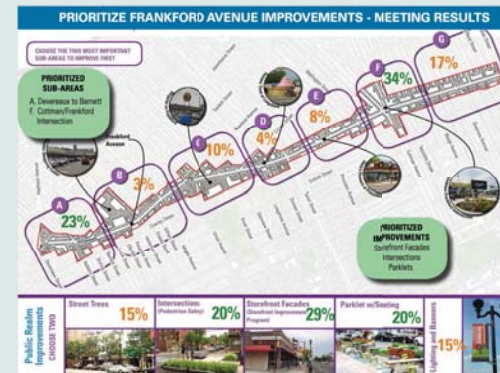
The North Delaware District Plan was guided by a steering committee including representatives of local community groups, City Council offices, State Senator and Representative offices, and city agencies.

Three community meetings were held in Fall 2015, followed by additional meetings and outreach to local community members.

Takeaways from these meetings include the need for improvements at **Cottman and Harbison Avenues** among other intersections along Frankford Avenue, a desire to **improve intersections for pedestrians**, and a need for **street furniture and parklets**, particularly at **Ryan Avenue** to enhance the existing **community gathering space**.



Above and below: local stakeholders participate in public meetings for the North Delaware District Plan. Source: Philadelphia City Planning Commission, 2016.



Meeting attendees prioritized the intersection of Cottman Avenue, Ryan Avenue, and Frankford Avenue, and favored improvements to pedestrian safety, storefront facades, and parklets with seating along the corridor.

Source: Philadelphia City Planning Commission, 2016.



District Plan Recommendations

The Frankford Avenue Multimodal Study was initiated to support the District Plan's recommendations for **multimodal transportation** and **streetscape improvements**, including:

- Identify Complete Streets projects on **wide, crash prone streets such as Frankford, Cottman, Torresdale and Harbison Avenues**.
- Improve safety for pedestrians and bicycles **across major streets** such as Frankford Avenue.
- Identify strategies to increase **safety at priority intersections, including Frankford Avenue at Cottman Avenue, Tyson Avenue and Harbison Avenue**.
- Improve **walkability** along the Frankford Avenue corridor.
- Improve the **overall commercial experience** along Frankford Avenue.
- Develop well-designed **gateways to neighborhoods**, commercial corridors and the waterfront that may include signage, public art, street furniture, and programmed events.
- Create a **gathering space** at Frankford Avenue and Ryan Avenue.



North Delaware District Priority Improvement Areas.
Source: Philadelphia City Planning Commission, 2016.



Ryan Avenue existing conditions (left) and rendering of potential improvements (right). Many community members desired improvements to the existing pedestrian plaza on Frankford Avenue and Ryan Avenue. Temporary closures of Ryan Avenue could further expand the pedestrian area for neighborhood events. Source: Philadelphia City Planning Commission, 2016.

All of this work brings us to today: How can we implement the District Plan recommendations for Frankford Avenue?

#4 COTTMAN TRIANGLE: EXISTING CONDITIONS



dvrpc



FRANKFORD AVE
MULTIMODAL STUDY

The intersection of Frankford Avenue, Cottman Avenue, and Ryan Avenue has served as an anchor and gathering place for the surrounding community since the neighborhoods' early growth in the 1930s. Previously home to the historic Mayfair Theater, the intersection now hosts a pedestrian plaza surrounded by businesses and several heavily used bus and trackless trolley stops.

The intersection can be confusing for drivers and difficult to cross for pedestrians due to heavy vehicle traffic. From 2012 to 2017, 42 crashes occurred at the intersection, with ten involving a pedestrian struck by an automobile.

The goal of this project is to make this intersection safer and more attractive for all users.

Improvements aim to:

- Reduce crashes and improve overall safety and comfort;
- Support local businesses by increasing foot traffic; and
- Provide an enhanced gathering space for the community where residents and visitors can rest and socialize.

Six-leg intersection is difficult to navigate

Wide turns create long crossing distances and encourage drivers to speed through crosswalks

Vehicles travel the wrong way on Ryan Avenue, putting pedestrians at risk

Metered parking is not striped

Existing plaza is difficult to reach and underutilized

Signal control box blocks visibility of intersection and Welcome to Mayfair sign

Left turn from Frankford Avenue southbound to Cottman Avenue eastbound is challenging



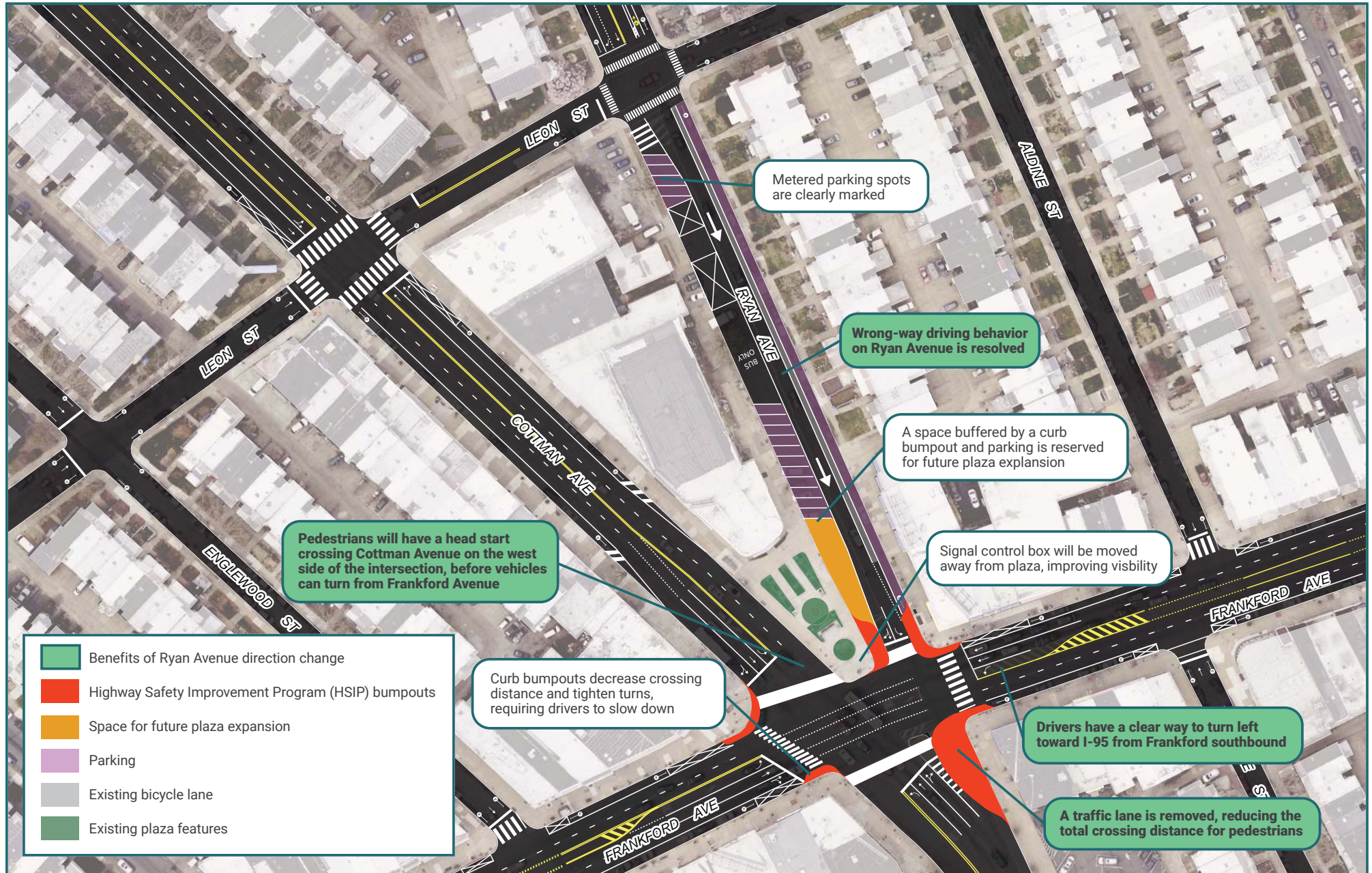
#5 COTTMAN TRIANGLE: CONCEPT PLAN



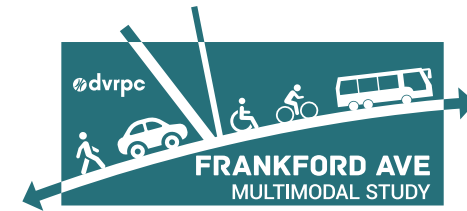
dvrpc



FRANKFORD AVE
MULTIMODAL STUDY



#6 FRANKFORD CORRIDOR



Where else would you like to see improvements?

In the next stage of the study, the project team will identify **opportunities for future improvements along Frankford Avenue**. What kinds of transportation improvements would you like to see along Frankford Avenue in the future, and where?

Place a **green sticker** on posters #7-10 to show where you would like to see improvements to sidewalk amenities.

Place an **orange sticker** for pedestrian improvements.

Place a **yellow sticker** for vehicle and traffic improvements.

Place a **blue sticker** for bicycle improvements.

You can also place a **post-it note** for specific comments and recommendations.

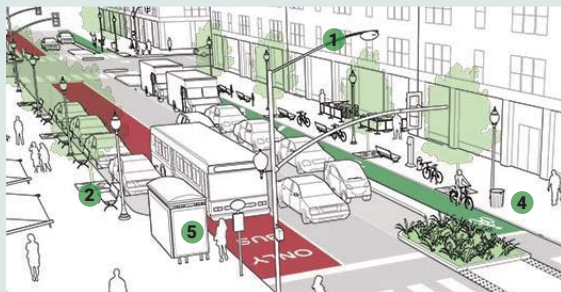
Sidewalk Amenities

Examples include:

- 1 Lighting
- 2 Benches
- 3 Street trees
- 4 Waste bins
- 5 Bus shelters
- 6 Public art



Source: Flickr user SounderBruce (above), National Association of City Transportation Officials (NACTO, below).



Pedestrians

Examples include:

- 1 Clear and even sidewalks
- 2 High visibility crosswalks
- 3 Curb bumpouts
- 4 Pedestrian islands
- 5 Improved, Americans with Disability (ADA) compliant curb ramps
- 6 Leading pedestrian interval (LPI) - gives a head start for pedestrians crossing the street before vehicles can enter the intersection



Source: NACTO



Source: NACTO



Source: Philadelphia Streets Department



Vehicles

Examples include:

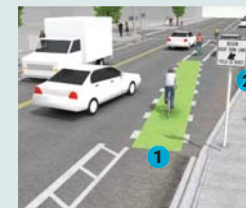
- 1 Medians
- 2 Clear pavement markings and signage
- 3 Loading zones



Bicycles

Examples include:

- 1 Improved lane visibility
- 2 Bicycle signage
- 3 Bicycle parking
- 4 Improved bike network connections

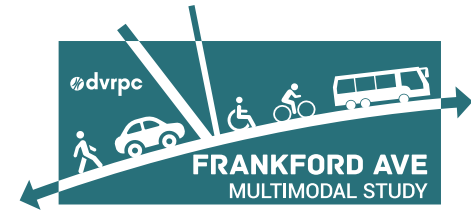


Source: NACTO



Source: NACTO

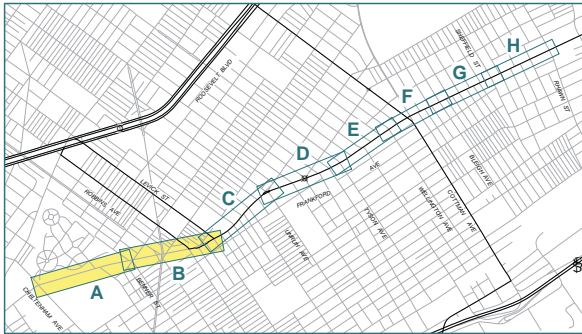
#7 CHELTENHAM - LEVICK



A: Cheltenham Avenue to Benner Street



Aerial Imagery: City of Philadelphia, 2018



Place a sticker where you would like to see...

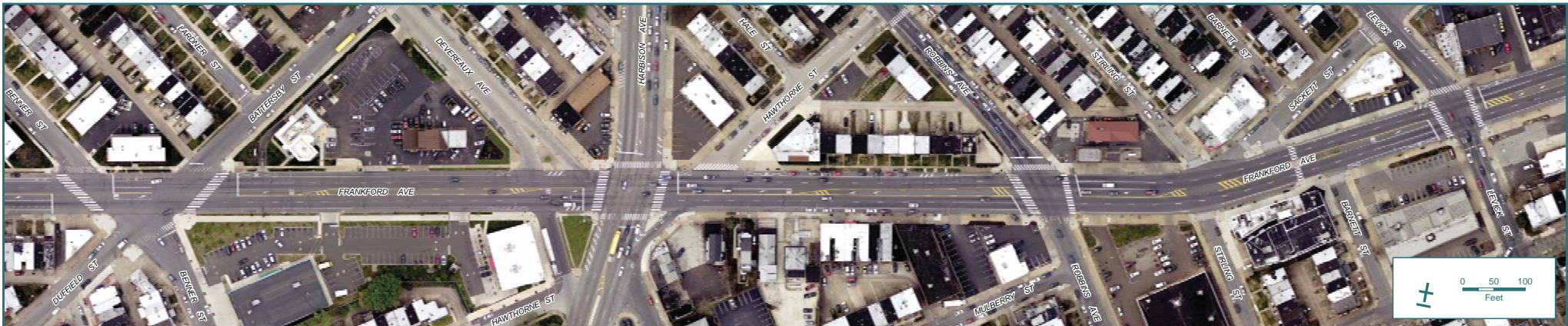
Sidewalk Amenities

Vehicle Improvements

Pedestrian Improvements

Bicycle Improvements

B: Benner Street to Levick Street



Aerial Imagery: City of Philadelphia, 2018

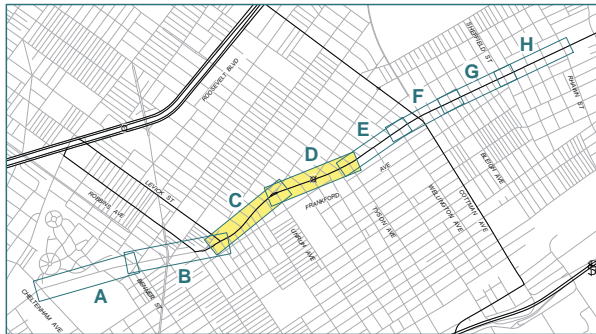
#8 LEVICK - TYSON



C: Levick Street to Unruh Avenue



Aerial Imagery: City of Philadelphia, 2018



Place a sticker where you would like to see...

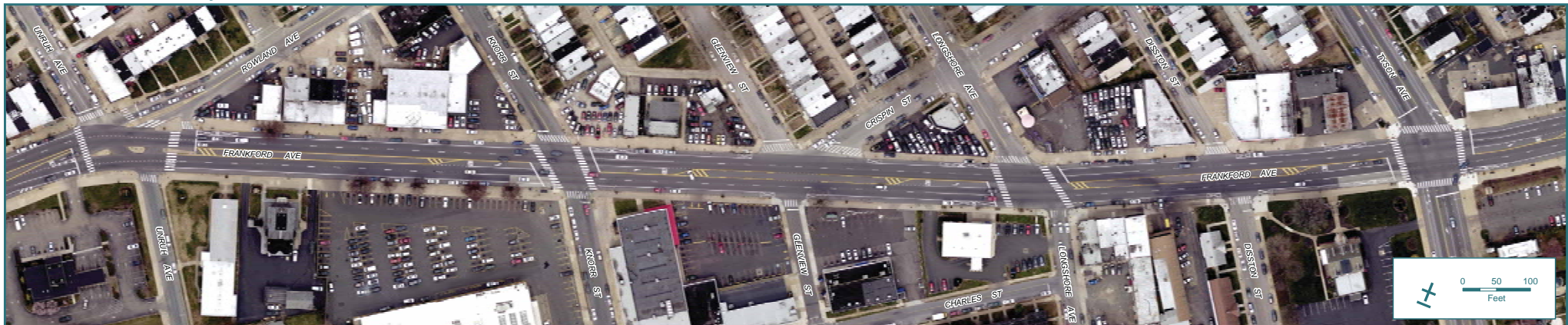
Sidewalk Amenities

Vehicle Improvements

Pedestrian Improvements

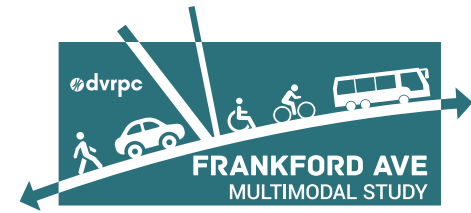
Bicycle Improvements

D: Unruh Avenue to Tyson Avenue



Aerial Imagery: City of Philadelphia, 2018

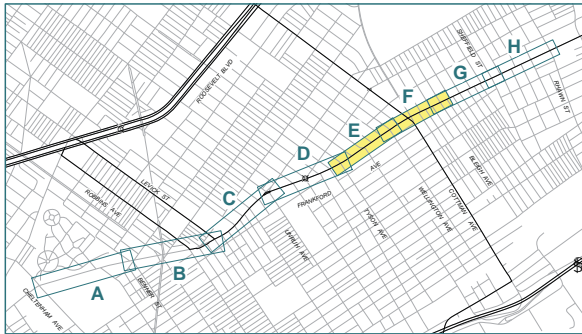
#9 TYSON - BLEIGH



E: Tyson Avenue to Wellington Street



Aerial Imagery: City of Philadelphia, 2018



Place a sticker where you would like to see...

Sidewalk Amenities

Vehicle Improvements

Pedestrian Improvements

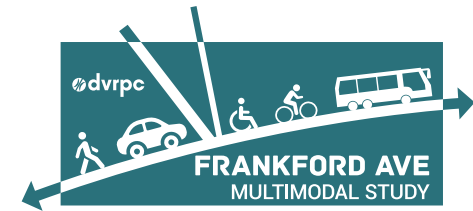
Bicycle Improvements

F: Wellington Street to Bleigh Avenue



Aerial Imagery: City of Philadelphia, 2018

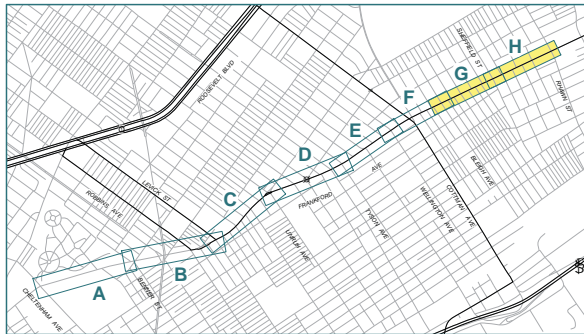
#10 BLEIGH - RHAWN



G: Bleigh Avenue to Sheffield Street



Aerial Imagery: City of Philadelphia, 2018



Place a sticker where you would like to see...

Sidewalk Amenities

Vehicle Improvements

Pedestrian Improvements

Bicycle Improvements

H: Sheffield Street to Rhawn Street



Aerial Imagery: City of Philadelphia, 2018