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

as of 1941
Trolleys still run to Front Street via Market Street from West Philadelphia and N. + S. 20th Street

1964
Demolition creates open space at 2nd and Market Streets, part of Independence National Historical Park

1979
I-95 opens to traffic, over objections from historic district advocates; Market Street completes its transformation as highway to the expressway

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: reimage 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

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?

Today: Vehicle volume decline amid economic growth

Change in daily traffic volume from its 1997-2017 peak to its most recent measurement

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

Despite stated priority for placemaking and local mobility, as much as 50% of eastbound volume is passing through Old City, destined for I-95.

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.
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

<table>
<thead>
<tr>
<th>Walkway</th>
<th>Motorway</th>
<th>Cycleway / Intersection</th>
<th>Lanes beyond the Square</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Walkway" /></td>
<td><img src="image2.png" alt="Motorway" /></td>
<td><img src="image3.png" alt="Cycleway" /></td>
<td><img src="image4.png" alt="Lanes" /></td>
</tr>
</tbody>
</table>
**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 Independence 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

**USA 250**

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