



MARKET STREET OLD CITY TRANSFORMATION

A POCKET GUIDE TO A
VISION 2026 PROPOSAL

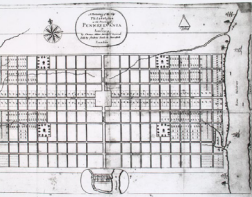
The Market Street Transformation Mobility Study is a next step of Old City Vision2026, which was adopted by the District's board in December 2015 as a framework for supporting and managing economic development in Old City in line with nine identified community values. The Study concludes that a road diet to create protected bike lanes on Market Street is immediately feasible with marginal negative impact on vehicular level of service and substantial improvement to walking conditions and bicyclist level of traffic stress. Further, the Study provides traffic flow conditions and conceptual design for a shared space plaza at 2nd and Market Streets, referred to as Tamanend Square.

PLANNING + ADAPTATION

Over the centuries

Pre-European

Lenape people live in what we now know as Old City, then called "Coaquannock"



1776

Declaration of Independence signed at 5th and Chestnut

1839

Kensington riots thwart plans for central railway station at Front Street, shifting route to West Philadelphia



Credit: Philadelphia Free Library

as of 1941

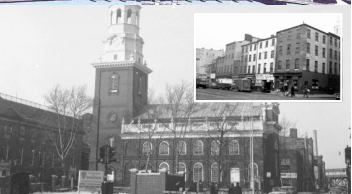
Trolleys still run to Front Street via Market Street from West Philadelphia and N. + S. 20th Street



Credit: Philadelphia City Planning Commission

1964

Demolition creates open space at 2nd and Market Streets, part of Independence National Historical Park



Credit: Philadelphia Historical Commission

1979

I-95 opens to traffic, over objections from historic district advocates; Market Street completes its transformation as highway to the expressway



Credit: Philadelphia City Representative

1682

William Penn's Plan for Philadelphia establishes streets, including Market, and five public squares

early 1800s

Pennsylvania Railroad runs freight cars on Market Street to Dock Street and the river

1908

Market Street subway completed to South/Delaware; 1922: Service to Frankford

1950s/60s

Ed Bacon plans major demolition, redevelopment, preservation, expressways, and neighborhood "greenways," to reinforce "vehicle-laden Market Street"

by 1968

Trolley tracks removed; service fully replaced by buses; motor traffic prioritized

1997 Curb extensions added, trees planted, and sidewalks paved in brick



2015 COMMUNITY PLANNING PROCESS

Business and resident steering committee
Almost 500 survey respondents
3 public meetings
Framework adopted by OCD board

Thesis: Market Street divides Old City

Despite streetscape enhancements dating to the 1990s, Market Street's current 4-lane design makes it a highway to I-95, creating a psychological barrier between north and south and undermining its historic role and future potential as hub of the community

Growth: Old City welcomes more residents, businesses, visitors

Survey respondents - among all ages and including residents, workers, visitors, and business owners - overwhelmingly supported more people living, working, and visiting in Old City

Concern: more cars will hurt the neighborhood

Residents and business owners believe that growth resulting in more motorists will damage quality of life and that more people walking, bicycling, and taking transit are good for the neighborhood

9 Old City values established, including:

- Foster civic life through great public space
- Be a world class walking city
- Connect better to nearby neighborhoods
- Encourage car-free travel as the first choice of most

BIG IDEA: reimagine Market Street

Can Market Street be redesigned to better reflect Old City's goals and values?

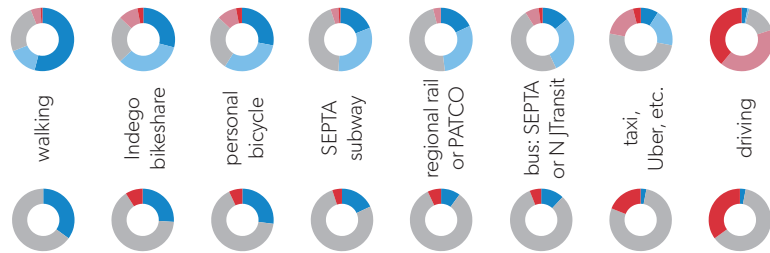
2017 Market Street Transformation Traffic + Mobility Study Completed

COMMUNITY PREFERENCES

And today's transport realities

Survey during Vision2026: less driving please!

Perceived transport impacts: quality of life would be improved by more walking/bicycling, harmed by more driving



Personal Behavior: Stakeholders want to walk/bike more, drive less

Experts: Highways are a secondary priority

Project steering committee rated Market Street's several roles, 1-5:

- 4.6 Locally serving street for all roadway users
- 4.4 Place to be (living, working, learning, visiting, etc)
- 2.6 Vehicular throughway to Interstate-95
- 2.5 Vehicular throughway to Ben Franklin Bridge

Public meeting: tame cars; don't eliminate them

What's the right direction for the future of Market Street?

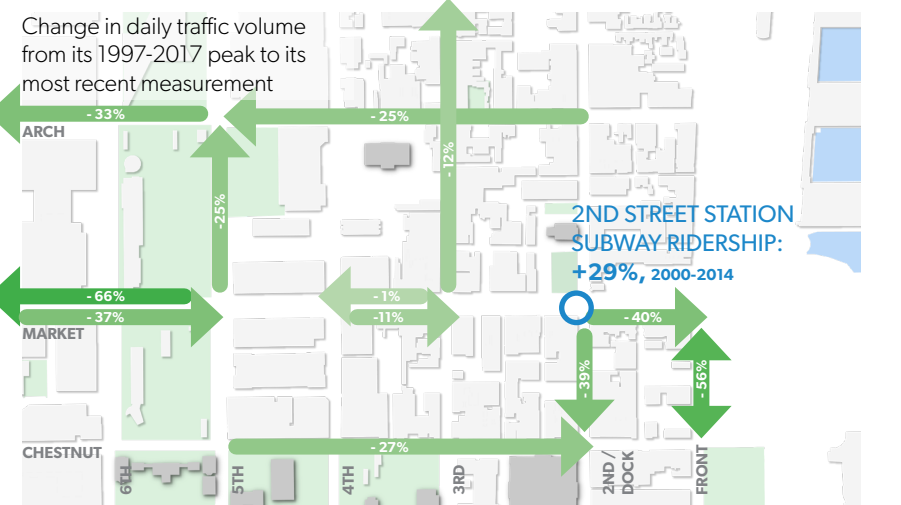
HIGHWAY FOR CARS

STREET FOR PEOPLE



Participants responded to a spectrum of street types, qualities thereof, and examples along the spectrum by using adhesive dots to indicate what would be best for Old City.

Today: Vehicle volume decline amid economic growth



I-95: One-way network funnels traffic to Market Street



MARKET STREET ROAD DIET

6th Street to 2nd Street

Old City Vision2026 proposes that the Market Street corridor be reorganized as a “complete street” from Independence Mall to the Delaware Waterfront. As a result:

- Pedestrian crossing distances reduced by 30%**
- New bicycle lanes, separated from motor traffic**
- Curbside cafes given breathing room from parking**
- East of 5th: 4 travel lanes reduced to 3**
- West of 5th: bridge access maintained**
- Marginal impact on peak-hour vehicular congestion**
- Curbside parking space maintained**
- Safe bike lanes between key Indego bikeshare stations**



Real-Life Rendering

Artistic renderings often insufficiently convey a proposed project. In November 2017, Old City District and JVM Studio convened volunteers to simulate and test out the proposed reorganization of Market Street in real life by removing cars from the parking lane to create a temporarily separated bike lane alongside cafe seating.



TAMANEND SQUARE

Philly's next iconic public space

Old City Vision2026 proposes the creation of a new square at Christ Church and the Market-Frankford subway station at 2nd and Market Streets, comprising two distinct, but complementary spaces:

The Park (not yet designed):

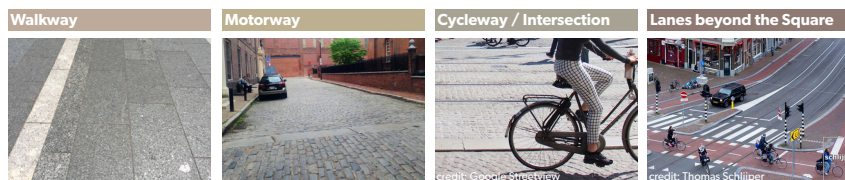
- Update to 1960s design
- Collaboration with NPS
- Welcoming entrances
- Pedestrian walkways
- Social seating
- Civic art
- A living room for Old City

The Plaza (rendered at right):

- Market, 2nd, Church Streets
- Free pedestrian movement
- Slow motor traffic
- No curbs
- Potential unsignalized intersection
- Fully pedestrianizable for events
- Appropriate home for Tamanend statue



Initial Plaza Material Recommendations

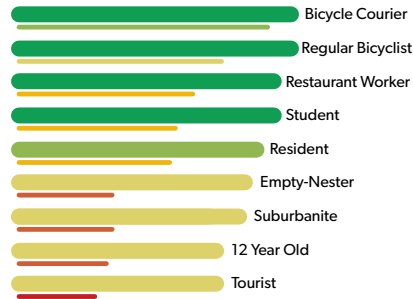


TECHNICAL ANALYSIS and participation

Road Diet: Making trade-offs to reflect and advance community priorities and goals

Bicycle Level of Traffic Stress

By creating bicycle lanes physically separated from motor traffic, the project review committee believes bicycling on Market Street will be as comfortable for a tourist, 12-year-old, or suburbanite as it is today for a regular bicyclist. At right, the thick bars show willingness to recommend bicycling in the proposed design; thin bars represent the same in the existing condition.



Vehicular Level of Service During Peak Hour

Reducing motor lanes from 4 to 3 (and creating new turn lanes) results in marginal degradation of level of service during the peak hour (5pm). The projected level of service in the proposed condition is common in urban environments and considered acceptable by traffic engineers engaged in this study.



Participation in the Planning Process

Vision2026

The process included a public/private steering committee, four public meetings, business interviews, and a public survey. 472 respondents included 224 Old City residents, 110 workers, and 53 business owners.

Business Owners

Old City District has visited about 20 storefront and upstairs businesses; all have expressed either support for the project or indifference. None expressed opposition to the road diet.

Project Review Committee

The review committee for this technical study met three times and included public officials, business owners, and residents. Members are listed on the back cover.

Public Meeting

On 11 December 2017, Old City District and JVM Studio presented the results of the study at Indendence Visitor Center to an audience of 60 people, 47 of which identified as living, working, or owning a business in Old City.

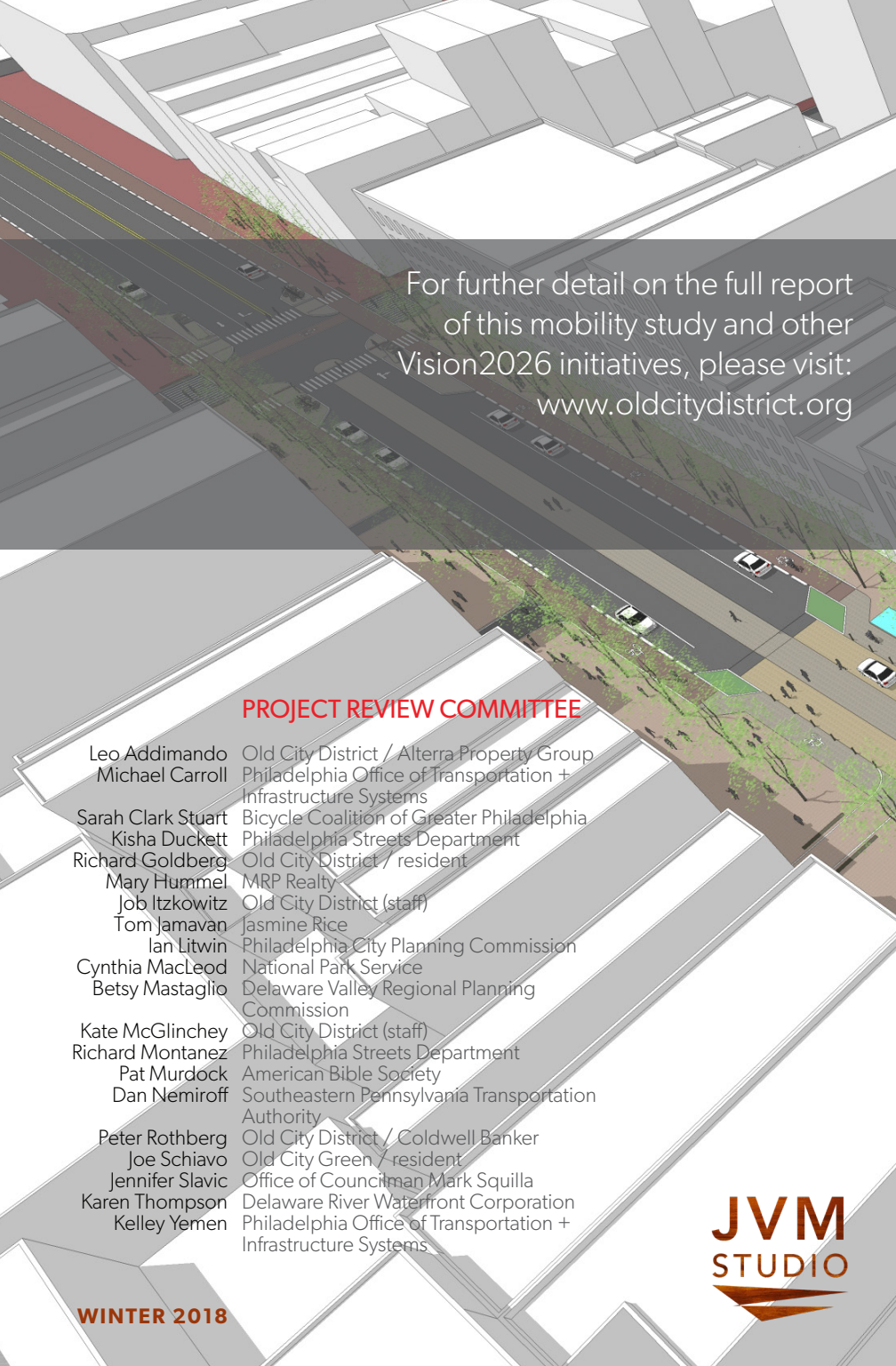
A POSSIBLE SCHEDULE From Vision2026 to USA250



- 2015:** Vision2026 adopted by Old City District
- 2017:** Market Street Transformation Mobility Study conducted
- 2018:** Develop conceptual design for the park at Christ Church
Identify and commit funding for Market Street Road Diet
Tactical urbanism to activate the park at Christ Church
- 2019:** Final engineering of Market Street Road Diet
Parking/loading allocation plan
Identify creative funding for Tamanend Square
Bring events to Market Street
- 2020:** Market Street Road Diet construction
Final design of the Park at Christ Church
Develop conceptual design for the plaza at Tamanend Square
- 2022:** Construction of the park at Christ Church
Schematic design of the plaza at Tamanend Square
Penn's Landing Cap Park completed
- 2024:** Final design of Tamanend Square
- 2025:** Tamanend Square construction



2026
Celebration of American ideals, achievements, ambitions



For further detail on the full report
of this mobility study and other
Vision2026 initiatives, please visit:
www.oldcitydistrict.org

PROJECT REVIEW COMMITTEE

Leo Addimando	Old City District / Alterra Property Group
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Sarah Clark Stuart	Bicycle Coalition of Greater Philadelphia
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Cynthia MacLeod	National Park Service
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Dan Nemiroff	Southeastern Pennsylvania Transportation Authority
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Joe Schiavo	Old City Green / resident
Jennifer Slavic	Office of Councilman Mark Squilla
Karen Thompson	Delaware River Waterfront Corporation
Kelley Yemen	Philadelphia Office of Transportation + Infrastructure Systems

WINTER 2018

JVM
STUDIO