

Frankford Avenue Corridor

Transit Oriented Development Plan

Delaware Valley Regional Planning Commission

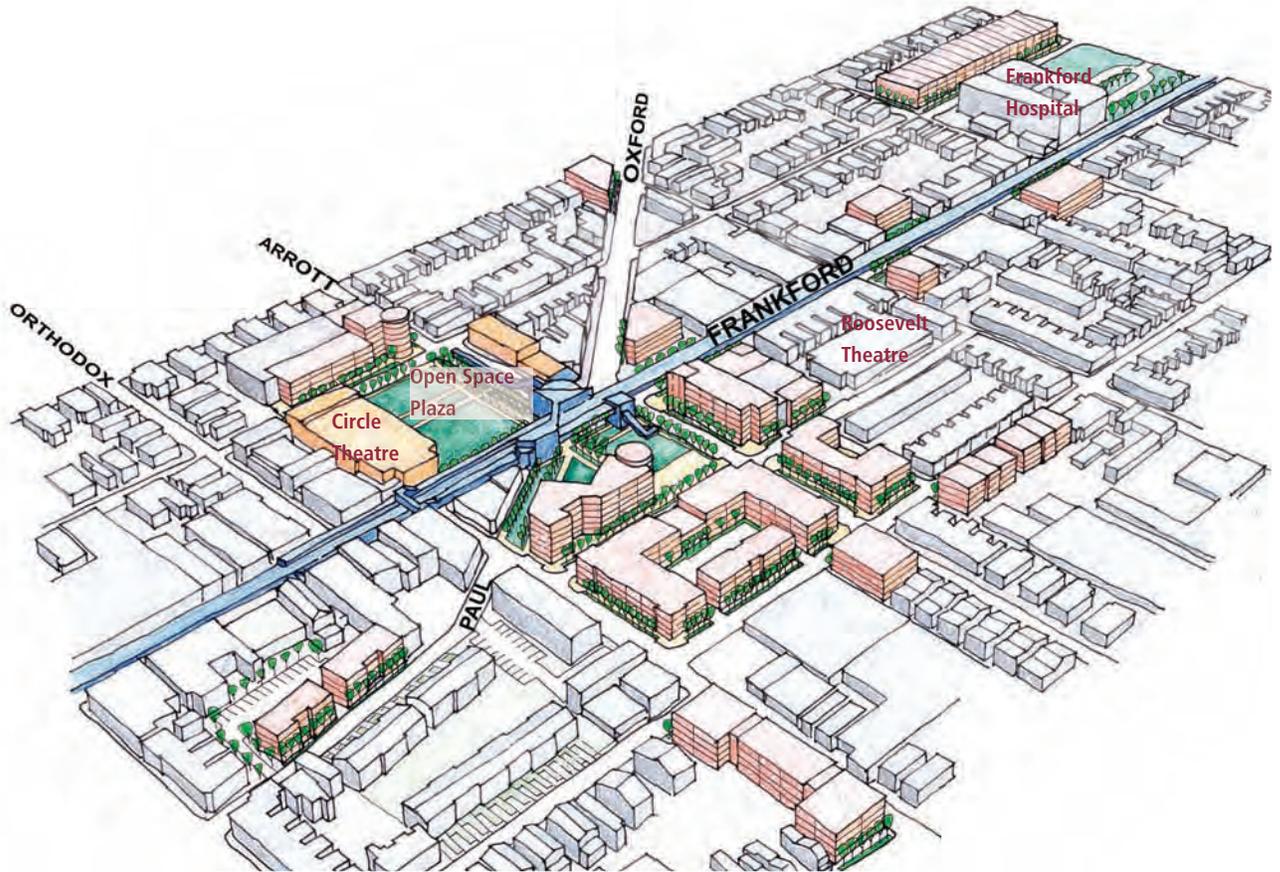
Transportation and Community Development Initiative (TCDI) Studies

Philadelphia City Planning Commission, Philadelphia, PA



July 2006

Rendering of the Margaret-Orthodox Station Area illustrative site plan



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Executive Summary

Background

The Frankford Avenue Corridor Transit Oriented Development (TOD) Plan provides a vision and framework for redevelopment of three station areas – about a quarter-mile radius around three stations on the Southeastern Pennsylvania Transit Authority’s (SEPTA) Market-Frankford EL. These stations are located in the Frankford neighborhood of northeast Philadelphia. SEPTA has reconstructed parts of the EL line and developed a multi-modal transit hub at Frankford. Wishing to leverage these investments, the Philadelphia City Planning Commission asked the consultant team led by Wallace Roberts & Todd, LLC (WRT) to develop TOD-based land use plans and redevelopment guidelines for the Frankford Avenue neighborhood commercial corridor, which runs adjacent to EL.

Transit Oriented Development refers to compact, pedestrian-oriented mixed use development, characterized by moderate to high density development around transit stations. The consultant team developed land use and urban design plans for high opportunity sites to create conditions for strategic public and private investments tied to structural and service improvements to the EL. A best practices

manual was also developed for use throughout the corridor. The project planning process included meetings with stakeholders and discussions with advisory committee members at important phases of the plan for feedback and comments.

Existing Neighborhood Conditions

Frankford is one of the most historically significant neighborhoods in Philadelphia. Frankford Avenue acts as a ‘main street’ to Frankford. An analysis of market and physical conditions revealed high concentrations of vacant and underutilized buildings and narrow parcels along the Frankford Avenue Corridor. Second floors of many buildings along the corridor are vacant due to noise, shade and vibrations from the EL structure. Physical conditions studies also revealed potential parcel consolidation and development opportunities near the stations that could be targeted for public and private investment.

Analysis of consumer spending patterns within the census tracts around the corridor, however, showed a need for retail with an estimated surplus demand of approximately \$109 million. The market analysis revealed that 10 percent of current sales along the avenue are

Frankford Avenue Corridor
Illustrative Vision Plan



Land Use Concept

Legend

- High Density Mixed Use
- High / Medium Density Residential
- Mixed Use
- Residential
- Station Access Streets

to households living outside the area. There is high potential to attract consumer dollars from commuters taking the EL from Frankford Transportation Center to jobs in Center City.

Guiding Principles and Land Use

Seven guiding planning and design principles are identified for the corridor that combine best practices for transit oriented development as well as address specific physical conditions that exist along Frankford Avenue. These principles provide a basis for redevelopment guidelines, land use plans and illustrative station area vision plans developed in the plan.

The objective of the land use plan is to encourage private investment near the station areas as well as provide pedestrian oriented developments near stations. The land use plan calls for high or medium density mixed use developments based on the distinctive characteristics of each station. For example, high density residential is recommended near the Church Street Station in order to take advantage of proximity to the proposed Frankford Creek greenway and Womrath Park. Neighborhood retail is proposed around the centrally located Margaret-Orthodox Station. Regionally-oriented retail development should occur near the FTC to service the large number of commuters coming from outside of Frankford. It is envisaged that some of the retail along the corridor would be combined with residential uses to create high density mixed use developments near the stations.

Station Area Development: Vision for the Frankford Avenue

Redevelopment guidelines encourage use of open space such as public plazas around the

stations and near the mid-blocks along the corridor. These open spaces will provide a forecourt and relief to buildings close to the El structure. These guidelines identify predominant block conditions or typology and suggest alternatives along the avenue that maintain the existing block size, building character and connectivity in Frankford.

Sustainable planning and building design techniques are strongly encouraged. New pedestrian connections, local landmarks, gateways and special paved crossings are encouraged throughout the corridor and particularly along the station access streets that connect neighborhoods with El stations with improved streetscape, lighting and signage.

Structured or underground parking is preferred near the stations with an emphasis on parking management and Transportation Demand Management (TDM) techniques such as encouraging shared parking, marketing of innovative TDM programs and improved bicycle network connectivity. Transportation improvements and traffic calming measures such as mid-block crossings and pedestrian priority at traffic signals are encouraged around the station areas.

Illustrative vision plans demonstrate land uses, redevelopment guidelines and transportation related recommendations for three station areas in Frankford. These illustrative site plans identify strategic development sites, new pedestrian connections, open space plazas, gateways and landmarks to provide a pedestrian friendly vision for the corridor taking advantage of the proximity to transit stations. The plans also integrate historic buildings as anchors to redevelopment. The plan encourages renovation or adaptive reuse of many

historic buildings that surround stations in Frankford and envisions incorporation of historic tours, related activities and markers to encourage visitors to Frankford.

Implementation

A new TOD zoning district along Frankford Avenue Corridor is proposed to implement the vision and encourage private investment along the corridor. The new zoning district would provide TOD-related controls including redevelopment guidelines and related development parameters such as FAR, building heights and uses and on-site and off-site requirements. Additionally, a site plan review procedure will be provided to ensure that proposals fit within the corridor framework and vision.

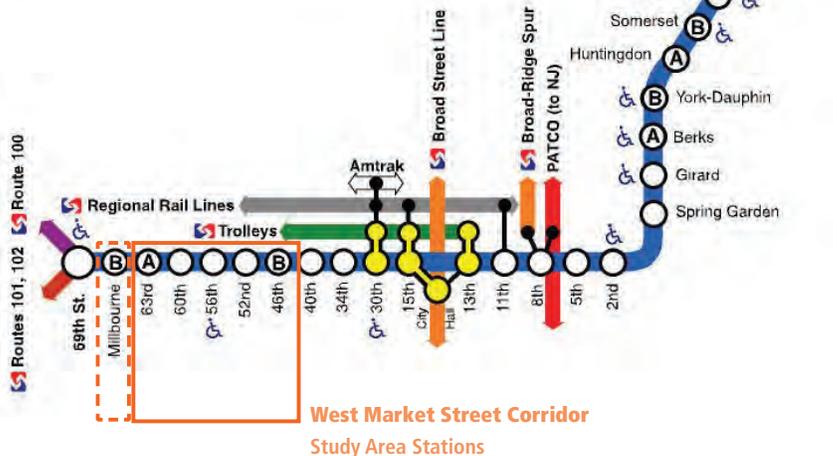
The plan recommends short-term (five-year timeframe) and long-term (ten- to fifteen-year timeframe) opportunities, listing specific steps to implement and generate re-investment along the corridor. Possible funding resources at all levels of government, TOD-related programs and transportation related improvements are identified.

1.0 Introduction

Philadelphia has the advantage of being well connected through a variety of transit options. The City’s transit network consists of approximately 52.8 miles of heavy rail, sixty-five bus lines, nine trolley lines, and three subway/elevated trains. Three separate transit agencies operate within the City, including the South-eastern Pennsylvania Transportation Authority (SEPTA), the Port Authority Transit Corporation (PATCO), and New Jersey Transit. SEPTA is the primary transit operator in the City, with approximately 1.1 million commuters using its transit system everyday.

SEPTA’s Market-Frankford Blue Line (the El), an elevated/subway train that provides service between the 69th Street Terminal in Upper Darby Township and the Frankford Transportation Center in Northeast Philadelphia, is heavily used transit line in the network. The El is the primary transit connection between the western and northeastern parts of the City, providing key transfer points with other major transit lines, including the Broad Street line, regional rail lines, trolleys, and bus and light

SEPTA Market-Frankford Blue Line
Route map (Source: SEPTA)

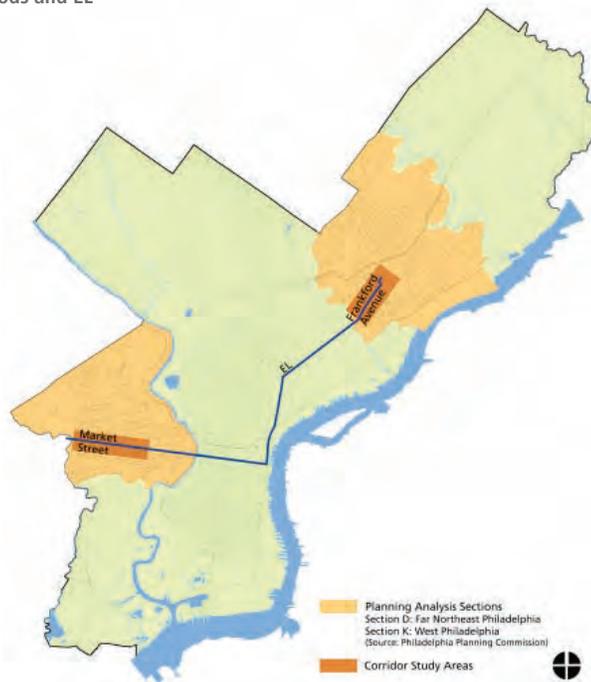


City, Neighborhoods and Study Area Corridors



rail service to the suburbs via the 69th Street Terminal. On the western end of the line, the El travels along the West Market Street Corridor, through University City and multiple other neighborhoods in the West Philadelphia section of the City, terminating at the 69th Street Terminal. On the northeastern end, the El travels along Frankford Avenue, terminating at the Frankford Transportation Center (FTC) in the Frankford neighborhood of Northeast Philadelphia. From the FTC, a large network of surface transit lines provide connections to Northeast Philadelphia and beyond.

City, Neighborhoods and EL



The El is the City's oldest high speed line, with public service beginning in 1907 between 69th Street and 15th Street. The immediate success of the line promulgated an extension from 15th Street to 2nd Street in 1908, with additional service extensions to South Street which were later discontinued. The line operated as an elevated train between 69th Street and a point just east of the Schuylkill River until 1955, and later ran underground through University City. The Frankford Avenue line was constructed by the City of Philadelphia in 1915 and opened for public service in 1922, providing the current direct connection with the Market Street Subway, and the Frankford Elevated Terminal at Bridge Street. The Frankford side of the El received major reconstruction and upgrades in the late 1980s and early 1990s.

The aging infrastructure of the western-most portion of the El prompted SEPTA to embark on a major multi-year replacement of the 100-year old structure and station renovation projects for 46th Street, 52nd Street, 56th Street, 60th Street, 63rd Street and Millbourne

stations. Construction of this project began in 2003 and it is expected to be completed by 2008. In early 2004, SEPTA constructed a new terminal building and El realignment at the Frankford Transportation Center. SEPTA plans to open a new parking garage and complete renovation of the Bridge Street Terminal building by September 2006.

The El reconstruction projects in both corridors have created disruption and inconvenience to the local residents and businesses. In Frankford, the new terminal building and realignment of the El structure along the section of Frankford Avenue has improved noise reduction and sunlight conditions for the businesses near the terminal. The new concrete El support structure has also improved noise reduction along the rest of Frankford Avenue.

SEPTA's El reconstruction project will result in quieter operation and a less obtrusive structure, thereby improving conditions in the neighborhoods surrounding the West Market Street and Frankford Avenue transit corridors. The neighborhood improvements anticipated by the reconstruction project and the significant number of vacant properties near transit stations in both the corridors provide opportunities for new development and redevelopment that is designed around and reinforced by the transit stations. This concept, commonly known as Transit Oriented Development, or TOD, will enable the areas surrounding the two El corridors to maximize the economic and community benefits from the ongoing transit improvements.

SEPTA investments and opportunities for community development in these transit corridors require sound planning to ensure that



Historic pictures of Frankford El during construction

(Credit: PCPC, Frankford Historical Society)





Newly built Frankford Transportation Center



Realigned El structure and Frankford Avenue



Construction of new parking garage by SEPTA
Bustleton Ave. near FTC

the surrounding neighborhoods and the City as a whole are achieving maximum benefits. As part of the Delaware Valley Regional Planning Commission's (DVRPC) Transportation and Community Development Initiative (TCDI) grant, the Philadelphia City Planning Commission (PCPC) selected Wallace Roberts and Todd, LLC (WRT) and their team of sub-consultants, Nelson Nygaard and Real Estate Strategies (RES), to prepare TOD studies for the West Market Street and Frankford Avenue corridors. The Market-Frankford TOD Plan focuses on eight El stations along the corridors, including the 46th, 52nd, 56th, 60th and 63rd Street stations on the West Market Corridor and the Church Street, Margaret Orthodox, and Frankford Transportation Center Stations on the Frankford Avenue corridor.

1.1 The TOD Concept

TOD refers to Transit Oriented Development. It is characterised by a compact, walkable mixed use development within an easy walk of a transit station. Its pedestrian-oriented design encourages residents and workers to use transit. TOD communities usually contain moderate to high density development and a mix of residential, commercial, office, and institutional uses.

TOD development can provide multiple benefits to a community, including reduced dependence on automobiles, reduced household expenses, reduction in traffic congestion, enhanced accessibility to non-drivers (e.g. elderly, disabled, youth, low income residents), enhanced pedestrian activity and economic development.

What makes a TOD successful depends on a variety of characteristics. Simply locating development next to a transit stop does not qualify as TOD. TOD is development designed to create connections between neighborhoods and transit in a way that encourages transit use and pedestrian movement, usually with activity taking place around the station area at least 16 hours per day, 7 days per week. This level of activity is best achieved through a mix of residential, office and retail uses as well as entertainment destinations. TOD should also be well integrated with other modes of transportation, such as bus, bicycle, and even automobile traffic.

A well designed TOD will display the following physical characteristics:

- Mix of uses
- Compact form of development with higher densities
- A recognizable place and center of activity
- Easy accessibility to all modes of transportation
- Pedestrian friendly and bicycle friendly

The existing Philadelphia urban fabric and high density residential development surrounding the El transit corridor would presumably act as a de facto TOD. However, with the exception of the Center City stations and the 69th Street Terminal, most of the stations along Frankford Avenue and the West Market Street Corridor do not currently operate as transit oriented developments. Despite two commercial corridors on West Market Street and a neighborhood “Main Street” on Frankford Avenue, the connections between existing development and the stations are disrupted by heavy automobile traffic, vacant and underutilized properties and a poorly designed and often unsafe pedestrian environment.

To qualify as a successful TOD, development and redevelopment plans require a good pedestrian oriented design, a strong retail market, transit friendly zoning regulations and public and private investment.

The Urban Land Institute (ULI) published the *Ten Principles for Successful Development around Transit*, a report that defines the following ten principles to achieve a successful TOD:

- Make it better with a vision
- Apply the power of partnership
- Think development when thinking about transit
- Get the parking right
- Build a place, not a project
- Make retail development market driven not transit driven
- Mix uses but not necessarily at the same place
- Make buses a great idea
- Encourage every price point to live around transit
- Engage corporate attention

(Source: Dunphy, Robert, Deborah Myerson, and Michael Pawlukiewics. *Ten Principles for Successful Development around Transit*. Washington D.C. ULI – the Urban land Institute, 2003).

For existing neighborhoods with transit, TOD can provide a catalyst for redevelopment and renewal that takes advantage of the existing infrastructure while remaining sensitive to the surrounding context. A number of case studies are available in planning literature that illustrates the success stories of TOD in achieving neighborhood renewal. Several national and international “Best Practices” examples relevant to the study areas are included in the appendix of this report.

1.2 Study Purpose

The purpose of the Market–Frankford TOD Study is to look at strategies to stabilize and revitalize two important urban corridors, West Market Street and Frankford Avenue, and their surrounding neighborhoods by capitalizing on the existing transit infrastructure and SEPTA investments for transit oriented development.

With the existing public transportation infrastructure a significant asset in the study areas, the potential transit and transportation related benefits of the study and its recommendations include:

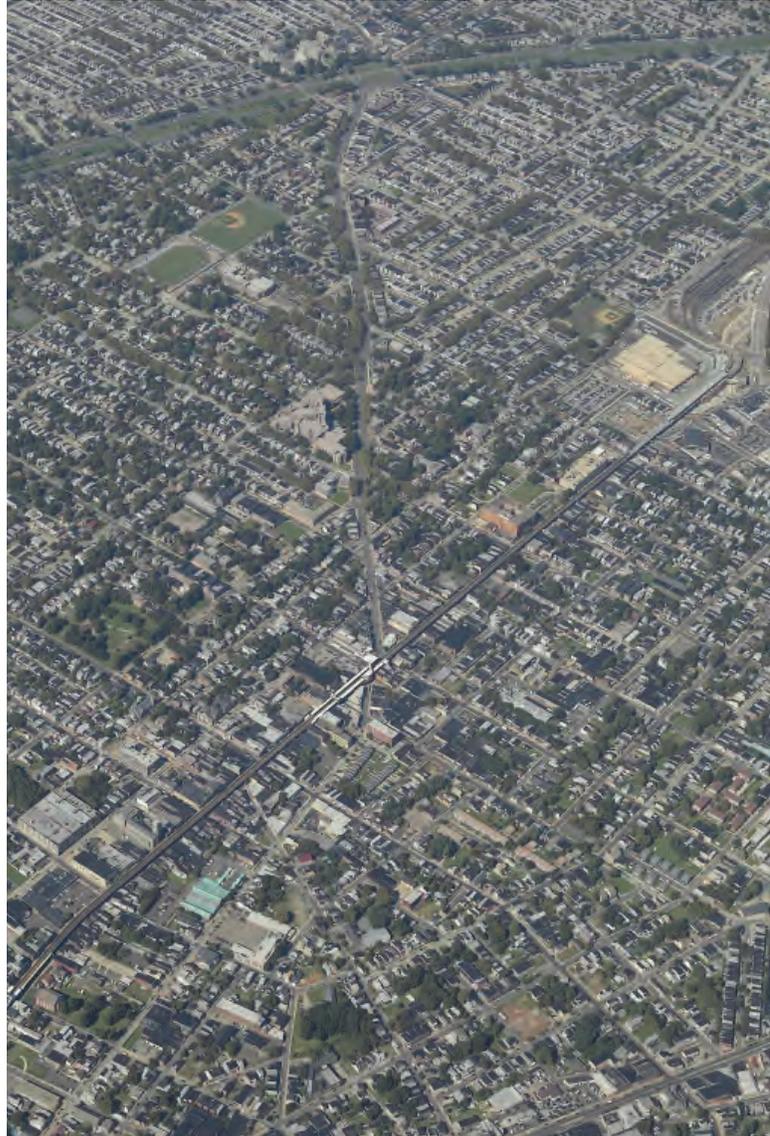
1. Increased transit ridership and fare revenue.
2. More transportation options for those who prefer to take fewer automobile trips.
3. Improved safety for transit customers, pedestrians, bicyclists, residents and workers.
4. Increased public receptiveness to transportation-efficient land uses.
5. Increased private reinvestment and higher property values near transportation facilities.
6. Community design that maximizes connections amongst and between transportation centers, residential neighborhoods, stores and institutions.
7. Greater market support for preservation of historic properties near transportation centers.

1.3 Study Objectives

The objectives of the study include:

- To encourage new private investment by maximizing the study area's strengths.
- To develop land use concepts and redevelopment guidelines that will encourage and facilitate transit oriented development.
- To maximize the economic, social and environmental benefits of the transit infrastructure and the major public investment in the El reconstruction project.
- To recommend strategies that will enhance competitiveness of existing commercial corridors and community activity centers.
- To maximize the efficient use of the existing transportation infrastructure by making them attractive for residents and visitors.
- To analyze "Best Practices" examples relevant to the study areas.

Aerial view of Frankford Avenue Corridor (Source: PCPC)



1.4 Planning Process

Although the general purpose and objectives of the Market-Frankford TOD Study are similar for both corridors, the corridors and their individual station areas possess characteristics, issues, and goals that are unique to the particular area. The differences in community needs require separate and distinct planning and design approaches that address specific issues for each station area, yet include similar generalized goals and objectives common to successful TOD planning.

The final results of the study are presented as two reports, one for each transit corridor, that reflects both the common TOD principles and objectives adopted for the study and a three-phase planning process for each of the corridors. The three-phase process includes the following:

Phase I – Data Gathering and Analysis:

A visual survey and data analysis of existing conditions along the West Market Street Corridor and Frankford Avenue was conducted in Phase I to assess the current situation with regard to land use, zoning, vacancy, building conditions and public ownership information. Review of recent relevant revitalization strategies and a demographic analysis of neighborhoods adjacent to the corridors were also conducted in this phase.

Phase II – Existing Conditions Analysis and Alternative Concept Development

Phase II consists of detailed analysis of the relevant issues of each corridor, including market conditions, traffic and transportation conditions, urban design and susceptibility to change analysis and identification of opportu-

nity sites within the station areas. The issues and opportunities identified within the station areas, as well as the objectives of the TOD study, form the basis for the development of planning and design principles and initial land use concepts.

This phase also consists of a “Best Practices” analysis, which examines case studies of successful application of TOD in other communities around the globe and their relevance to the West Market Street and Frankford Avenue corridors.

Phase III – Key Development Sites and Implementation Strategies

Phase III consists of applying the analysis performed in the previous two phases and identifying key strategic development sites in the two corridor study areas. Illustrative site plans were subsequently developed for each station area to demonstrate, through the application of recommended redevelopment guidelines, how the station areas could be developed to fulfill both the community goals and objectives and common TOD principles. Recommended implementation strategies and related transportation improvements were provided in this phase.

Community Involvement

To ensure consistent guidance and support from community stakeholders and residents, advisory committees were established in each corridor to guide the consultants and provide feedback throughout the planning process. The Advisory Committee members consisted of neighborhood residents, community leaders, city officials and staff from the elected

representative's offices. Three Advisory Committee meetings were held at the completion of each phase of the study in the respective study areas to obtain comments and feedback on the progress of the project. Consultations with city officials, community-based organizations, community leaders, elected officials and representatives of other affected municipalities outside the study area, including Upper Darby Township and Millbourne Borough were also conducted to obtain additional input. The consultant team also met regularly with the project manager of the Philadelphia City Planning Commission to review the progress of the project.

Additional feedback was elicited through a stakeholder survey that was mailed to Advisory Committee members. A copy of the survey and a summary of the answers are included in the Appendix.

2.0 Area Characteristics

2.1 Location and Context in the City

2.1.1 Frankford Avenue Corridor Study Area Overview

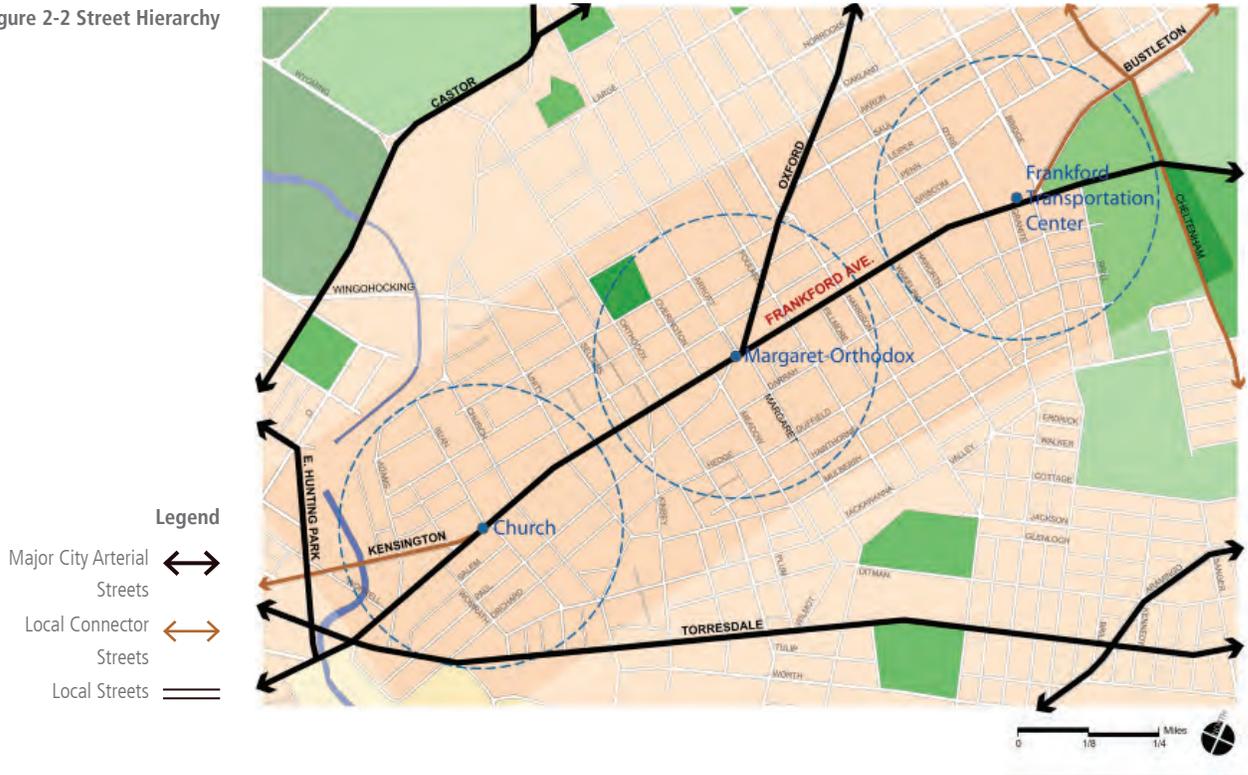
The Frankford Avenue Corridor is located in the Frankford neighborhood in Northeast Philadelphia. The study area includes Frankford Avenue from Cheltenham Avenue on the north to Unity Street on the south and includes three EL stations; Church Street station, Margaret-Orthodox station and the Frankford Transportation Center.

The Frankford Avenue corridor is well served by an existing road system. It is served by three interchanges on I-95: Cottman Avenue, Bridge Street and Aramingo Avenue. Roosevelt Boulevard, another north/south artery, provides additional regional access to the Frankford neighborhood.

Figure 2-1 Study Area



Figure 2-2 Street Hierarchy



2.1.2 Street Hierarchy

Kensington Avenue
(Local Connector Street)



Frankford Avenue
(City Arterial Street)



Oxford Street, which connects Frankford Avenue with Roosevelt Boulevard, and Torresdale Avenue, southeast of Frankford Avenue, are the two major arterials that connect to Frankford within the study area. Other important connector streets include Cheltenham and Bustleton Avenues to the northeast and Kensington Avenue to the northwest.

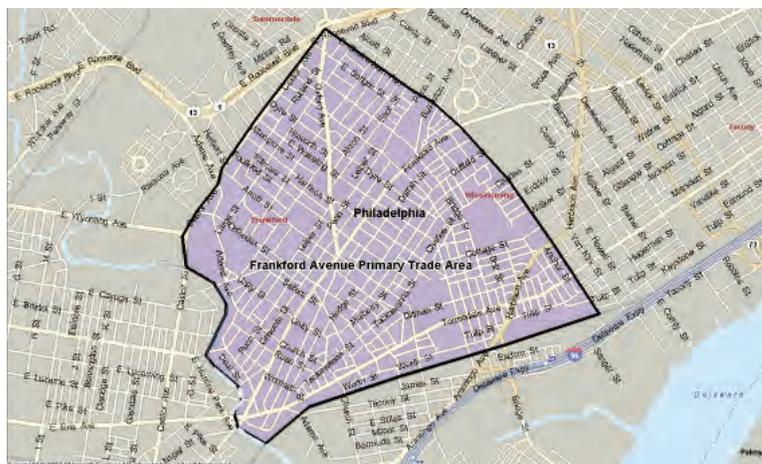
Local neighborhood streets are designed in a grid block pattern and provide multiple access opportunities on both sides of the Frankford Avenue Corridor. El stations are spaced approximately 3/4 mile apart, or within a five-minute walking distance from residential neighborhoods on either side of Frankford Avenue.

2.2 Demographic Characteristics

The Trade Area for a commercial corridor typically is defined as the geographic area from which a commercial business district draws its primary market support. Trade Areas will differ based on a district's overall size, retail and business mix, physical and locational considerations, highway access, visibility, types of retail, including anchors, consumer spending patterns and behavior, market competition and other factors. Inner-city commercial districts such as the Frankford Avenue Corridor typically draw the majority of their business from the proximate residential population. Many of these patrons walk to the commercial establishments. With these characteristics in mind, a relatively close-in Primary Trade Area has been delineated that includes the area along Frankford Avenue from Unity Street on the south to the Frankford Transportation Center on the north. It is comprised of Census Tracts 293, 294, 298, 299, 300, 301 and 302. Map 2 shows the location of the Frankford Avenue Trade Area.

Demographic characteristics of the Frankford Avenue Trade Area were analyzed to identify demographic trends that might influence commercial development in the Frankford Avenue Corridor. The data include population estimates for 2005 and population projections for 2010. These data were obtained from Claritas, Inc., a vendor supplying the most recent on-line US Census and population estimates and projections.

Figure 2-3 Census Tracts Map - Frankford Ave Corridor Trade Area



Aerial view of Frankford Ave Corridor Trade Area
(Credit: PCPC)

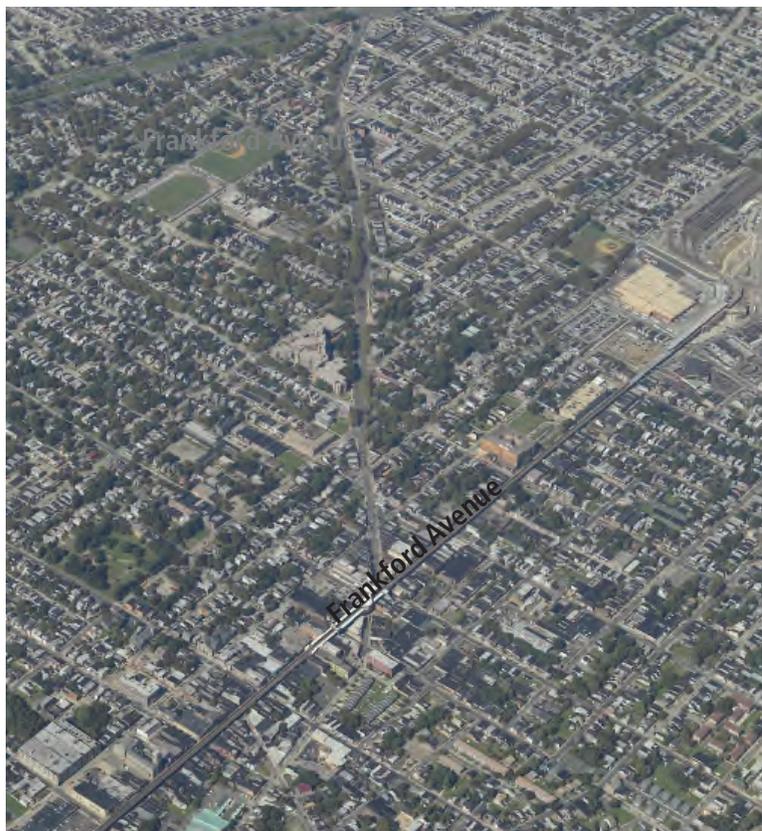


Table 2-1 Population and Household Characteristics
Frankford Avenue Primary Trade Area and City of Philadelphia

	Primary Trade Area	City of Philadelphia
Population		
1990 Census	33,626	1,585,577
2000 Census	34,867	1,517,550
2005 Estimate	34,412	1,464,886
2010 Projection	33,983	1,414,086
Percent Change 1990 - 2000	3.7%	-4.3%
Percent Change 2000 - 2005	-1.3%	-3.5%
Percent Change 2005 - 2010	-1.2%	-3.5%
Avg. Annual Percent Change 1990 - 2000	0.4%	-0.4%
Avg. Annual Percent Change 2000 - 2005	-0.3%	-0.7%
Avg. Annual Percent Change 2005 - 2010	-0.3%	-0.7%
Households		
1990 Census	12,987	603,075
2000 Census	12,600	590,071
2005 Estimate	12,241	572,789
2010 Projection	11,866	553,960
Percent Change 1990 - 2000	-3.0%	-2.2%
Percent Change 2000 - 2005	-2.8%	-2.9%
Percent Change 2005 - 2010	-3.1%	-3.3%
Avg. Annual Percent Change 1990 - 2000	-0.3%	-0.2%
Avg. Annual Percent Change 2000 - 2005	-0.6%	-0.6%
Avg. Annual Percent Change 2005 - 2010	-0.6%	-0.7%
Average Household Size		
1990 Census	2.59	2.63
2000 Census	2.77	2.57
2005 Estimate	2.81	2.56
2010 Projection	2.86	2.55

2.2.1 Population and Household Characteristics

Table 2.1 summarizes population and household statistics for the Frankford Avenue Trade Area and the City of Philadelphia for comparison purposes.

The Frankford Avenue Trade Area consists largely of built-out older residential neighborhoods mixed with commercial uses. As shown in Table 9, the following are relevant characteristics of the population and households in the Trade Area:

- Based on U.S. Census data, the population in the Frankford Avenue Trade Area increased from 1990 to 2000. However, 2005 estimates and 2010 projections provided by Claritas, Inc. indicate decline in the total population. This trend could be a result of the estimating technique used by Claritas, where estimates for the City of Philadelphia are used as a basis for smaller area estimates and projections. Since Philadelphia's total population is declining, the trend may have been applied at the tract level.
- Although the population grew from 1990 to 2000, the number of households declined during that time frame and further decreases are projected through 2010.
- The average household size increased from 1990 to 2000 and further increases are projected through 2010. The Frankford Avenue Primary Trade Area is projected to have larger households than in the City during the 2000's, although it is possible that inaccurate population estimates are affecting household size data.

Table 2.2 presents selected population characteristics for the Frankford Avenue Trade Area and the City of Philadelphia. The following are relevant points:

- A larger percentage of the population in the Trade Area than in the City as a whole is under five years old, (8.8 percent and 6.7 percent, respectively). An additional 22.3 percent of the population is age five to 17. This large population of children presents an opportunity for businesses that provide merchandise and services for families with children.
- A large percentage of the population is in the 25 to 44 age cohort (28.3 percent). People in this age range often are purchasing a home and are seeking home furnishings and household goods.
- Almost 40 percent of the population is African American, while 16.0 percent is of Hispanic origin. There is a small (2.1 percent) Asian population and 44.1 percent of the population is Caucasian. The diversity in the area provides an indication that retail products will need to be geared to individuals with varying ethnic origins.
- Over 33 percent of the adult population age 25 years and older does not have a high school diploma. Only 13.3 percent of adults have college degrees or advanced degrees. Educational attainment patterns affect earning potential and, therefore, retail expenditures.

Table 2-2 Selected Population Characteristics

Frankford Avenue Primary Trade Area and City of Philadelphia

	Primary Trade Area	City of Philadelphia
2005 Population by Age - Percent		
Under 5 Years	8.8%	6.7%
5 to 17 Years	22.3%	17.8%
18 to 24 Years	10.0%	10.7%
25 to 44 Years	28.3%	28.3%
45 to 64 Years	20.5%	22.8%
65 to 74 Years	4.8%	6.5%
75+ Years	5.3%	7.1%
Median Age - 2005 (in Years)	31.6	35.5
2005 Population by Race - Percent		
White	44.1%	42.4%
African American	39.9%	44.3%
Asian	2.1%	5.1%
All Other	14.0%	8.2%
2005 Hispanic Population - Percent *	16.0%	9.3%
Educational Attainment - 2005 Census **		
Less than 9th Grade	7.4%	7.6%
9th to 12th Grade, No Diploma	26.1%	21.2%
High School Graduate	37.5%	33.2%
Some College, No Degree	15.8%	15.5%
Associates Degree	3.8%	4.4%
Bachelor's Degree	6.4%	10.4%
Advanced Degree	3.1%	7.7%

Note: * Included in above Population by Race Numbers

Note: **Statistics are for population 25 + years in 2005

Table 2-3 2005 Households by Household Income
Frankford Avenue Primary Trade Area and City of Philadelphia

Income Band	Primary Trade Area		City of Philadelphia	
	Number	Percent	Number	Percent
Less than \$15,000	3,603	29.4%	139,313	24.3%
\$15,000 - \$24,999	1,878	15.3%	79,151	13.8%
\$25,000 - \$34,999	1,552	12.7%	71,804	12.5%
\$35,000 - \$49,999	1,911	15.6%	90,043	15.7%
\$50,000 - \$99,999	2,643	21.6%	139,354	24.3%
\$100,000 - \$149,999	504	4.1%	37,005	6.5%
\$150,000 and over	150	1.2%	16,119	2.8%
Total	12,241	100.0%	572,789	100.0%
Median Household Income				
2000 Census	\$26,857		\$30,882	
2005 Estimate	\$28,743		\$34,445	
2010 Projected	\$30,565		\$37,976	
Percentage Change 2000 - 2005	7.0%		11.5%	
Percentage Change 2005 - 2010	6.3%		10.3%	

Note: Percentages may not add because of rounding

2.2.2 Household Income

Table 2.3 presents the estimated number of households by household income for 2005 in the Frankford Avenue Trade Area and the City of Philadelphia. The data is provided by Claritas, Inc. Analysis of the data indicates several relevant points about household income.

- An estimated 29.4 percent of households in the Trade Area had 2005 incomes below \$15,000, an indication of relatively high levels of poverty.
- An additional 15.3 percent of households had 2005 incomes ranging from \$15,000 to \$24,999. The large percent-

age of households with incomes below \$25,000 is an indication that there is demand for inexpensive consumer goods to be sold by stores in the Frankford Avenue Corridor.

- The median household income in the Frankford Avenue Trade Area during 1999 (as reported in the 2000 Census) was \$26,857, or about \$4,000 below the median for the City of Philadelphia. The increases in median income that are estimated by Claritas, Inc. for the Trade Area are far lower than those for the City, an indication that income in the Trade Area is not keeping pace with increases for the City overall. This slow growth is an indication that incremental demand for retail goods and services will not be generated by income growth.
- Household income in the Frankford Avenue Primary Trade Area undoubtedly is influenced by the existence of an “underground economy”-- earnings that are not reported to government taxing bodies, and not likely to be reported in the Census. Studies have suggested that income generated in the underground economy could equal 20 percent of income reported nationally, and even higher percentages in low-income neighborhoods.

2.2.3 Housing Characteristics

Table 2.4 presents selected data about the housing characteristics in the Frankford Avenue Primary Trade Area and the City of Philadelphia.

- The relatively large percentage of owner-occupied housing units in the Frankford Avenue Primary Trade Area, 60.5 percent, is consistent with the City as a whole.

Households that own homes tend to have more of a vested interest in the community than renters. They also are more likely to spend money for household improvements and home furnishings.

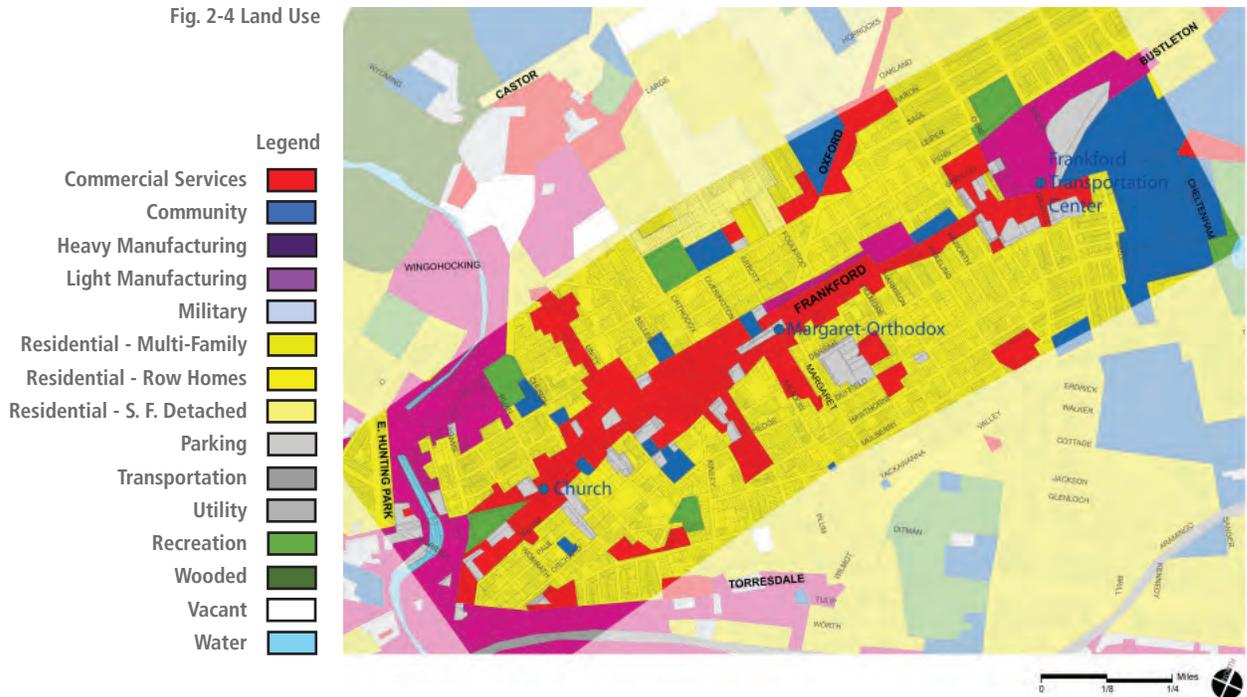
- The majority of the housing units (64.9 percent) are single-family attached row homes, and 47.8 percent of all housing units were built before 1940. Although this percentage is lower than in other Philadelphia neighborhoods, problems with old housing stock including deferred maintenance and vacant and abandoned units are present in the Frankford Avenue Trade Area.
- In 2005, the estimated median value of owner-occupied homes was \$62,100. This is a substantial 40 % increase from the median value of \$44,203 in 2000. Almost 80 percent of all housing units in the Frankford Avenue Primary Trade Area were valued below \$80,000. Based on these relatively low values, economic obsolescence is an issue because the cost to acquire and repair or adequately maintain these owner-occupied units probably exceeds their value after they are rehabilitated.
- An estimated 37.2 percent of 2005 households in the Frankford Avenue Trade Area did not have a car. These households are ideal targets for commercial establishments in the Frankford Avenue Corridor because they can walk to stores and public transportation.

Table 2-4 Selected Housing Statistics

Frankford Avenue Primary Trade Area and City of Philadelphia

	Primary Trade Area	City of Philadelphia
2005 Est. Tenure of Occupied Housing Units		
Owner-Occupied	60.5%	59.0%
Renter-Occupied	39.5%	41.0%
2005 Est. Housing Units by Structure Type		
1 Unit Attached	64.9%	60.0%
1 Unit Detached	8.0%	8.1%
2 Units	10.0%	8.2%
3 to 19 Units	13.9%	12.8%
20 or More Units	3.2%	10.9%
Other	0.2%	0.2%
Total	100.0%	100.0%
2005 Est. Owner-Occupied Housing Value		
Less Than \$20,000	1.5%	4.2%
\$20,000 - \$39,999	14.6%	9.4%
\$40,000 - \$59,999	30.8%	15.1%
\$60,000 - \$79,999	29.0%	16.3%
\$80,000 - \$99,999	11.2%	16.0%
Over \$100,000	12.9%	39.1%
2005 Est. Median Value of Housing Unit	\$62,095	\$86,310
2005 Est. Housing Units by Year Built		
Built 1999 to Present	2.7%	3.0%
Built 1980 to 1998	2.3%	5.1%
Built 1960 to 1979	11.5%	18.9%
Built 1940 to 1959	35.8%	32.7%
Built Before 1939	47.8%	40.4%
Total	100.0%	100.0%
2005 Est. Households by Number of Vehicles		
No Vehicle	37.2%	35.6%
1 Vehicle	40.9%	42.1%
2 Vehicle	17.3%	18.0%
3 Vehicle	4.0%	3.2%
4 + Vehicles	6.7%	1.1%
Total	100.0%	100.0%

Fig. 2-4 Land Use



2.3 Land Use and Zoning

2.3.1 Land Use

The Frankford Avenue Corridor includes primarily a mix of commercial, light industrial and institutional uses. Commercial uses are mainly concentrated in the area one block northwest and southeast along Frankford Avenue. Light industrial uses and warehouses, characterized by large building footprints, are concentrated along Frankford Creek and south of the Church Street and Margaret-Orthodox stations. Residential blocks are also in close proximity to the Avenue.

There are also several areas along the commercial corridor that remain predominantly residential. Some of the structures are single family homes, while others have been converted to multifamily apartments.

Many of the buildings along Frankford

Avenue corridor are older two and three-story structures that were originally built as single family row houses and converted to first floor retail as the area became more commercial. The second and third floor spaces in most buildings are either vacant or used as storage, office, or, in some instances, residential apartments. Some of the uses along Frankford Avenue include single story infill retail structures, many of which have adjacent off-street parking. These newer developments are located near the Frankford Terminal and include a Thriftway supermarket and a Walgreen's drug store. A large SEPTA surface parking lot is located on the west side of Frankford Avenue between Pratt and Dyre Streets. This lot will no longer be needed by SEPTA once the proposed terminal parking garage is completed. This would be an ideal location for new com-



Fig. 2-5
Commercial
Corridors

Legend

 Commercial areas as
 identified by land use

mercial development in the Corridor.

Many buildings along Frankford Avenue have interesting visual details on the upper floors such as bay windows, brick facades and elaborate cornices. The upper floors were, at one time, presumably used for residential apartments and offices. Today, only a few buildings contain a mix of uses. Some of the buildings, such as the Third Federal Bank building, were built in the 1950's and have a very distinct mid 20th Century architectural style that is becoming popular again. Structures with special character and historic features are worthy of special attention because they add to the character and appeal of the Corridor.

The ground floor spaces of occupied buildings along the corridor are primarily commercial retail and service establishments. There is

an abundance of hair salons and hair braiding businesses, as well as Chinese restaurants and takeout stores. Storefronts are generally narrow and many have been combined to create larger retail spaces. Building depths vary depending on the nature of the buildings and whether additions have been built in former rear yards. Some of buildings have rear parking lots, which is rare in Philadelphia's urban commercial districts. Although sometimes difficult for consumers to use, these parking lots are ideal for employees of larger commercial uses. Consequently, many former row houses have been demolished to make way for larger commercial developments.

The adjoining commercial corridor map highlights the Frankford Avenue Corridor along with other significant commercial corridors in the context area.

Fig. 2-6 Zoning



2.3.2 Zoning

The Frankford Avenue Corridor contains a mix of C-2 and C-3 commercial zoning districts. The C-2 district is a neighborhood commercial zone that allows neighborhood scale retail and prohibits residential as a primary use. C-2 zoning covers an entire block between Ruan and Oxford Streets. The C-3 district is a community and regional commercial zone that allows regional scale retail in addition to neighborhood retail. The C-3 zone primarily includes the area around Church Street station and between Fourlkrod Street and Pratt Street, including the parcels facing Frankford Avenue. The C-3 zone prohibits residential uses. The commercial district also has a Special District zoning controls which places restrictions on the type and size of storefront signage for buildings along the corridor.

There is industrial zoning in the study area. The G-2 zone, an industrial zoning district near Frankford Creek, permits light industrial uses. Parcels located in this zone are either vacant or former industrial buildings that are currently being used for storage and warehousing. The G-2 district permits a variety of light industrial uses that are not compatible with the surrounding residential areas.

Residential zoning in the study area is primarily located one block northwest and southeast of the Frankford Avenue Corridor, except for the area between Paul Street and Frankford Avenue.

With the exception of the C-2 district, which establishes a maximum building height of 35 feet (allowable to a maximum of 60 feet under certain conditions), height limits are not regulated within the study area.

2.4 Transportation Analysis

2.4.1 Transit

Transit ridership volumes were compiled for the Frankford Avenue Corridor to get a sense of which stations would lend themselves most to TOD. As evidenced by the adjoining map and table, FTC - a regional transportation center, has by far the highest ridership. Margaret-Orthodox station caters to local passengers with some bus transfers, and is centrally located along the Frankford Avenue study corridor. Church Street station has very low bus and rail Ridership in comparison with the other two stations.

Fig. 2-7 Rail and Bus Ridership

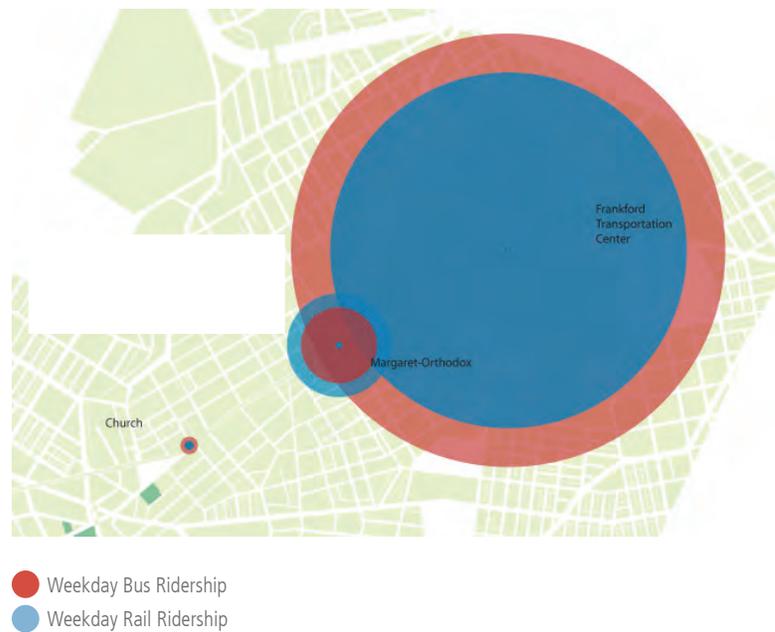


Table 2-5 Weekday Bus and Rail Ridership

	FTC	Margaret - Orthodox Station	Church Street Station
Bus	36,372	6,422	1,476
Rail	30,138	8,793	790
Total	66,510	15,215	2,266

Frankford Transportation Center (FTC)



Wider sidewalk



Lack of crosswalk at 6-leg complex intersection near Margaret-Orthodox Station



Pedestrians crossing Frankford Avenue at mid block near FTC



Blocked sidewalk near FTC



2.4.2 Pedestrian Circulation

The Frankford Avenue study area differs from many other areas of Philadelphia in that the street grid is not as clear and there are number of angled streets. While this adds interest to the area and provides shortcuts, some people find it confusing. Nevertheless the blocks in the Frankford Avenue within the study area are short and walkable, providing a good base for TOD. On many streets the sidewalks are wide and clear. One aspect to build on is the diagonal streets which lead directly to the transit station, such as Bustleton Avenue, Oxford Avenue, Kinsey and Paul Streets and Adams Avenue. These diagonal streets shorten the walk to transit and would be good candidates for streetscape and traffic calming improvements. A number of pedestrian issues were observed through site visits that should be monitored and addressed as the community moves forward with redeveloping the study area. These issues include the following:

- The streets directly to the east of the FTC seem to function well for pedestrians. However, access to the station, especially crossing Frankford Avenue at Granite Street shall be improved.
- The placement of columns supporting the elevated structure needs to be considered. At times, columns block sidewalks and force detours. This also can become a security issue. In general the columns are in the middle of the street, largely at stations.
- The 6-leg intersection of Frankford Avenue, Oxford Avenue, Paul Street, Margaret Street and Arrott Streets at the Margaret-Orthodox station is problem-

atic. There is no direct connection to the station and pedestrians crossing the street have to deal with high speed turns.

- Womrath Park at Frankford and Kensington Avenues provides a good opportunity to expand the pedestrian realm at the Church Station, especially as it relates to Frankford Creek and Tacony Creek Park.

2.4.3 Bicycle Network

Bicycle Compatibility

Each side of Frankford Avenue typically has a 8 foot parking lane, 11foot travel lane and a 8-foot striped median where the elevated train supports are located. The total cartway is 46 feet as shown in the adjoining street section. Based on historical trends, it is estimated that Frankford Avenue carries an average annual daily traffic of 10,000 vehicles. Using the FHWA Bicycle Compatibility Index (BCI)¹, it is calculated to have the level of service as E, with a BCI rating of 4.96.

LOS-E for cyclists is very low. The best way to improve cycling compatibility would be to remove on-street parking, which is probably not feasible given the commercial nature of the street. That said, less parking equals additional sidewalk width, something that may be of value in the area. Exploring this option near station entrances and exits and at intersections is recommended.



Existing bicycle parking

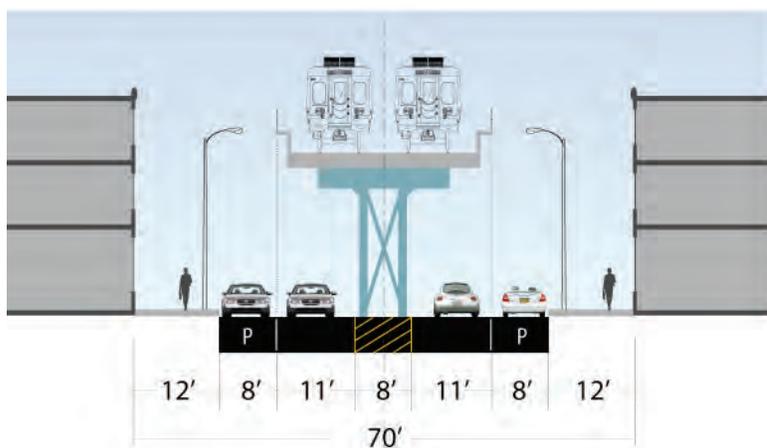


Bicycle parking near Margaret Orthodox station



Local streets and shared bicycle lanes

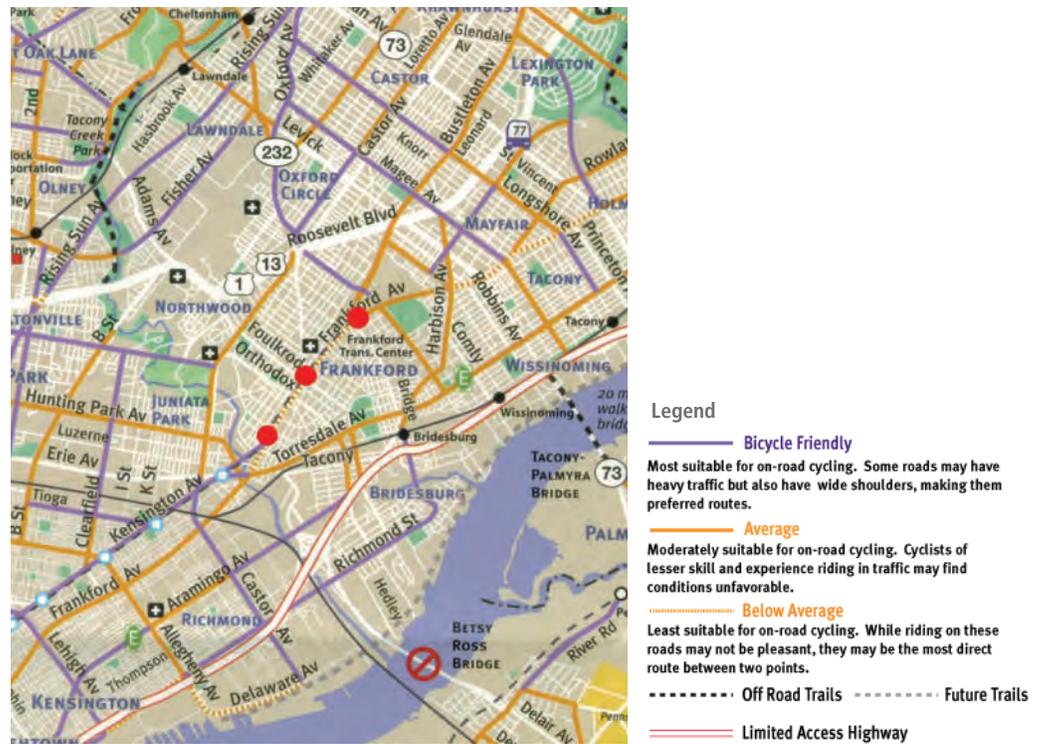
Fig. 2-8 Frankford Avenue Section



1. The Bicycle Compatibility Index: A Level of Service Concept, FHWA-RD-98-095, 1998.

Fig. 2-9 Regional Bicycle Network

(Source: Bicycle Coalition of Greater Philadelphia)



Off-street paths and trails

The Planning Commission has developed a conceptual plan for the redevelopment of the area surrounding Frankford Creek. This redevelopment plan includes “comprehensive jogging and bike paths alongside the creek.” Figure 2.9 shows the existing bicycle network from a regional perspective.

As the city develops the trails along Frankford Creek and Tacony Creek Park, a bike station should be considered at the Erie-Torresdale station because of its proximity to the Tacony Creek Park. A bike station shall also be considered near the Church Street Station around the Womrath Park.

On-street bicycle conditions

Bike lanes run to the south on Kensington Avenue, under the El, and toward Center City as indicated in the bicycle network map (Fig. 2.10). A regional bicycle route “Route E” is also proposed along Aramingo Ave. by the Bicycle Coalition of Greater Philadelphia.

Frankford Avenue between Kensington and Oxford Avenues is listed as an average bicycle friendly network street moderately suitable for road cycling. Striping bicycle lanes on Frankford Avenue between Kensington Avenue and FTC is not practical given the elevated structure and roadway width. As an alternative the Market-Frankford TOD Plan recommends “sharrows:” symbols painted on the roadway to indicate where cyclists should ride. Adding bike lanes to Frankford and Bustleton Avenues



Fig. 2-10 Bicycle Network Map

Legend
 — Bike Lane
 - - - Proposed Bike Lane

is recommended north of FTC. The latter had four lanes and no parking with excess capacity.

To the west, Oxford Avenue contains bike lanes except on its first few blocks; the reason for this should be explored. Ending bicycle lanes because an area is congested or confusing is not helpful to cyclists. At the least sharrows and signage should be installed to complete the network.

To the east, Margaret and Orthodox Streets are identified as bicycle friendly network streets. This designation should be continued to Frankford and Oxford Avenues to complete the network. Cyclists need to know the best alternative to get to the train station.



"Sharrows" marking



Bike rack near a bus stop at FTC

Fig. 2-11 Two-way vehicle volumes



2.4.4 Vehicular Circulation

Vehicle volume data and parking information were gathered and analyzed to get a sense of the traffic activity around the stations and in the study area.

Table 2-6 Average Daily Traffic Volumes

		South of Church	Church to FTC	North of FTC
Average Daily Traffic	Northbound	4,033	5,568	5,669
	Southbound	4,469	5,350	5,082
Peak Volume	Northbound	347	440	519
	Southbound	337	423	429
Off-peak Volume	Northbound	152	191	200
	Southbound	203	184	246

Traffic Volume

The low Average Daily Traffic (ADT) numbers of 5,000 indicate that Frankford Avenue is more like a street than an arterial. Peak traffic volumes are low enough to justify narrowing the roadway at places with more than one lane. A thorough analysis of the signal timing is recommended for the study area intersections to find their suitability for pedestrian crossing.

Parking

FTC has the largest parking supply, which is to be expected considering its role as a commuter rail station as indicated by the parking supply Table 2.7.

These parking spaces are spatially illustrated in the Fig. 2.12. The modest amount of parking spaces around Margaret-Orthodox is in line with its ridership numbers, but the parking at Church Street station far outstrips its transit demand.

Crash Analysis

A crash data analysis was conducted by the consultants, based on the crash data provided by the Streets Department from 2002 to 2004. This analysis is included in the Appendix of this report.

Fig. 2-12 Amount and Type of Parking



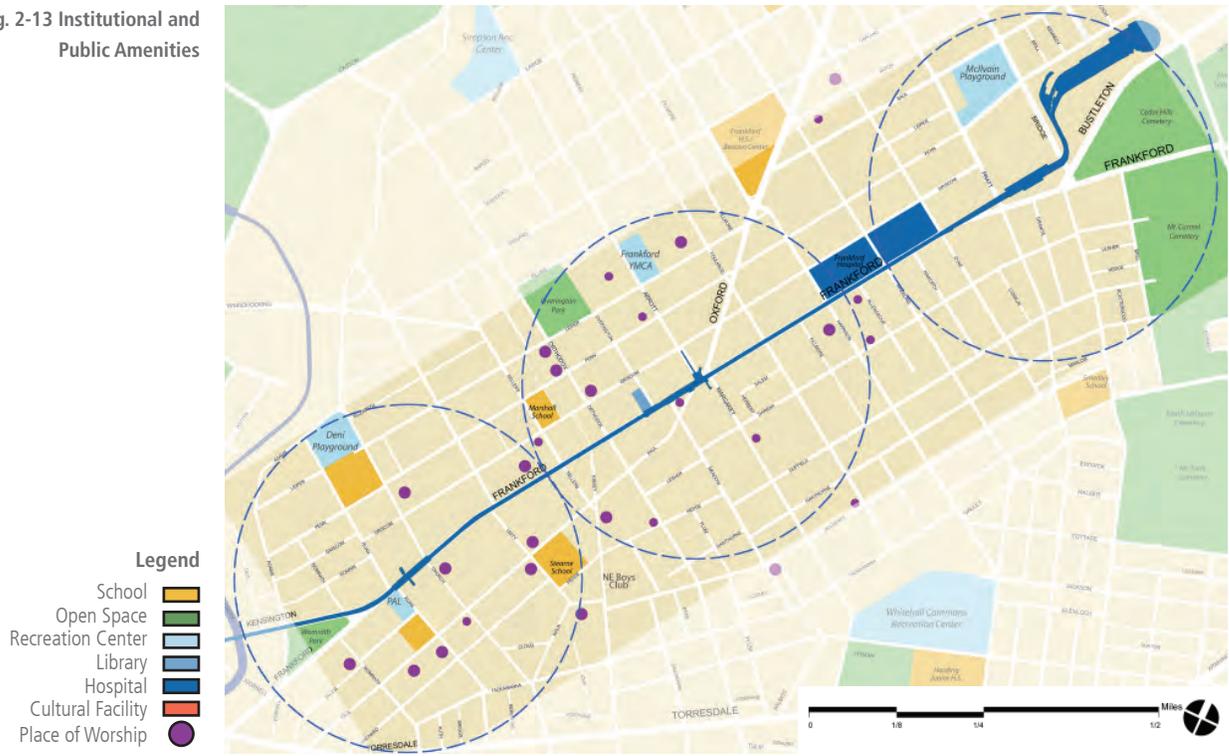
Table 2-7 Short and Long Term Parking

	FTC	Margaret - Orthodox Station	Church Street Station
Short-Term	121	262	445
Long Term	746	148	149
Total	867	410	594

View of surface parking lots and Bus Garage Facility near FTC



Fig. 2-13 Institutional and Public Amenities



2.5 Institutions and Public Amenities

Numerous institutions are located within the study area. The adjoining map shows an inventory of the local institutions, including schools, places of worship, recreational centers and libraries.

2.5.1 Neighborhood Organizations

The types of organizations with jurisdictional boundaries that are located within the study area include the Frankford Community Development Corporation, Frankford Business Association and a number of civic and neighborhood groups. A list of these organizations is shown in the inset on the adjoining page.

The consultant team met with the Frankford CDC, Frankford Hospital and the Frankford Business Association to coordinate their input and address their concerns. These meetings were held in addition to the Advisory Committee meetings held in the study area during the three planning phases.

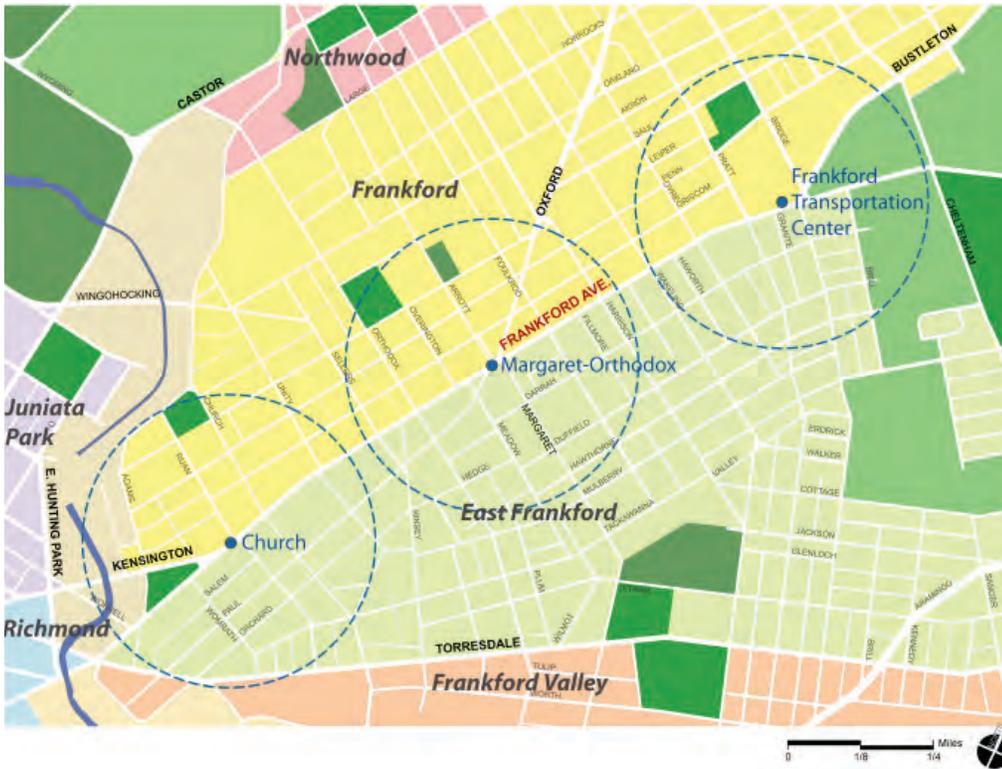


Fig. 2-14 Neighborhoods

List of Neighborhood Organizations

Community Development Corporations

- Frankford CDC

Business Associations

- Frankford Business Association
- Bridge-Pratt Business Association

Civic and Neighborhood Groups

- Frankford Ministerium and its members
- Frankford Group Ministry
- East Frankford Civic Association
- Northwood Civic Association
- Frankford Community "Y"
- SPIN
- Frankford Historical Society
- Friends of Womrath Park



Historic Hermon Methodist Church



Frankford Hospital

2.5.2 Historic Frankford

Frankford is one of the most historically significant complex neighborhoods in the City of Philadelphia. Swedes had already dammed the creek from which the neighborhood takes its name in the early 1640's – forty years before William Penn came to Pennsylvania to settle his colony. The earliest street of this small settlement, Frankford Avenue, had already been in place at the time the Swedes arrived. Native Americans had determined the alignment of the trail that became the avenue, perhaps thousands of years ago. In the 18th century, the trail had become a major road, The King's Highway, which was the major transportation link between Philadelphia and New York well into the 19th century.

Frankford's cultural, social, industrial, transportation, religious and educational histories are profound and an entire book has been written on the subject. Just off Frankford Avenue, on Orthodox Street, the Frankford Historical Society is housed in a finely-detailed Colonial Revival building from 1930. Few communities in the City have such a resource.

The earliest extant meetinghouse (1775) associated with the Society of Friends in the City of Philadelphia, the Frankford Friends Meeting, is located at Unity and Waln Streets. The site of the Jolly Post Inn on Frankford Avenue is still marked on a commercial building, and was associated with the gatherings of northern delegates to the Constitutional Conventions in Philadelphia. Frankford was famous for the number and variety of its inns. In the 18th-century, large elegant homes such as Chalkley Hall and Port Royal Mansion had

extensive grounds that extended as far as the Frankford Creek. None of the architecturally distinguished houses remain.

Before the Industrial Revolution, Frankford was a pastoral village. In the early 19th century, water power afforded by the creek led to the development of mills and factories. Most are long-abandoned today, but it should be noted that one of the first dye works in the United States was begun on the creek in 1821 by Jeremiah Horrocks. A small house just off Frankford Avenue on Orchard Street was purchased in 1831 by Comly Rich. This purchase was the first loan on a home made in the United States under a savings and loan plan, which was, in essence, the first home mortgage. Before the Consolidation of Philadelphia City and County in 1854, Frankford was a bustling small town in its own right.

Again, the history of Frankford cannot be recounted here in its entirety. However, it should be noted that the study area of this report contains a centuries-old streetscape that has variety and interest, and should be considered a resource in itself. The history of the neighborhood can be integrated and interpreted in the physical manifestation of the plan.

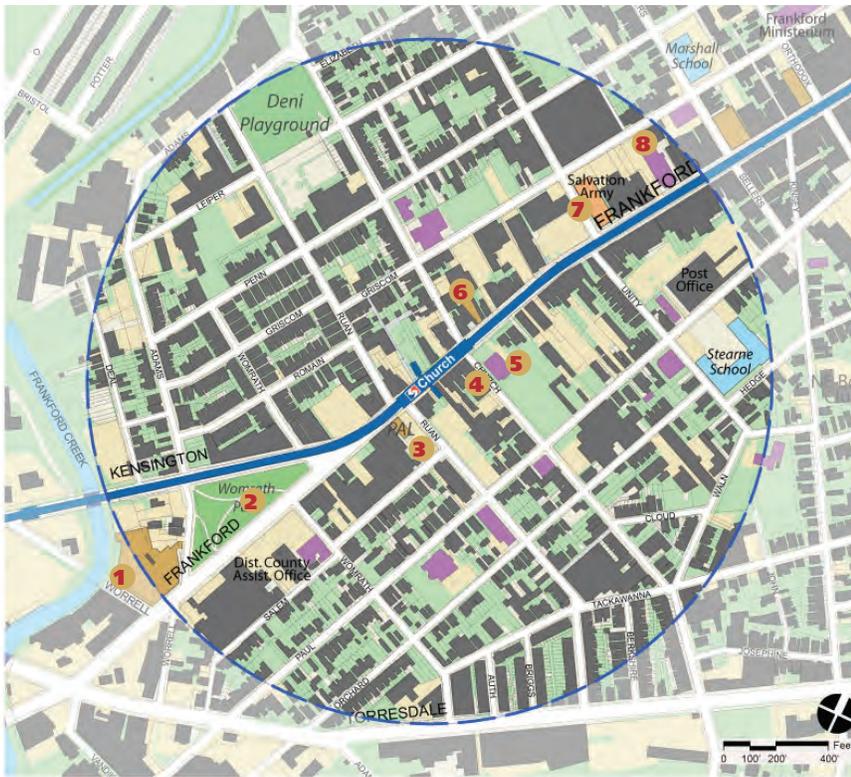


Fig. 2-15 Church Street Station Area

Legend

- Schools
- Places of Worship
- Historic Buildings

(Source: Frankford Historical Society)

1. Colonial Powder Mill
2. Womrath Park
3. PAL-Old Fire House
4. 1700's Stone House
5. Frankford Presbyterian
6. Colonial Stone Building
7. Frankford Trust
8. St. Mark's

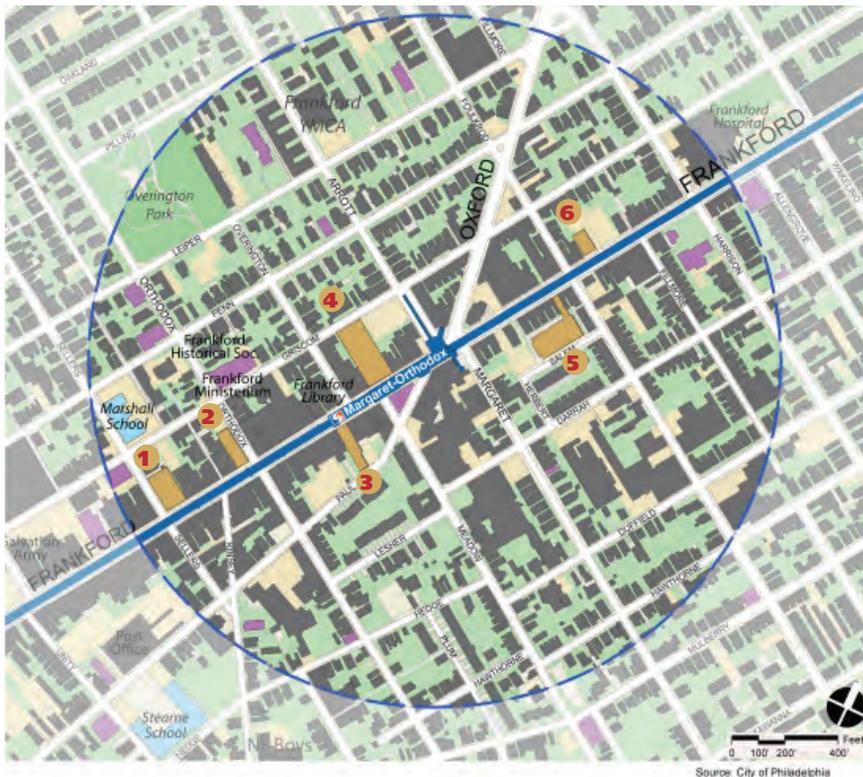


Fig. 2-16 Margaret-Orthodox Station Area

Legend

- Schools
- Places of Worship
- Historic Buildings

(Source: Frankford Historical Society)

1. Lyceum Building (GHMC)
2. Old Fire Company Engine 7.
3. Old PECO Building
4. Circle Theater
5. Roosevelt Theater
6. Old United Bank (WIC) Building

2.5.3 Relevant Plans for the Study Area

Neighborhoods in the study area represented by the various community organizations and the Planning Commission carried out a number of planning efforts that focused on the needs of the community. These planning efforts include neighborhood focused existing conditions studies, community plans, commercial corridor revitalization plans and strategic redevelopment plans that address the needs of the Frankford neighborhood.

These planning efforts were reviewed by WRT to understand the issues and needs of the residents within the study area. These past planning efforts do not directly address the goals and objectives of the TOD study, but provide valuable insight into the ongoing planning issues, projects and community characteristics within the study area.

In 2003, the Planning Commission adopted the Frankford Creek Redevelopment Plan in response to Frankford residents' and the CDC's desire to promote Frankford Creek as a natural asset that will help to revitalize the creek area for recreational and residential uses and "to encourage redevelopment along a broader perspective" along the creek. The Plan proposes land use and zoning changes for the 78 acre redevelopment area, recommending contiguous open space and residential uses along the Creek.

In addition to the redevelopment area plan, the City Water Department has undertaken a Frankford Creek Master plan in 2006.

In September of 2005, The Planning Commission completed a preliminary study to assess the availability of open space data for a future citywide open space plan. One of

the key finding of the plan, entitled Planning Philadelphia's Open Spaces, Pilot Study Findings and Recommendations for a Citywide Open Space Plan, was that residents of the northern portion of the City, particularly along Roosevelt Boulevard and Frankford Avenue, are underserved for active open space. The study recommends providing green corridors as cross-connections to Frankford Avenue and surrounding local institutions and identifies Frankford Creek as a location for a linear park.

Other notable plans for the study area include The Frankford Plan 2000, developed by the Frankford Development Corporation in 2000 and the DVRPC's Horizons, the Year 2025 Plan which identifies Frankford as one of the region's "Revitalizing Centers".

Economic Development and Neighborhood Redevelopment

The Frankford neighborhood and the CDC have also been recipients of the Main Street and Elm Street Program grants from the Pennsylvania Department of Community and Economic Development (DCED) in March, 2005. The CDC is implementing these programs in the thirteen-block area along Frankford Avenue.

Ongoing Planning Projects

In addition to the commercial corridor revitalization studies, the Local Initiatives Support Corporation (LISC) is currently preparing the Philadelphia Commercial Corridor Redevelopment Initiative (PCCR), a multi-year survey and study of the Frankford Avenue commercial corridor. Vacancy data compiled through the LISC survey was used for the Market–Frankford TOD study to assess vacancy conditions in the study areas.

Commercial Zoning Code Update

In July 2004, Buckhurst, Fish and Jacquemart, Inc. completed an analysis of the zoning code for commercial corridors in Philadelphia. The report, entitled Recommendations to Update Commercial Codes, includes two pilot studies in the TOD study areas, an 18-block segment of the West Market Street Corridor and the Frankford Avenue commercial corridor.

The analysis of underlying zoning in the study areas concluded that the regulations do not encourage or promote pedestrian and transit friendly design. The analysis also indicated that regulations for the corridors are encumbered by overly complicated language for permitted uses and too many special districts, including sign controls and special permit uses.

The report recommends a “Pedestrian and Transit Friendly Floating District” and a new “Commercial Overlay” in the two corridors that would require a special site plan review process for new and expanding uses by the Planning Commission. The new overlay is also proposed to include a subset of new zoning controls that encourage private reinvestment

near transit facilities, transportation efficient land uses, increased density and pedestrian and transit friendly designs. The new TOD district would be replicated in many areas of Philadelphia.

These recommendations highlight the need to develop zoning and design controls that focus on creating and maintaining a transit friendly environment. Such controls would include:

- Controls for vehicular access
- Controls for circulation and parking
- Minimum density requirements and mixed use incentives in the vicinity of transit stops
- Incentives for promoting transit ridership
- Incentives for smart growth development and the provision of affordable housing

3.0 Real Estate Market Context

The commercial and marketing consultant RES conducted a number of visual inspections of the Frankford Avenue Corridor. Map 3.1 shows the location of the Corridor in the Frankford neighborhood. There are several businesses located beyond this commercial corridor, especially along Frankford Avenue to the south. However, the focus of this analysis is on the corridor that is indicated on the map. Field visits during the time frame from December 2005 through March 2006 confirmed that condition of the properties in the Frankford Avenue Corridor have deteriorated during the past 30 years, although the disinvestment has not been as severe as in other commercial districts in Philadelphia.

The Frankford Avenue Corridor has relatively high concentrations of vacant and underutilized buildings, many of which are suffering from years of neglect and deferred maintenance. The El runs over Frankford Avenue, which means that streets are relatively dark. The most important development in the Frankford Avenue Corridor has been the con-

Fig. 3-1 Location of the Frankford Avenue Corridor in Philadelphia



Relatively dark street conditions along Frankford Avenue



struction of the new Frankford Transportation Center at the terminus of the Market Frankford El. This new facility is a transportation hub for SEPTA, and it also includes a 1,000 car parking garage that would be opened in September 2006. The availability of parking makes it very easy for commuters from outlying neighborhoods to drive to Frankford and commute to Center City.

3.1 Retail Uses and Vacancy

Table B-1 in the Appendix lists the different types of retailers in the area, along with the number of retailers and employees in each category and the estimated annual sales based on data compiled by Claritas, Inc.

The largest of employers in the Corridor are the health services organizations that are centered around Frankford Hospital. Other large employers include the elementary and secondary schools and eating establishments. The Frankford Avenue Corridor has a high concentration of food stores, including the Thriftway supermarket. Most of the food stores are small corner stores, however, and many are lacking in terms of building maintainance and the quality and selection of goods. There are a large number of general merchandise stores and furniture/home furnishing stores. During the late 1990's the Frankford Community Development Corporation worked to position the Frankford Avenue Corridor as a location with a concentration of furniture, home furnishings and furniture repair stores and the number of stores indicates some success from the venture. In addition, the area has an abundance of auto repair, auto dealers and service stations. Although there were several apparel stores in the area, none specialize in women's accessories or children's and infant's wear.

The market analysts conducted a block by block analysis of the retail in the Frankford Avenue Corridor, which indicated that some

Thriftway store near FTC



areas and especially the southern portion of the Corridor are in a severe state of disrepair and have high vacancy rates. Many of the remaining retail establishments show signs of deferred maintenance and neglect. Stores that remain include a mix of apparel, with an emphasis on sportswear, grocery, meat markets, bars and nightclubs, Chinese restaurants, hair and nail salons, legal services, accountants and tax return preparers, laundromats, and auto repair.

Rental rates for first floor commercial space in the district range from \$8 and \$15 per square foot, which is low for a commercial corridor. Rents ranging from \$4.00 to \$7.50 per square foot also have been seen recently. However, well-designed, modern commercial buildings in good locations in the Frankford Avenue Corridor, and especially those with dedicated parking have commanded rents as high as \$20 to \$25 per square foot. There has been some speculation in the Corridor, which has driven asking prices up.



Vacant retail properties along Frankford Avenue



New Walgreen's Drug Store near FTC

3.2 Development Patterns Around Station Areas

3.2.1 Church Street Station Area

The Church Street Station Area between Kinsey Street and Church Street is less stable with higher vacancy and greater pockets of disinvestment. This area has the greatest challenges in terms of a near-term revitalization strategy. The only anchor in this area besides the El stop is a small community retail center which was designed with front loaded parking and houses a small food store, PNC Bank branch and a Wine & Spirits store.

The block along the east side of Frankford Avenue between Kinsey and Sellers Street has the highest amount of vacancy in this node. There are nine vacant stores out of twelve buildings on the block. That translates to a 75 percent vacancy rate. The block between Sellers Street and Unity Street has 16 vacant stores out of 27 buildings which is close to 60 percent vacancy. Between Unity Street and Church Street, the east side of the Avenue has twelve vacant stores or empty lost out of 19 properties. This is a 63 percent vacancy rate. Those stores that are occupied have marginalized business, including several used furniture and appliance stores, a store-front church, a bar, a pawn shop, a Chinese take-out store and a junk store. The A&E Supermarket is located in this section of the Avenue and provides a destination for consumer.

The west side of the Avenue is slightly more stable than the east side but the uses are similar in terms of the quality and diversity of products offered. The vacancy rate on the west side of the Avenue is almost 30 percent and the stores include a hair braiding salon and beauty shop, a child care center, a health center, a thrift store, a video store, a pet store and hardware store, a jewelry store, several churches, a clothing store and an auto tag store. A new restaurant is under construction at the corner of Kinsey Street.

Aerial view of the Church Street Station area



A & E Supermarket



Vacant retail



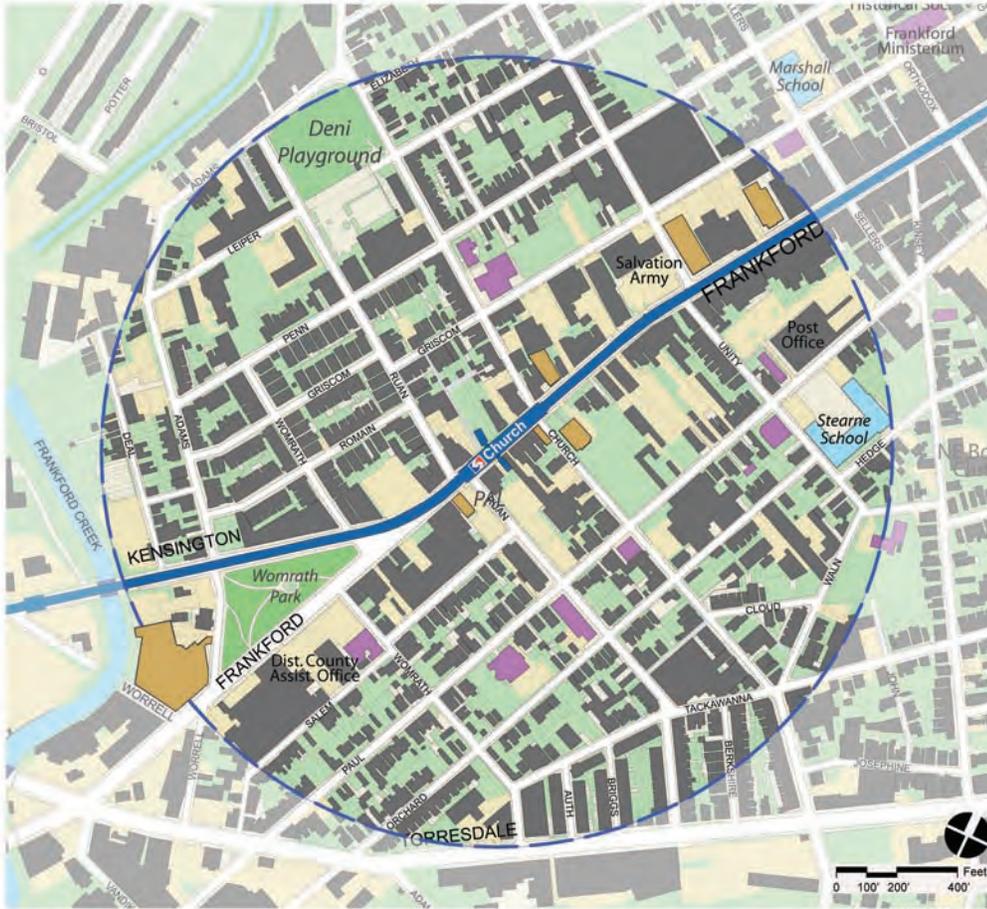
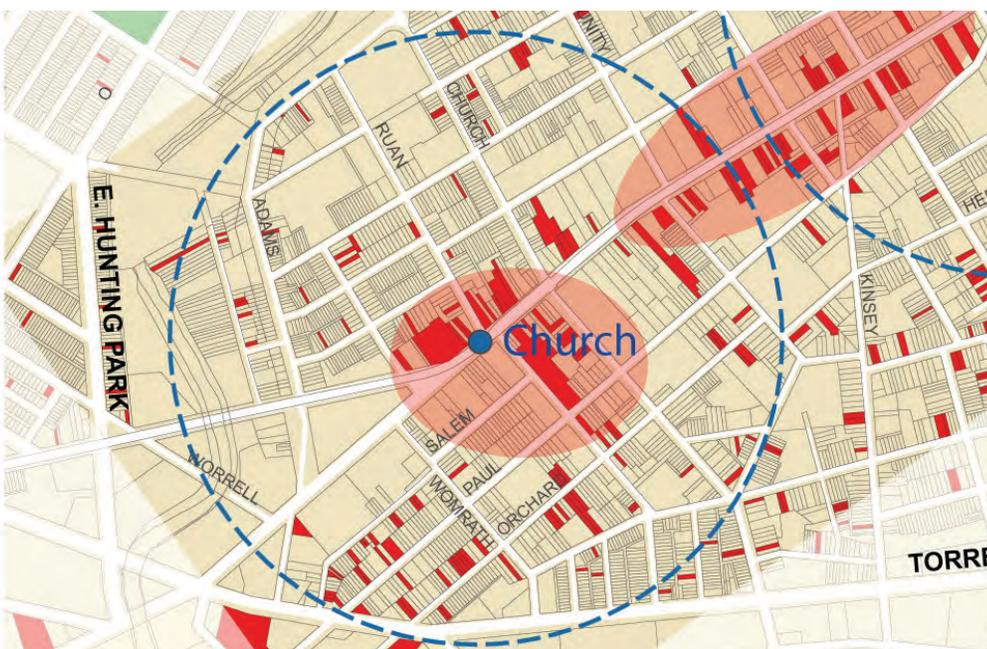


Fig. 3-2
Church Street Station Area

- Legend
- Place of Worship
 - Schools
 - Historic Buildings



Vacancy Map

- Legend
- Vacant Parcel
 - Vacancy Concentration

3.2.2 Margaret-Orthodox Station Area

This portion of the Frankford Avenue commercial corridor between Wakeling Street to Kinsey Street is focused around the Margaret / Orthodox El station stop at Oxford Avenue. Closer to the station stop, the retail corridor is more stable with a diverse selection of retailers and service oriented businesses. The area still suffers from disinvestment and vacancy, but the problems are less severe in the blocks on either side of the El stop. Frankford Hospital buildings encompass entire blocks of the west side of Frankford Avenue between Wakeling Street and Harrison Street. While the hospital is a key anchor it was not designed with retail uses that would generate more pedestrian activity. Consequently, there is a disconnect between the concentration of retail around the Transportation Center and the retail concentrated around the El station stop at Oxford Avenue. The blocks on the east side of the Avenue across from the Hospital have high concentrations of vacancies, several hair and nail salons and medical related uses. These marginal retail patterns contribute to the break in the flow of retail traffic along the Avenue.

South of Harrison Street, closer to the El stop, is where the retail begins a pattern of more diverse stores, fewer vacancies and better maintained structures. Uses along this portion of the Avenue include a laundromat, convenience store, variety store, hardware store, several restaurants, bars and pizza parlors, discount clothing and outlet stores, an appliance store, mattress store as well and cell phone store. There are also service related retail stores such as a Citizen's Bank branch, an accountant, an insurance agent, a dry cleaners, a beauty aide store and a barber shop as well as a WIC center. The owner of the building, that houses Jarvis Barber Shop has performed an historic renovation to the façade of the building. This property provides an indication of how attractive a restored commercial corridor could look if the resources were devoted to improving the district through historic restorations of the buildings.

The Third Federal Savings building in the 4600 block of Frankford Avenue between Meadow and Orthodox Streets is for sale. The two-story building with a full basement is 12,000 square feet and zoned C-2. There is also a 25-car parking lot in the rear of the building. The Bank leases 2,000 square feet of the 4,000 square foot first floor. They pay \$1,500 per month, triple net. This equates to a rent level of \$9.00 per square foot, which is considered to be below market rent for the space in this area. The 4,000 square foot second floor is occupied by the owner of the building and the 4,000 square foot finished basement is vacant but could be leased for either storage or as combined space with the ground floor.

Renovated Jarvis Barber Shop
building along Frankford
Avenue



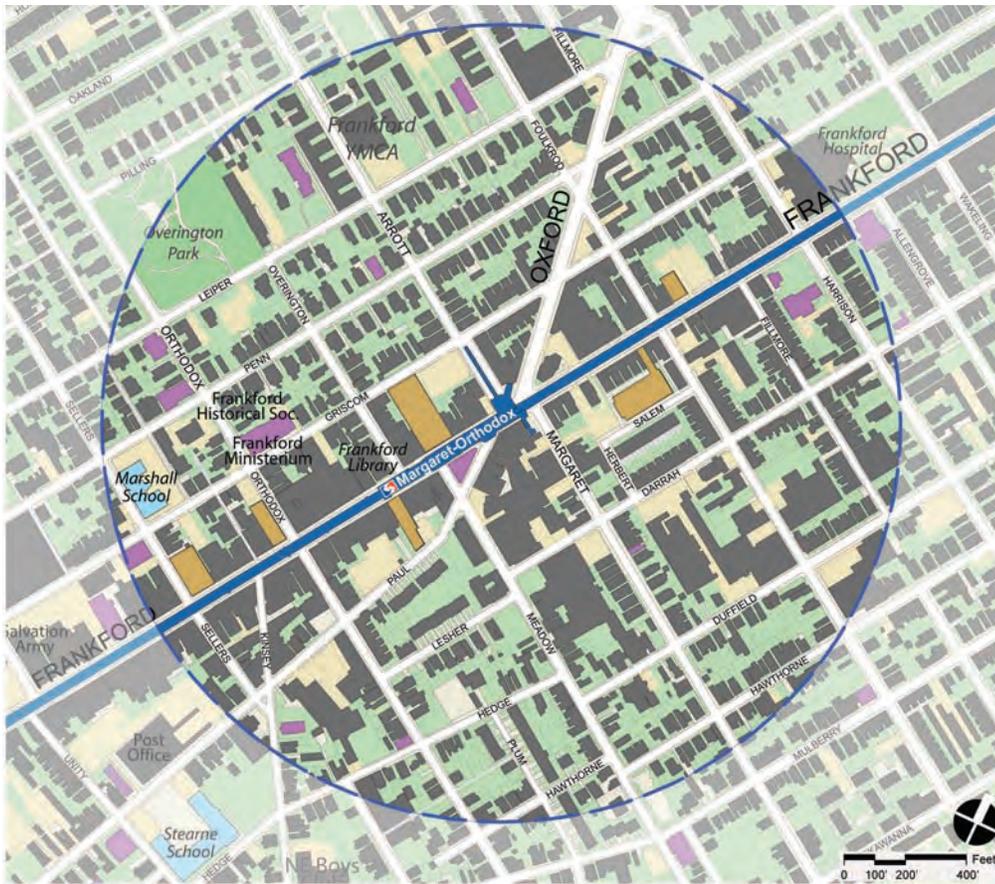
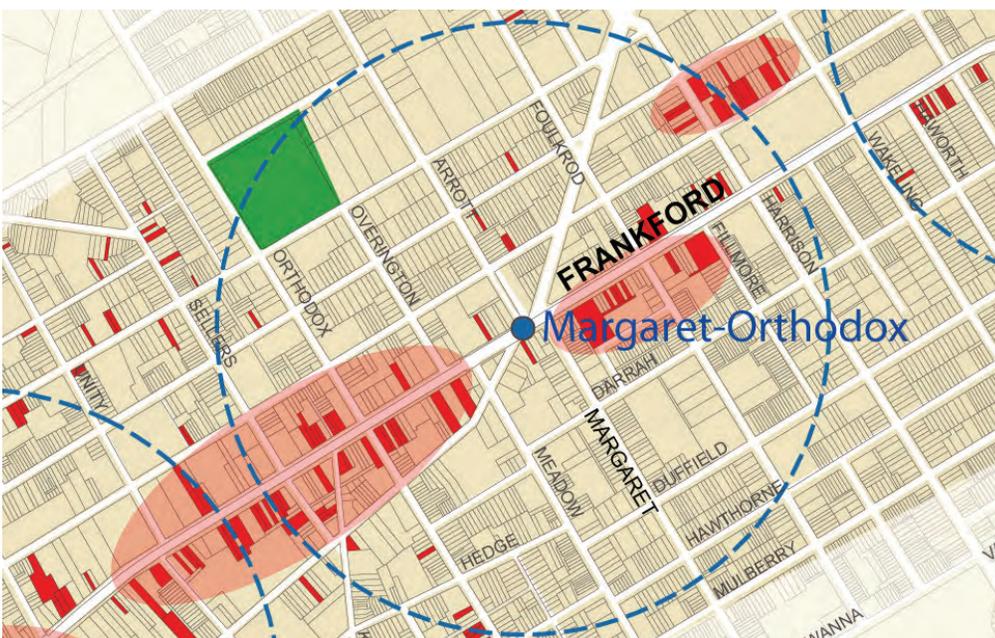


Fig. 3-3
Margaret-Orthodox Street
Station Area

Legend

- Place of Worship
- Schools
- Historic Buildings



Vacancy Map

Legend

- Vacant Parcel
- Vacancy Concentration

A second commercial property located at 4750 Frankford Avenue in (between Foulkrod Street and Oxford Avenue) is currently under agreement of sale. The building includes a vacant retail space on the first floor and six apartments above. The sales price is \$225,000.

3.2.3 Frankford Transportation Center (FTC) Station Area

The FTC station area between Bridge Street and Wakeling Street is the most stable in the corridor. It is dominated by the Frankford Transportation Center, which has retail stores inside that appeal to commuters. Included are a café, Dunkin Donuts, a flower shop, soft pretzel store, and convenience store. Across Frankford Avenue from the Transportation Center is the new Walgreen's drug store, which has front-loaded parking. Although this store fills a need in the Corridor and the broader community, the store's design is inconsistent with broader transit-oriented development initiatives that might be pursued to help revitalize this portion of the corridor.

The blocks between Bridge Street and Dyre Street on the eastern side of Frankford Avenue are the most stable in the area with retailers that include Church's Chicken, Dairy Queen, Subway, Pennsylvania Wine & Spirits, Kick's USA Clothing, Value Plus, McDonalds, Wachovia Bank, and the Thriftway. Other uses include hair a braiding salon, health and beauty products store, dry cleaner, restaurant and tavern, and a thrift store. Along the western side of the Avenue in these same blocks is the SEPTA parking lot, along with an adult bookstore, a bar, and a Chinese restaurant. As indicated previously, this should be an ideal redevelopment site for retail when the parking is no longer required. The goal of additional retail development should be to entice commuters who use the El to patronize stores located near the station before they drive home.

While this northern portion of the Frankford Avenue Corridor has very few vacancies, the situation changes at Dyre Street, where there

Frankford Hospital



Retail between Dyre and Haworth Streets



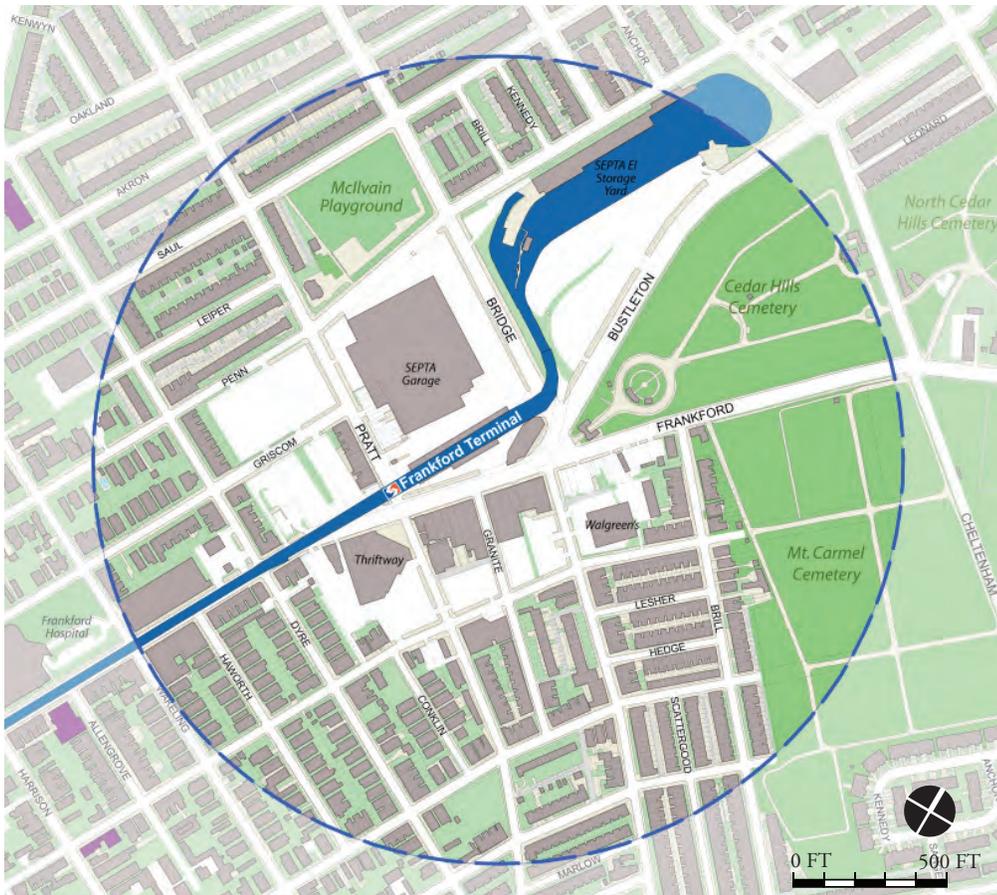


Fig. 3-4
Frankford Transportation
Center Station Area

Retail properties on Frankford Avenue from Bridge Street to Granite Street



The goal for Frankford Avenue is to develop a strategy to capture larger percentages of expenditures by the commuters who will be parking at the new Transportation Center and take the El into Center City every day for work.

is a concentration of vacant retail stores.

Along the eastern side of the Avenue between Dyre and Haworth Streets, eight stores were vacant in 11 buildings. Only one of the vacant stores was under construction. The reason for vacancy may be poor management as well as proximity of the block to the El structure. Because of the vacancies, it might be appropriate to formulate a redevelopment plan to transform the block between Dyre and Haworth Streets.

In addition to the Transportation Center, Frankford Hospital occupies much of the western side of the blocks between Dyre and Harrison Streets. Retail storefronts on the ground floor of the Hospital's parking garage are home to several small medical offices, as well as an M&T Bank branch. A goal for a retail development of the nearby SEPTA parking lot site would be to provide commercial establishments that would be patronized by Frankford Hospital employees and visitors.

3.3 Consumer Spending Patterns

Consumer spending patterns were analysed based on estimates prepared by Claritas of the 2005 consumer expenditures in the Frankford Avenue Primary Trade Area. The summary of this data is included in the tables attached in the appendix of this report.

The unmet demand (or buying power) that is not captured by local stores in the Frankford Avenue Primary Trade Area is over \$109 million. Much of the unmet demand is concentrated in several categories including automobile dealers, electronics and appliance stores, building materials stores, food and beverage, clothing stores, and department stores. These are the types of new stores that would be most successful in Frankford. Types of establishments where there is an oversupply include other motor vehicle dealers, home furnishing stores, pharmacies and drug stores, beer, wine and liquor stores, general merchandizing stores, and special foods stores.

The Frankford Avenue commercial corridor's current mix of stores is not likely to draw large numbers of shoppers from outside of the delineated Trade Area. The market analysts estimate that approximately 10 percent of current sales along Frankford Avenue are by households living outside the area, and these shoppers are coming to the Frankford Avenue Corridor to ride the El. The goal for Frankford Avenue is to develop a strategy to capture larger percentages of expenditures by the commuters who will be parking at the new Transportation Center and take the El into Center City every day for work. If the Corridor can capture more of these expenditures, incremental retail could be created in addition to the retail that exists to serve the needs of Trade Area residents.

4.0 Opportunitites and Issues

4.1 Building Conditions

4.1.1 Building Typology – Predominant Building Character

Analysis of the building typology in the Frankford Avenue Corridor, as shown in the adjoining figure, indicate the predominance of residential buildings one block northwest and southeast of Frankford Avenue. Residential areas within Frankford can be characterized as four predominant residential building districts; 1) 'rowhouses and twins' (northwest of Frankford Avenue); 2) primarily row houses (northwest of Frankford Avenue near the FTC); 3) large footprint warehouses mixed with rowhouses (southeast of the Frankford Corridor in the East Frankford section of Frankford neighborhood); and 4) twin residential building typology (between the FTC and Margaret-Orthodox station).

The commercial buildings along Frankford Avenue are characterized by ground floor retail with narrow frontage along Frankford Avenue and residential above. These buildings are typically two to three stories with vacant second and third floors.

Commercial single use typology



Commercial / Mixed Use typology along Frankford Avenue



Fig. 4-1 Building Typology



Legend

- | | |
|---|---|
|  Residential Rowhome / Twin |  School |
|  Residential High Rise (4-6 Stories) |  Places of Worship |
|  Commercial / Mixed Use |  Institutions (Hospitals, YMCA, Civic) |
|  Commercial Single Use (Mid-Box) | |
|  Warehouse / Manufacturing | |

Residential areas



Warehouse / Manufacturing



Large footprint warehouse buildings near Margaret-Orthodox station and the Frankford Creek area have significant potential for adaptive reuse. Many of these buildings have special architectural character and historic value.

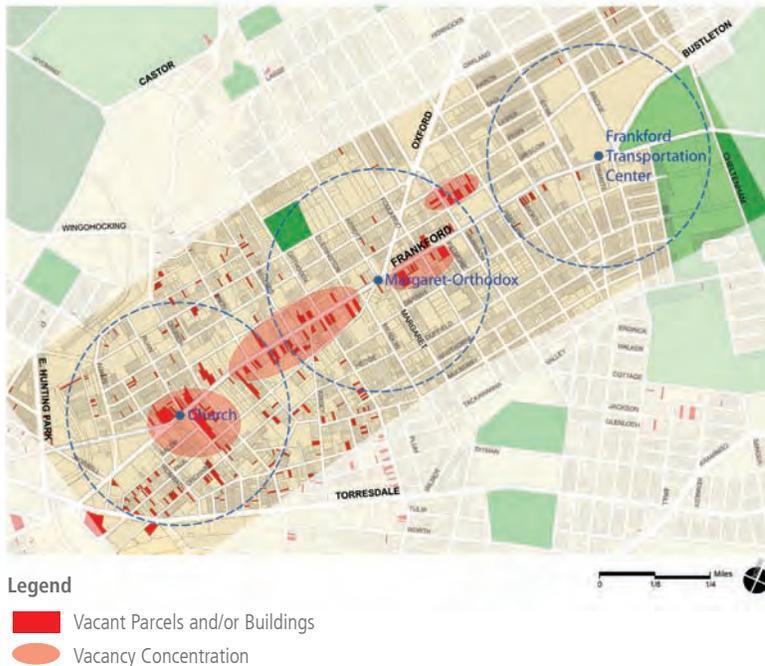
4.1.2 Vacancy

Analysis of the commercial establishments within the study area, indicates a decline of commercial conditions along the Frankford Avenue Corridor. The analysis also found that vacancies in the Frankford Avenue Corridor change dramatically from block to block. There are stable blocks that have no vacant spaces, while some blocks in the southern portion of the Corridor have vacancies estimated to be as high as 75 percent. Vacancy rates for second and third floor spaces probably range from 20 to 80 percent.

Visual field inspections of the building conditions and vacancy, conducted by WRT for the area one block northwest and southeast of Frankford Avenue, indicate relatively stable residential blocks with lower vacancy rates.

The adjoining vacancy map, assimilated from data compiled by LISC, PACDC and the City for the Frankford Avenue Corridor, shows pockets of vacancies concentrated along Frankford Avenue.

Fig. 4-2 Vacancy



Facades need repairs



Blighting Signage



Fig. 4-3 Public Realm



Fig. 4-4 Frankford Avenue buildings



4.2 Public Realm

The public realm map shows the neighborhood 'main street' character of Frankford Avenue in Frankford. The shade of the El structure, its large physical presence and the narrow 70 foot building-to-building right-of-way of Frankford Avenue, are constraints that detract from the pedestrian environment.

Womrath Park, near the Church Street station, is the only public open space around the northwest section of Frankford Avenue. This park is underutilized and has a number of warehouse/light industrial and automobile related uses nearby, including an adult entertainment theatre. There is open space fronting the Frankford Avenue Hospital, between Margaret-Orthodox station and the FTC that provides a semi-public open space and a landscaped forecourt to the Hospital and along the Avenue.

The public realm map also shows ridership volumes around three EL stations along Frankford Avenue. High ridership volumes at the FTC provide an opportunity for creating an attractive place around this station that can attract commuters and visitors to Frankford Avenue.

4.3 Opportunities and Issues for the Corridor

Opportunities

The existing transit stations and their proximity to the bus transit and bicycle network provide a significant opportunity for redevelopment along the Frankford Avenue Corridor.

The existing street grid in the study area provides multiple opportunities for vehicular and pedestrian access to the station areas.

Frankford Avenue is also surrounded by stable residential areas and historical buildings (Fig. 4.4) that are its strong assets. Frankford neighborhood includes multiple organizations including a CDC, a business association and various civic groups that are active and engaged with the community. These organizations and the concerned stakeholders provide a forum to discuss and resolve any neighborhood related issues for its residents. Frankford Hospital also has a strong institutional presence and is an anchor.

Issues

The Frankford Avenue Corridor study area contains many parcels with narrow frontages, limiting the potential for new development. New retail development typically requires large lot frontages and visibility. The excessive shade, noise and vibration created by the 100 year-old El Structure are also significant constraints to attracting new development along Frankford Avenue. There is also a lack of identity and sense of place to the area, primarily due to the limited number of gathering places and activity nodes.

Fig.4-6
Church Street Station Area
 Primarily Redevelopment
 Opportunity Station Area



Aerial view of the area around Womrath Park
 (Credit: windows.live.com)



Susceptibility to Change

Each station area within Frankford Avenue corridor is unique in its location in the neighborhood and mix of uses. The following susceptibility to change diagrams shows the various development opportunities near the station areas in Frankford.

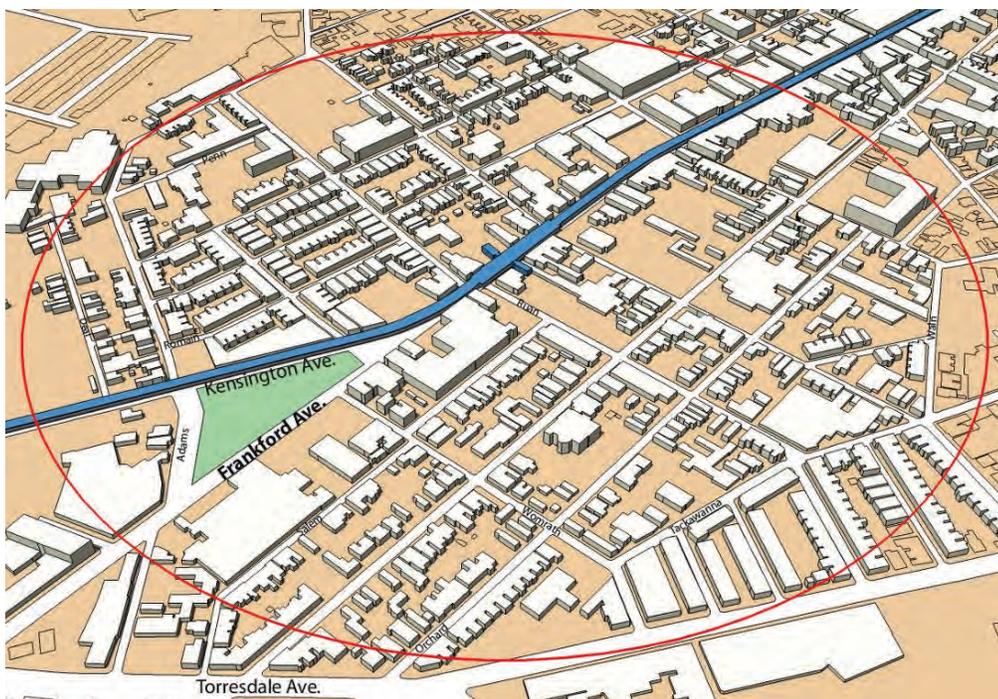


Fig.4-7
3-D View of existing
buildings around Church
Street Station Area

4.3.1 Church Street Station Area

The Church Street station Area is a gateway to Frankford. Womrath Park provides a termination to the Frankford Avenue commercial corridor west of Church Street station.

The park is surrounded by light industrial/warehouse buildings and automobile related uses to the southeast and along the Frankford Creek. There are opportunities to increase visibility and connections to the proposed Frankford Greenway near the Church Street station. This station has the lowest ridership among the stations in Frankford.

Vacant lots and/or buildings, as well as building close to the EL structure as redevelopment opportunities. The properties are identified based on the visual survey of the area conduct-

ed by the consultant team. The visual survey of the surrounding residential areas indicates sporadic vacancy within overall stable residential blocks.

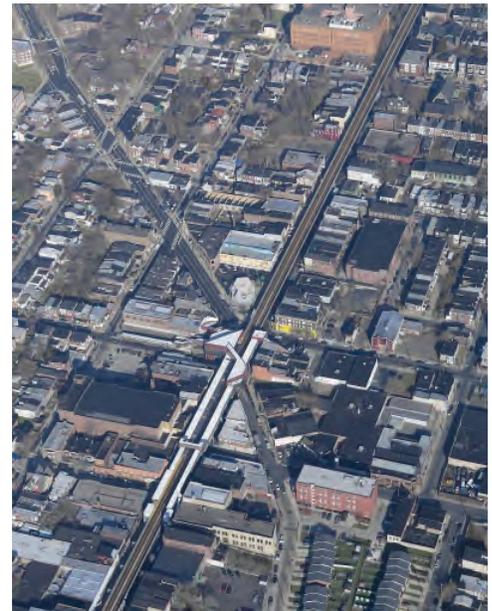


Womrath Park

Fig.4-8 Margaret-Orthodox Street Station Area
Primarily Renovation and Infill
Opportunity Station Area



Frankford / Oxford Street
- Complex intersection



**Aerial view of the Margaret
- Orthodox Station**
(Credit: PCPC)

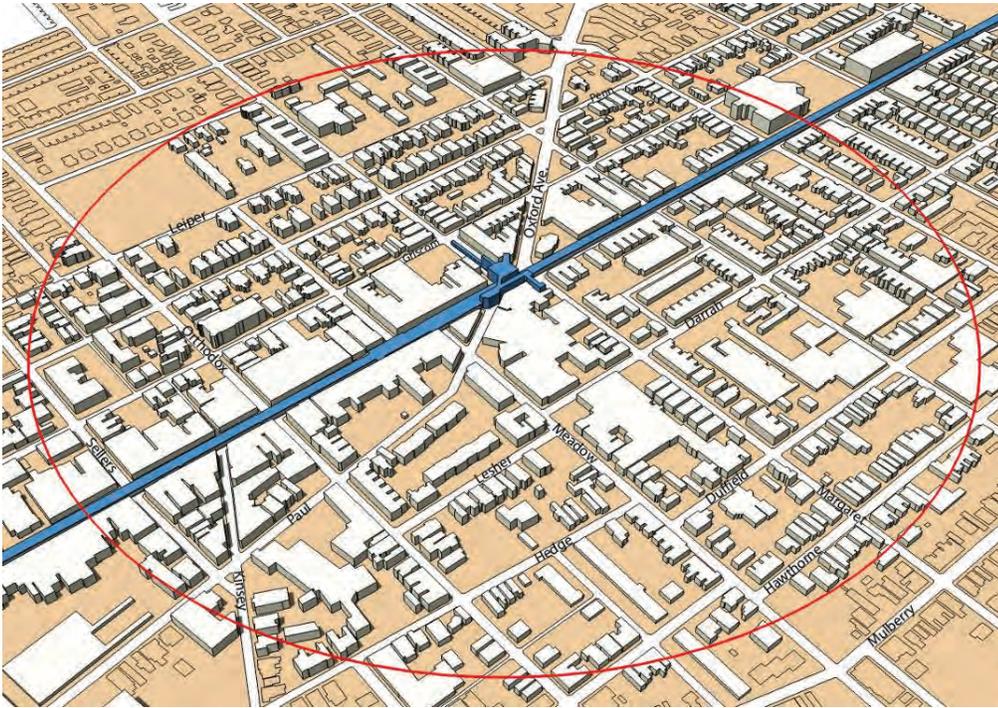


Fig.4-9
3-D View of existing
buildings around Margaret-
Orthodox Street Station Area

4.3.2 Margaret-Orthodox Street Station Area

The Margaret-Orthodox Street Station Area has a local orientation and is centrally located within Frankford. Its central location, existing bus transfer station and access to Frankford Hospital make this station a pedestrian activity node. There are large warehouse buildings within the ¼ mile radius and southwest of this station which provide redevelopment opportunities.

The existing Frankford Avenue – Margaret Street intersection is a hazardous pedestrian crossing.



Bus transfer station near
Margaret - Orthodox station

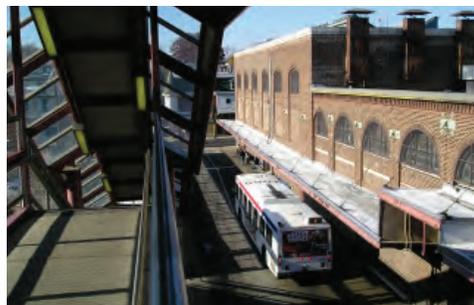
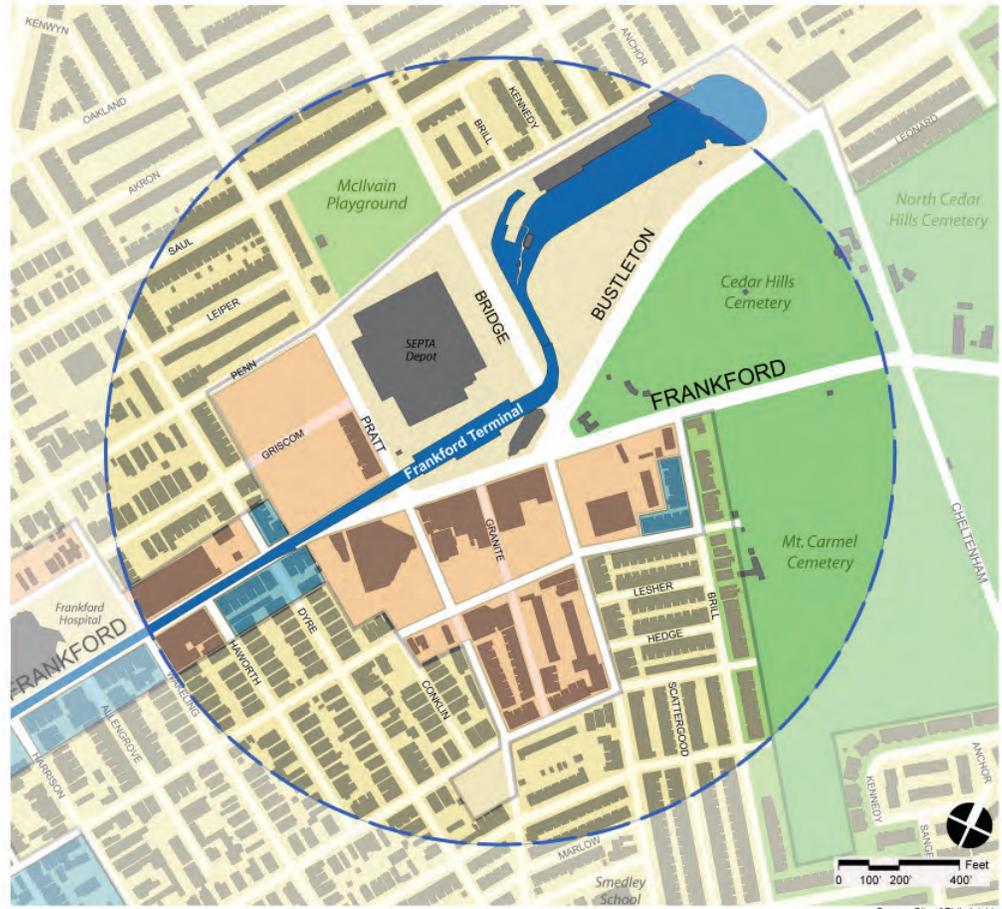


Fig.4-10 FTC Station Area
 Primarily Renovation and Infill
 Opportunity Station Area

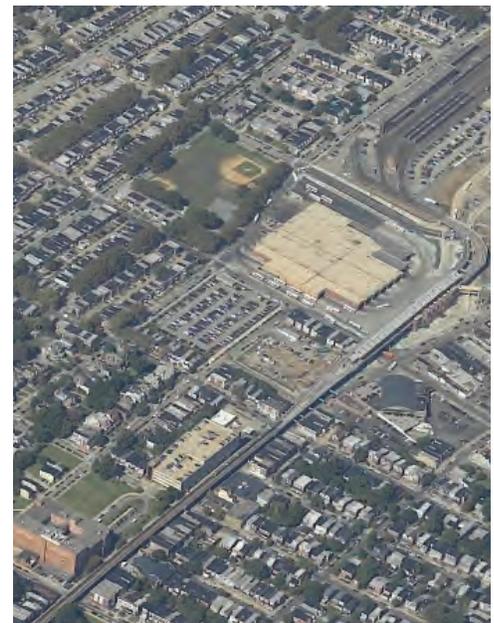
- Redevelopment Opportunity
 - Close to EL
 - Vacant Land
 - Vacant Building
- Renovation & Infill Opportunity
 - Close to Station
 - Along Station Access Streets
 - Adaptive Reuse Possible
- Stable Residential



**SEPTA Bus Garage behind
 FTC**



Thriftway Supermarket



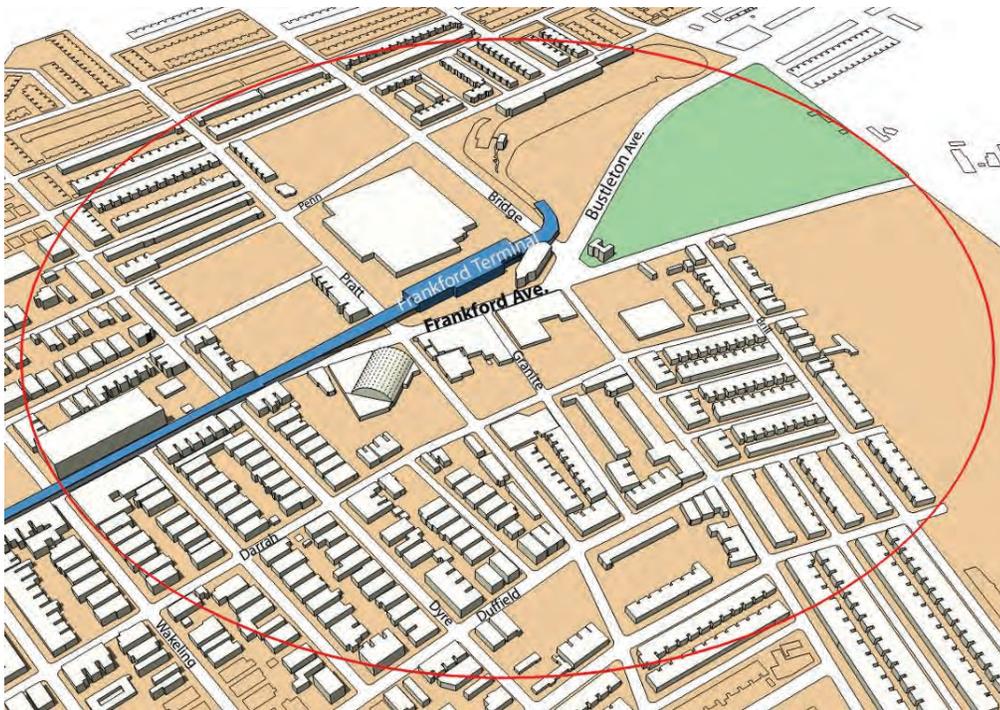


Fig.4-11
3-D View of existing
buildings around FTC Station
Area

4.3.3 Frankford Transportation Center Area

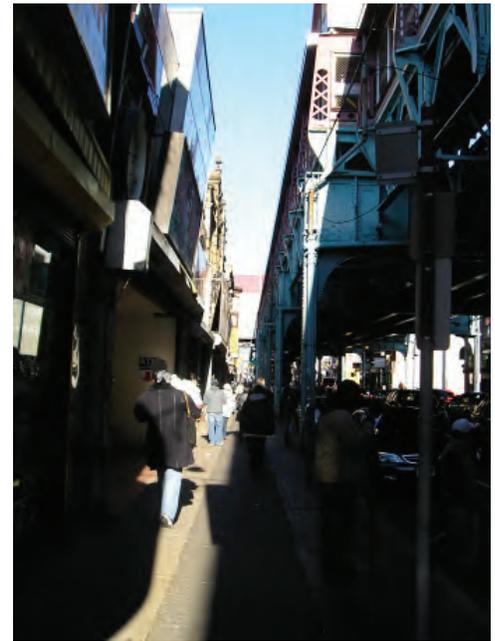
The FTC is a significant transportation hub of the Market-Frankford Blue Line, having the highest ridership among the Frankford Avenue Corridor stations. SEPTA is currently constructing a new 1000-space parking garage near Bustleton Avenue, northeast of the newly constructed FTC building. Once completed, this new parking garage will provide limited opportunities to attract commuters to Frankford Avenue.

The existing street intersections at Frankford and Bustleton Avenues, and Frankford Avenue and Pratt Street, plus the stretch of Frankford

Avenue between these two intersections will require pedestrian friendly improvements to accommodate the large number of pedestrians crossing Frankford Avenue at these locations.

There are existing surface parking lots near Pratt Street and Griscom Street which provide opportunities for redevelopment, potentially attracting a large percentage of daily commuters to live, work or shop around this station.

El Structure and its proximity to buildings along Frankford Avenue



5.0 Guiding Principles and Land Use

5.1 Guiding Principles

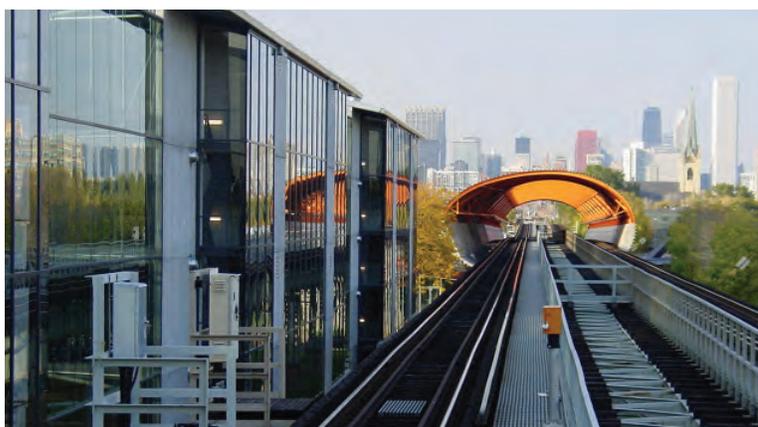
The following seven planning and design principles are intended to provide a framework for future development along the Frankford Avenue Corridor and around the station areas. They provide a basis for the recommended redevelopment guidelines and the proposed land use concept plan presented in Sections 5.2 and 5.3.

1. Encourage ideas and design strategies that address shade, noise and vibration problems for buildings along the corridor and adjacent to EI, and for narrow parcels facing the West Market Street Corridor.

Parcels along the Frankford Avenue Corridor are constrained by the presence of the EI structure and associated shade, noise and vibration impacts. The newly designed concrete sub-structure of the EI is expected to reduce these impacts. The purpose of this principle is to encourage new design ideas and strategies that can mitigate the impacts created by the EI structure and the narrow frontage lots facing the Frankford Avenue Corridor. The redevelopment guidelines presented in this plan provide alternative strategies to help achieve this principle.

Design Ideas

IIT Campus State Street Village, Chicago, IL



Higher density mixed uses
around Mockingbird Station

Dallas, TX



Pioneer Courthouse Square—
hub of downtown Portland's
light rail and bus system

Portland, OR



Encouraging pedestrian
oriented environments
around transit stations



2. Encourage higher density of uses around station areas.

High and medium density uses should be encouraged within the station areas. Density and building height development incentives can be used to increase the supply of public amenities and open spaces.

3. Create a sense of place around station areas.

Pedestrian friendly ground floor uses (e.g. retail, restaurants) should be encouraged within the station areas. Open spaces that can accommodate events, markets, exhibits and celebrations can help develop the station areas as activity nodes and establish a sense of place. A list of suggested prohibited uses in the immediate vicinity of station areas (e.g. drive-thrus and other auto related uses) and minimum Floor Area Ratio (FAR) regulations will help promote pedestrian friendly design within station areas. Design guidelines and review of new development and redevelopment are necessary to ensure quality design and attention to scale.

4. Create a pedestrian oriented environment integrated with transit.

Development of compact, safe and pedestrian friendly station areas with a high degree of connectivity is the basis for this principle. This principle is achieved by designating pedestrian access corridors to the stations and transit facilities (station access streets), where pedestrian and streetscape improvements should be targeted. Building entrances and open spaces should face pedestrian access corridors and be integrated with bus and bicycle routes linking the El Stations. The existing street grid in the Frankford Avenue Corridor

area provide the opportunities to convert alleys near station areas as exclusively pedestrian walkways.

5. Encourage shared structured parking and minimize off-street surface parking.

Shared use of structured and/or underground parking facilities should be encouraged along the corridor. Parking management measures and Transportation Demand Management (TDM) measures should be created to establish a parking policy that promotes pedestrian and transit friendly development.

6. Encourage sustainable site and building design.

Station areas and buildings can become models of sustainable planning and design. New buildings and renovation of existing buildings should be encouraged to follow the US Green Building Council's (USGBC) LEED rating system.

7. Encourage renovation and adaptive reuse of historic and architecturally significant buildings.

A preliminary assessment of existing buildings in the Frankford Avenue Corridor study area identified the presence of numerous historic and architecturally significant buildings. These buildings should be evaluated for reuse and renovation feasibility and encouraged to be rehabilitated.



Structured parking with active ground floor uses

Alexandria, VA



LEED rated 'Bethel Center' building near CTA's Green Line stop

West Garfield Park, Chicago, IL



Von Louhr Apartment building renovated by AchieveAbility in 1990

near 60th Street Station in the West Market Street Corridor study area,

5.2 Land Use Plan

The objective of the Land Use Plan is to encourage private investment near the station areas. The recommended land uses encourage high density and medium density mixed use development within station areas. Development parameters such as building heights, FAR, open space and parking requirements provide the necessary development controls to achieve the desired pattern of land uses.

The Land Use Plan prescribes three land use categories within the Frankford Avenue Corridor.

High Density Mixed Use: This designation encourages high density uses in the immediate proximity (within one block) to the Church Street, Margaret-Orthodox and FTC station areas. This is intended to consolidate retail along the corridor near the Margaret-Orthodox and FTC station areas. The designation also allows residential, office and institutional uses near stations. This designation is designed for flexibility, allowing market demand and existing development to dictate the predominant uses around the station areas. Development should be in accordance with the planning and design principles and guidelines. The objective is to encourage high density, pedestrian friendly activity nodes near the stations.

High / Medium Density Residential: This designation applies to the areas within a ¼ mile radius of the stations. This land use is intended to be predominantly residential, but mixed use developments are also encouraged. This use is also intended as a transition zone between the station areas and surrounding residential neighborhoods. The area in prox-

imity to the Church Street station is included in this category.

Mixed Use: The mixed use designation applies to the block adjacent to the Frankford Avenue Corridor and between the areas designated for high density mixed use. It is intended that the mid-block retail along Frankford Avenue will be consolidated near the two station areas of the FTC and Margaret-Orthodox station, providing the potential for residential, office or institutional development.

The stable residential neighborhoods around the station areas are shown as unchanged in the Land Use Plan.

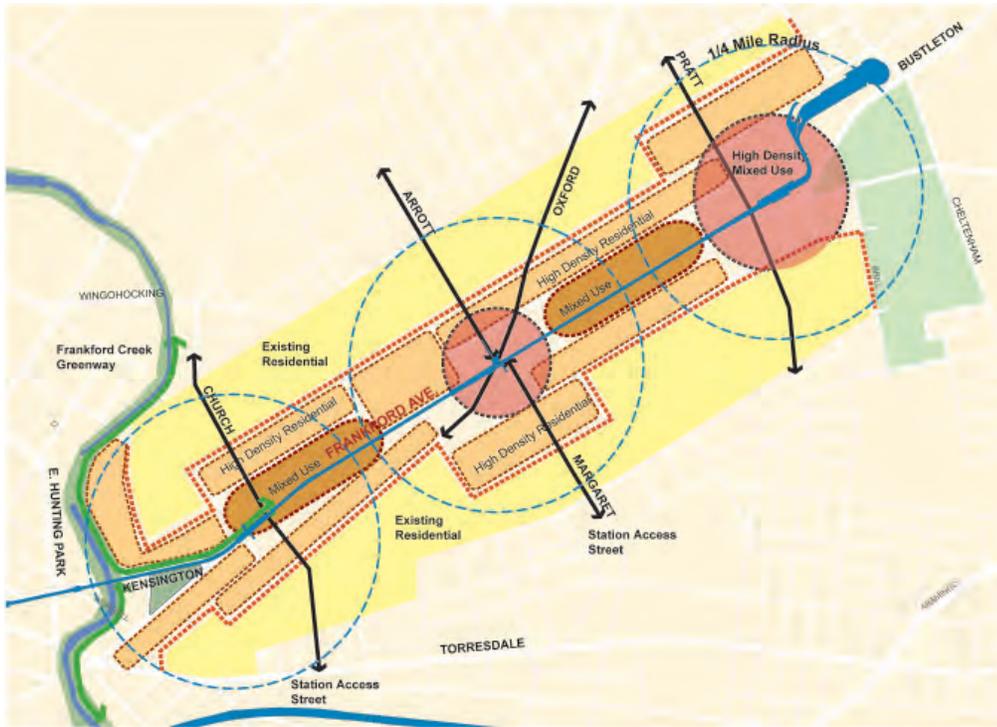


Fig. 5-1 Corridor Land Use Concept Plan

Legend

-  High Density Mixed Use, (4-6 Stories)
-  High / Medium Density Residential
-  Mixed Use
-  Residential
-  Station Access Streets

High Density Mixed Use (4-6 story)



Mixed Use (2-4 story)



High Density Residential (approx. 50 DU/Acre)



Medium Density Residential (Approx. 25 DU/Acre)



Fig. 5-2 Corridor Land Use Plan



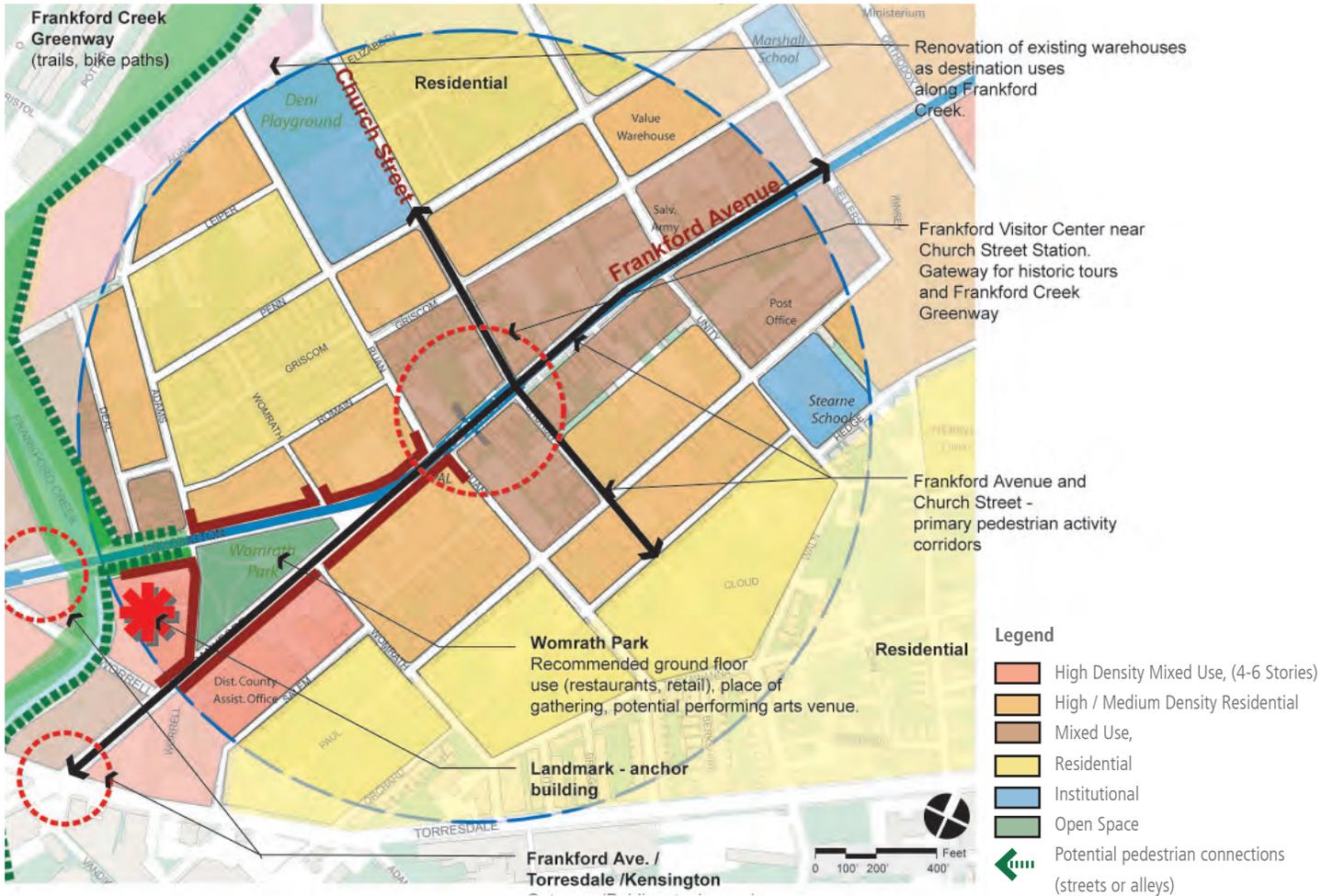
Legend

- High Density Mixed Use, (4-6 Stories)
- High / Medium Density Residential
- Mixed Use
- Residential
- Institutional
- Open Space

5.3 Station Area Land Use Plans

The station area land use concepts illustrate the application of the planning and urban design principles for the Church Street, Margaret-Orthodox and FTC station areas. These illustrative site plans depict future land uses and transportation related improvements within the station areas.

Fig. 5-3 Church Street Station Land Use Plan



5.3.1 Church Street Station Area

- Renovation of existing warehouses into residential uses along Frankford Creek and facing Womrath Park.
- Medium density residential and mixed use districts near the station
- A possible entertainment destination, including a new performing arts center as a landmark and anchor near Womrath Park.
- Neighborhood level retail and ground floor active uses facing Womrath Park.
- A new Frankford Visitor Center near

Church Street station, providing an information center for historic tours and cultural activities in Frankford, including the Frankford Greenway.

- A new bicycle parking facility at the Erie Torresdale station (the station before Church Street), instead of the Church Street station, that connects to the existing bike lanes.
- Designation of Church Street and Frankford Avenue as primary pedestrian corridors and station access streets for streetscape improvements and signage.

Fig. 5-4
3-D illustration of Church
Street Station Area blocks
with proposed land uses

Church Street Station

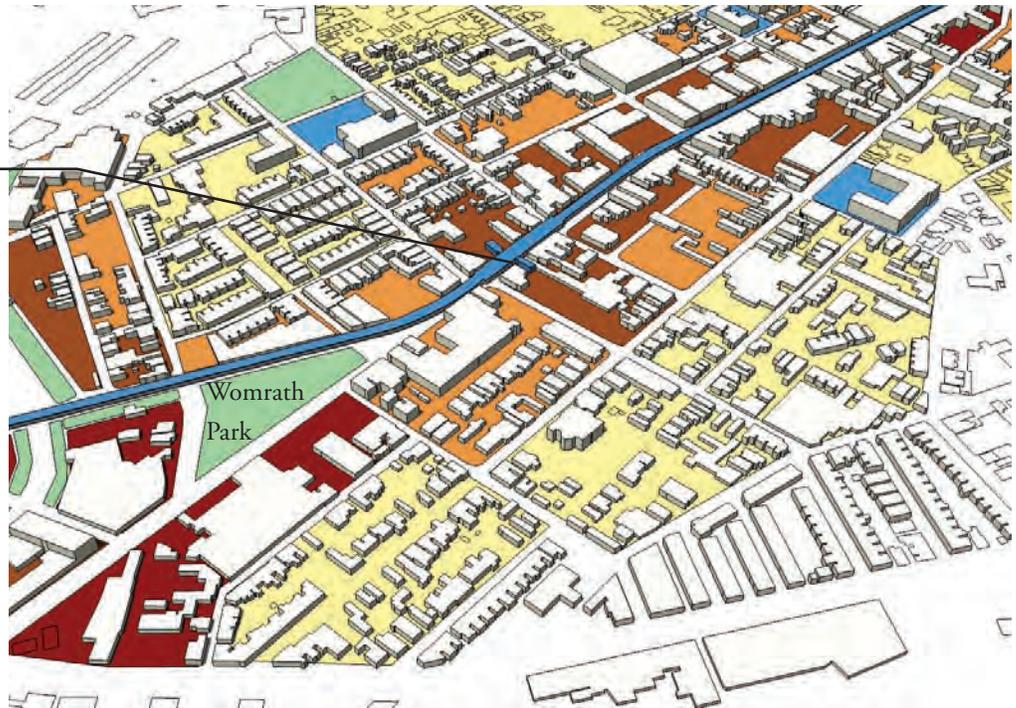


Fig. 5-5
3-D illustration of Margaret-
Orthodox Street Station Area
blocks with proposed land uses

Margaret-Orthodox Street
Station

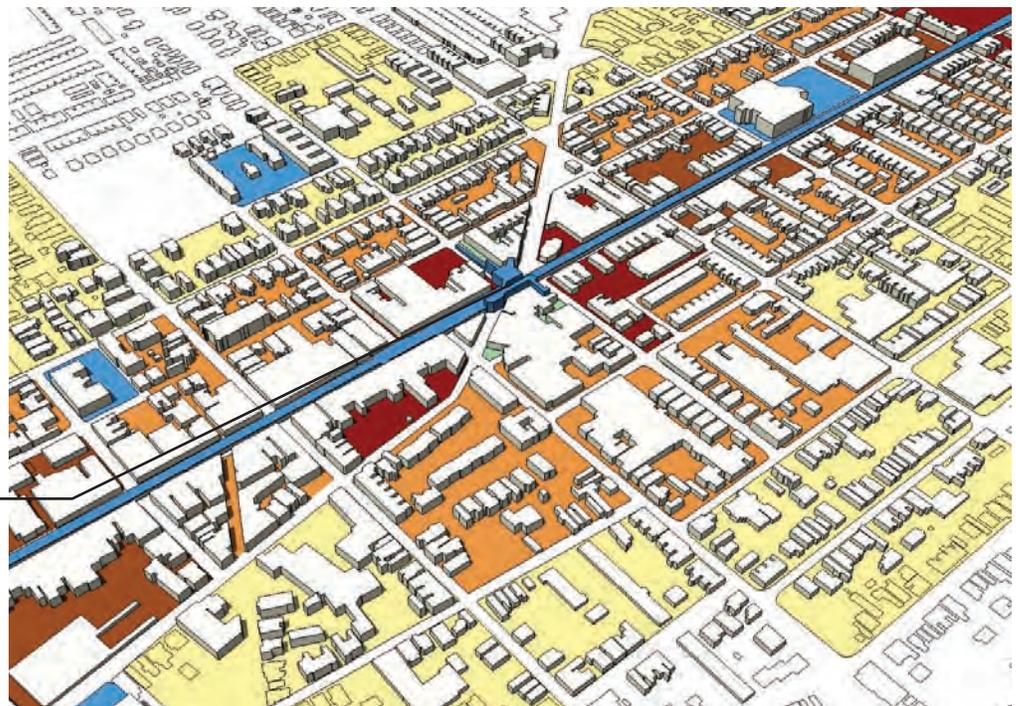
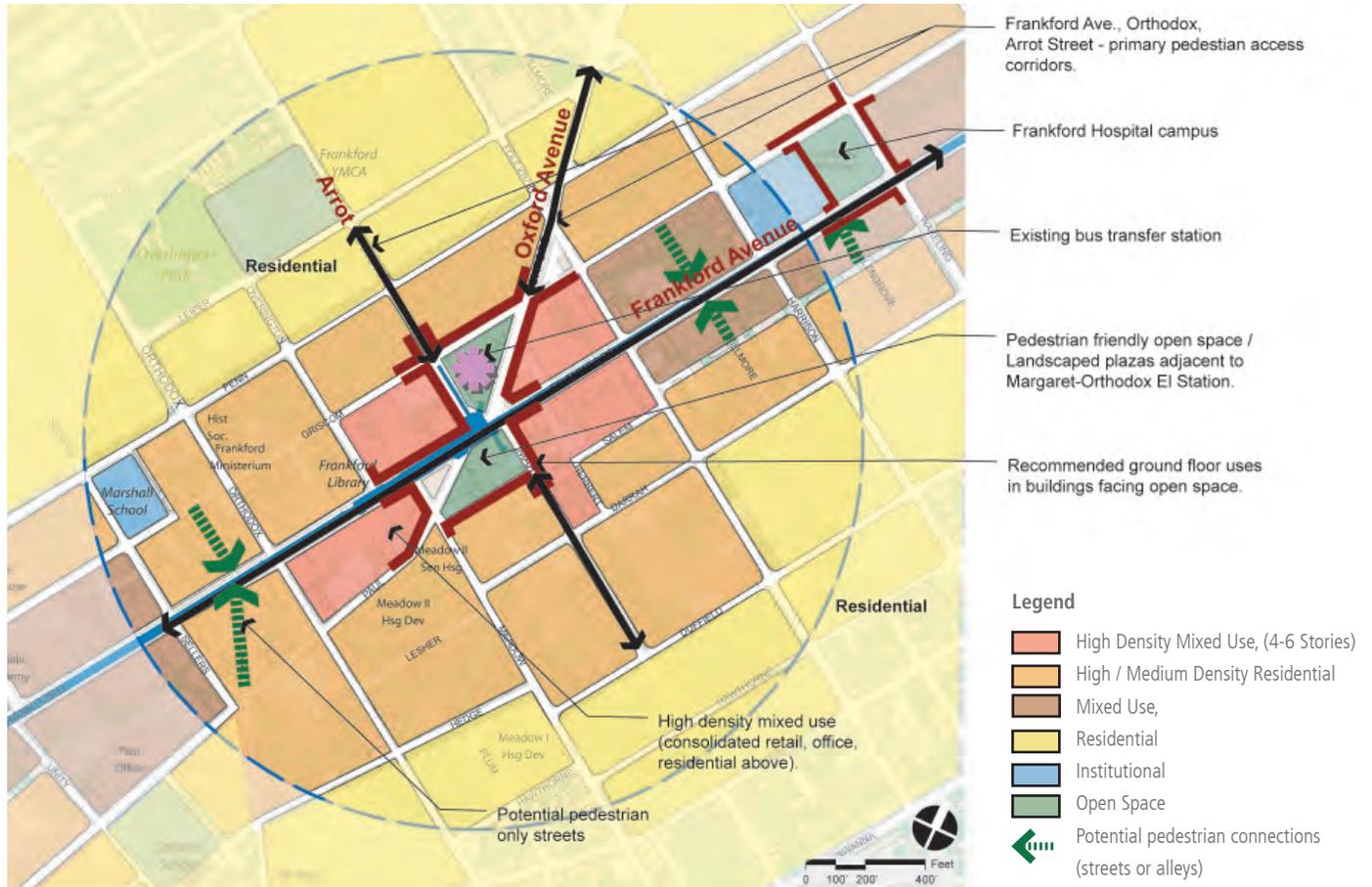


Fig. 5-6 Margaret-Orthodox Street Station Land Use Plan



5.3.2 Margaret-Orthodox Station Area

- Pedestrian and traffic circulation related improvements to the complex Frankford Avenue and Orthodox Street intersection.
- High density mixed use development around the station,
- Designation of Orthodox Street, Arrot Street between Penn Street to the north and Duffield Street to the south and Frankford Avenue as primary pedestrian corridors and station access streets for streetscape improvements and signage.
- New open space near the existing bus terminal to provide a center of activity and visibility for the development around this station.

Fig. 5-7

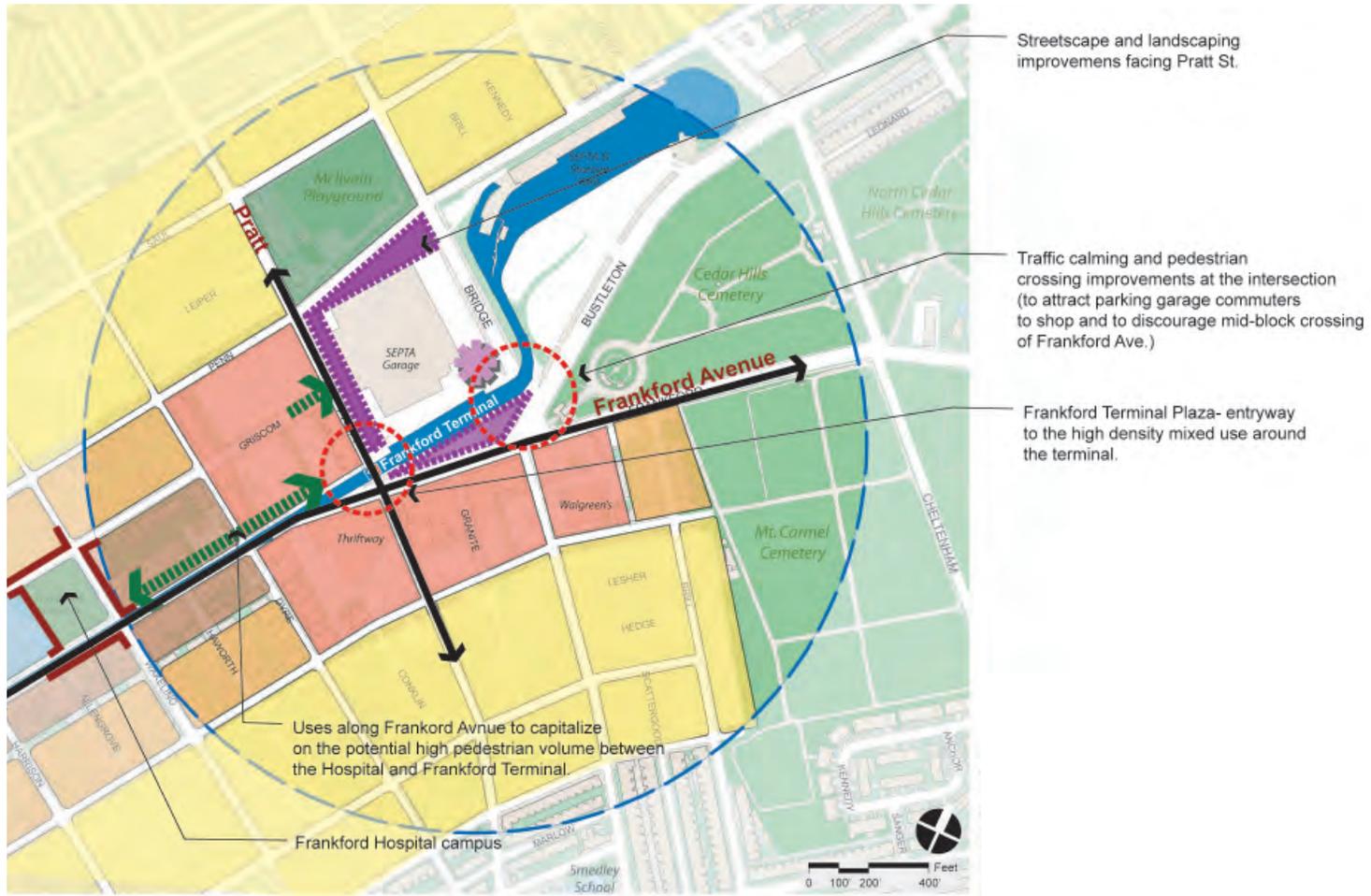
3-D illustration of Frankford Transportation Center Area blocks with proposed land uses



5.3.3 Frankford Transportation Center Area

- High density mixed use designation near the station.
- Traffic calming and pedestrian crossing improvements at the Bustleton Avenue and Frankford Avenue intersection as well as the Pratt Street and Frankford Avenue intersection.
- A new open space/pedestrian plaza at the Pratt Street and Frankford Avenue intersection to provide an anchor for new development around the FTC.
- Designation of Pratt Street between Penn Street to the north and Duffield Street to the south and Frankford Avenue as primary pedestrian corridors and station access streets for streetscape improvements and signage.
- A new landscaped buffer fronting new development along Pratt Street, providing a buffer from the SEPTA bus depot.
- New medium density development near Frankford Hospital surrounding the open space on Frankford Avenue.

Fig. 5-8
FTC Station Land Use Plan



Legend

- High Density Mixed Use, (4-6 Stories)
- High / Medium Density Residential
- Mixed Use,
- Residential
- Institutional
- Open Space
- Potential pedestrian connections (streets or alleys)

6.0 Station Area Development

6.1 Redevelopment Guidelines

The Frankford Avenue Corridor redevelopment guidelines provide a framework for attracting new development along the corridor and the areas within a 1/4 mile radius around the El stations (station areas).

These guidelines are based on the key objectives of this study. These objectives include:

- To encourage new private investment by maximizing the study area's strengths through land use concepts and redevelopment guidelines that will encourage transit oriented development.
- To maximize the economic, social and environmental benefits of the transit infrastructure and the major public investment in El reconstruction.
- Recommend strategies to enhance the competitiveness of existing commercial corridors and community activity centers.

The purpose of these guidelines is also to address impacts related to the El structure,

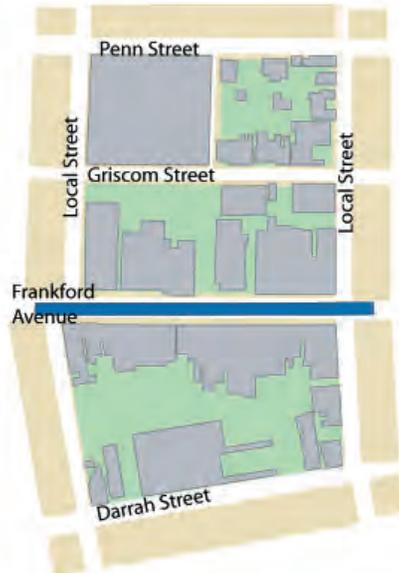
including shade, noise and vibration. The guidelines will also address high vacancy and narrow development parcels along the Frankford Avenue Corridor. The guidelines are organized around four major components:

- General Site Planning Guidelines
- Open Space Guidelines
- Building Design Guidelines
- Access, Circulation and Parking Guidelines

General Site Planning Guidelines

The General Site Planning Guidelines focus on two primary elements, development type and block size.

Fig. 6-1 Typical block configuration



A
Existing Long Side Block Orientation



B
Existing Short Side Block Orientation

Development Type

All development should meet the intent of the mixed use development categories as defined in the Chapter 4.0, including high density mixed use development in station areas and high and/or medium density mixed use development between the station areas along the Frankford Avenue Corridor.

Block Size

The current block size that is prevalent in Frankford should be maintained to maximize connectivity and community character. Special attention should be given to large parcels with high development potential. Every effort should be made to integrate new pedestrian walkways with the provision of new streets to maximize connectivity when the reduction in block size is not possible.

Open Space

Open space should be used as an organizing “place making” element for developing new uses and centers of activity along the Frankford Avenue Corridor. The Open Space Guidelines for the Frankford Avenue Corridor study area focus on two categories of open space, station area plazas and mid-block open spaces.

Station Area Plazas

Public open spaces with a maximum amount of public amenities should be encouraged around each station area to create a sense of place. Station area plazas will provide an aesthetic visual focus amongst the high density development from the stations and for El

commuters. Open Space amenities, including seating areas, plazas, public art, clock towers, lighting and landscaping should be encouraged in station area plazas.

Mid-Block Open Spaces

Small neighborhood pocket parks should be encouraged within mixed use developments in the mid-block areas along the corridor between station areas. Creation of open space in these areas will provide visual relief for tenants of the buildings close to the El structure and help reduce related noise impacts.

Building Design Guidelines

Building Design Guidelines are intended to maintain the historic context and urban character of the Frankford neighborhood while incorporating modern development concepts. These guidelines focus on five primary categories:

- Block Typology / Build-To Lines
- Building Heights
- Building Articulation and Architectural Character
- Gateways and Signage
- Sustainable Site and Building Design



Staples Street Station - a transportation node and a place for the community

Corpus Christi, TX
(Credit: Project for Public Places, Inc)



Pioneer Square

Portland, OR
(Credit: Project for Public Places, Inc)



Fig. 6-2 Existing block configuration and typology along Frankford Avenue Corridor

- A - Long side along Frankford Avenue
- B - Short side along Frankford Avenue
- C - Station area blocks

Fig. 6-3 Existing and proposed Long Side Block Orientation



Fig. 6-4 Existing and proposed Short Side Block Orientation



Block Typology / Build-to Lines

Blocks and site design guidelines address three types of building block conditions facing the Frankford Avenue Corridor: 1) the short side along Frankford Avenue; 2) the long side along Frankford Avenue; and 3) the station area blocks. These block conditions define the nature of building configuration, open spaces and the urban street wall. Buildings should follow the street wall except in the case of Frankford Avenue, where open space is encouraged to be incorporated as an organizing “place making” element fronting the El structure and located at or close to the sidewalk.

Short Side along Frankford Avenue: Medium density mixed use development surrounding central pocket parks should be encouraged at these mid-block locations. Larger developments, if provided without open space, should emphasize pedestrian connectivity to Frankford Avenue. These developments should also include a noise barrier wall on higher floors facing the El structure.

Long Side along Frankford Avenue: Medium density mixed use developments should be encouraged at these mid-block locations. The long side block orientation along Frankford Avenue provides opportunities to develop structures with large building footprints and

large open spaces facing the El.

Station Area Blocks: High density mixed use buildings should be oriented around and face station area plazas. These areas should be designed to accommodate a high level of pedestrian activity, connecting development near the station area blocks.

Building Heights

High density mixed use development should be encouraged near station areas. Higher building heights should be permitted in station areas as an incentive for the provision of station area plazas and amenities. Minimum and maximum height requirements of four to six stories, respectively should be established for the areas located within one block of the stations. These buildings height requirements will ensure that new development is sensitive to the context of the station areas and surrounding Frankford neighborhood. For mid-block areas between stations, a maximum building height limit of four stories is recommended.

Building Articulation and Architectural Character

Active ground floor uses, such as retail and restaurants, should be provided for buildings within station areas. Architectural articulation of buildings should also have a defined base, middle and top as illustrated in the adjoining diagram. The building base should be articulated with windows and other features that provide architectural interest, such as awnings, changes in wall plane (e.g., projections and recesses), changes in texture and masonry pattern and wall trellises.

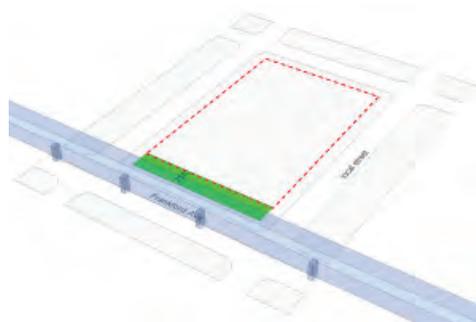


Fig. 6-5 Build-to-lines ensure continuous street frontage

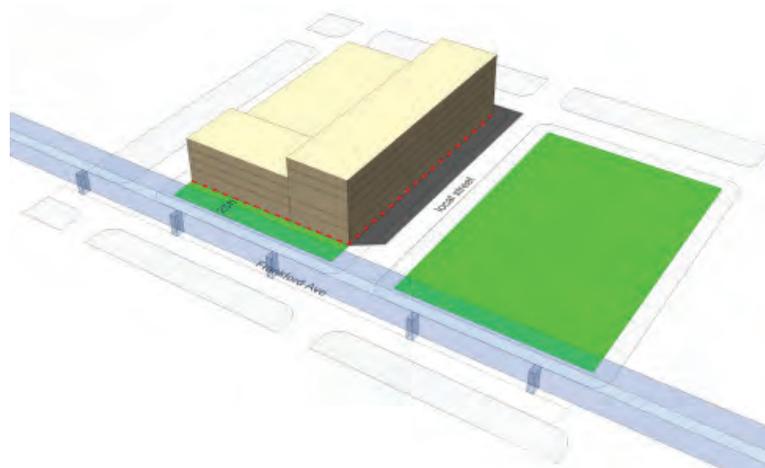


Fig. 6-6 Four to six stories adjacent to open space, plazas and station areas

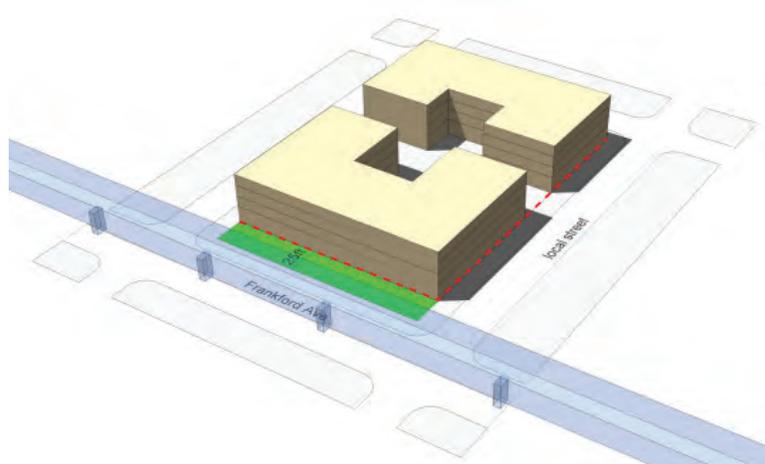
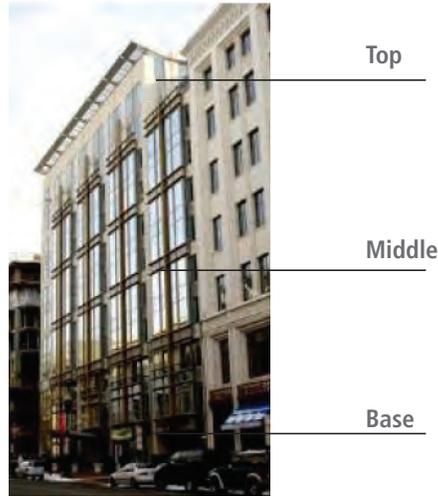


Fig. 6-7 Four stories maximum for mid-block buildings

Base - Middle - Top
Architectural articulation of buildings



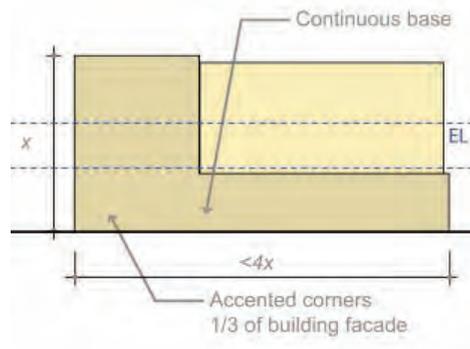
Corner Elements
Towers and entrances



Gateways and Signage

Buildings constructed near areas labeled as gateways in the illustrative site plans should incorporate architectural features such as towers or other landmark elements, special façade details, public art, signage and prominent building entrances with landscaped entry plazas. The intersections of Frankford Avenue and station access streets are ideal locations for gateway development that announces the presence of nearby stations. Pedestrian crossings with special paving features should be provided at these gateway intersections. A signage system that displays the locations of bicycle parking facilities, bike lanes and paths, bus stops and routes, as well as posting of the El schedule will increase awareness of transit connectivity and multi-modal options. These signs should be placed at strategic locations along the primary pedestrian corridors and near gateway locations.

Fig. 6-8 Design guidelines for corner conditions



Sustainable Site and Building Design

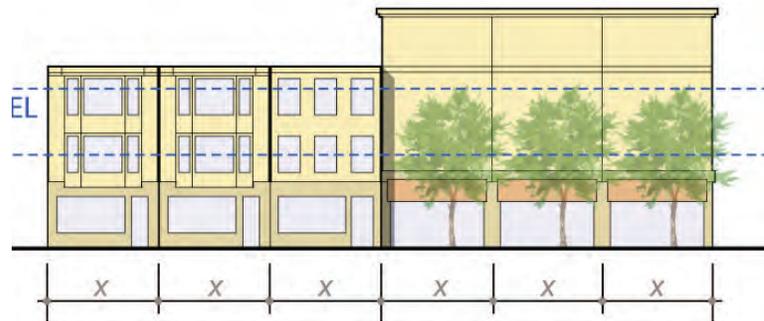
Private developers should be strongly encouraged to implement “Green Building” techniques as measured by the Leadership in Energy and Environmental Design (LEED) rating system.

Green roofs are strongly encouraged for large footprint buildings around the station areas and particularly along the Frankford Avenue Corridor. This will promote environmental and open space benefits as well as an identity for the corridor.

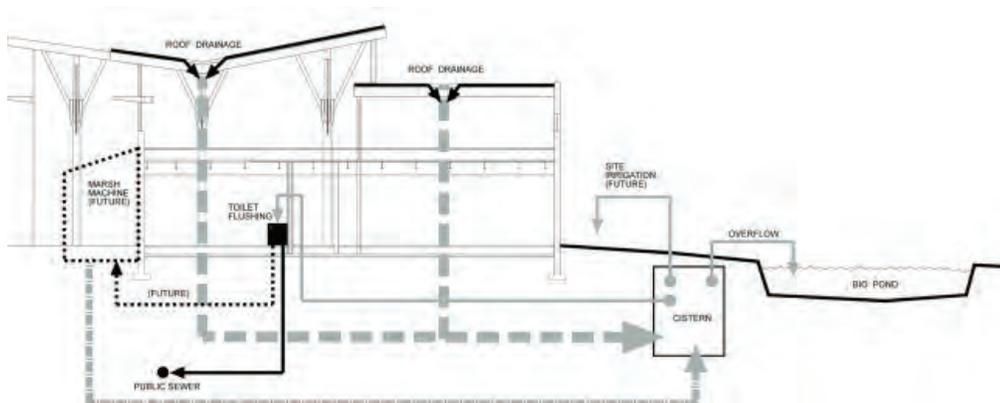
Stillwell Avenue/Coney Island Terminal rebuilt with a roof made up of photo-voltaic solar cells
Brooklyn, NY



Fig. 6-9 New buildings should follow rhythm of existing buildings



Green roof
Chicago City Hall



Section of a LEED rated building
Tom Ridge Environmental Center,
Presque Isle State Park, Erie PA

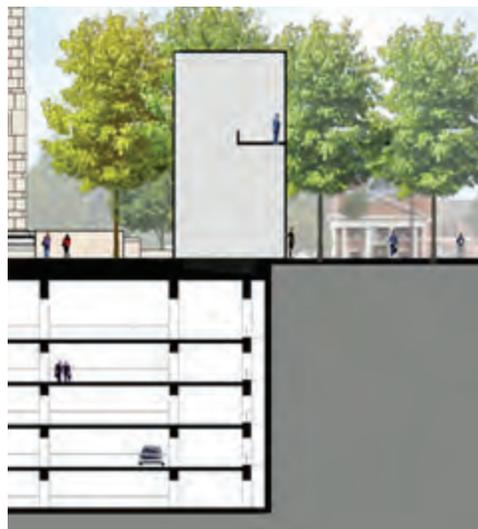
Above grade structured parking is discouraged
Required architectural facade treatment if provided



Pedestrian walkway located in a former alley
Easton, PA



Underground parking is encouraged
FAR calculations exclude underground parking



Access, Circulation and Parking

Pedestrian Circulation

Station Access Streets

Station access streets should be designated as primary pedestrian corridors. These corridors should have sidewalks at least eight feet in width with pedestrian activity (e.g., retail, sidewalk cafes, etc.) on both sides of the street. These corridors should also have increased landscaping, lighting and signage. Station access streets between Penn Street to the north and Duffield Street to the south should be targeted for these improvements.

Pedestrian friendly intersections should be designed near the station areas. The intersections of station access streets with Frankford Avenue are considered priority locations to implement these improvements. The recommended improvements should include sidewalk bulb-outs, special paving and streetscape improvements.

New Pedestrian Connections

Local streets within station areas should be designated as secondary pedestrian corridors. New pedestrian alleys and connections between each private development and the primary and secondary pedestrian corridors should be encouraged. Pedestrian connections between stations, station area plazas and mid-block open spaces should also be provided.

Parking

Below-grade structured parking is strongly encouraged and should not count as floor area for the purpose of meeting FAR requirements.

Above grade structured parking is permitted within station areas and should be counted

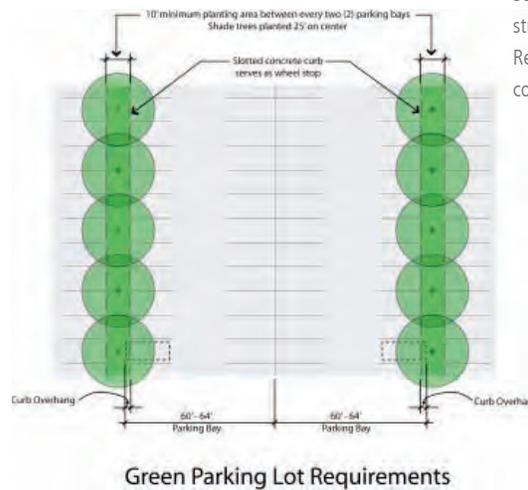
as floor area for the purposes of meeting FAR requirements. Where provided, structured parking should be separated from street frontages by concentrations of retail and pedestrian activity so that the facilities are not visible from the primary pedestrian corridors. Structured parking facades should include architectural treatments that are compatible with surrounding building design and do not negatively impact the pedestrian experience.

Surface parking other than on-street parking is strongly discouraged. Where permitted, surface parking should be located to the rear of buildings and provide small-scale, green “parking courts” with generous landscaping and tree canopy.

Parking Management and Transportation Demand Management (TDM)

The overall goal of the recommended parking guidelines is to discourage, to the extent possible, the development of off-street parking facilities near station areas. This goal is best achieved through specific on-street and off-street parking requirements and TDM strategies. Specific parking management recommendations that should be implemented in the TOD areas are discussed in more detail in Chapter 8, Implementation Strategies. In addition, corridor-wide TDM measures should be encouraged as part of private development. These measures include:

- Encouraging shared parking and car sharing
- Active public marketing of innovative TDM programs
- Bicycle Network and Transit Connectivity
- Bicycle parking facilities within and near



Surface parking lots are strongly discouraged. Required "green parking courts" if provided.

Fig. 6-10 Frankford Avenue at Orthodox Street - Existing

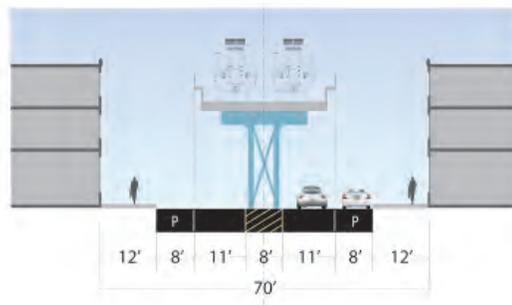
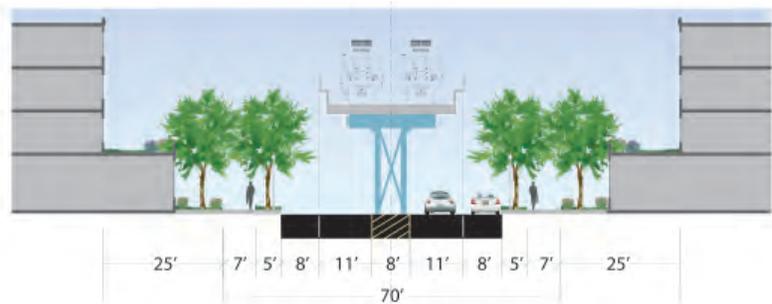


Fig. 6-11 Frankford Avenue at Orthodox Street - Proposed



station areas should be encouraged as part of existing and new development.

Service Access

Service and parking garage access should be provided from secondary pedestrian corridors or local streets rather than primary pedestrian corridors or station access streets.

Vehicular drive-through facilities are strongly discouraged (e.g., fast food restaurants and banks). If permitted, they should be located at the rear of buildings so as not to compromise the pedestrian experience at the street edge. Vehicular drive-through facilities should not be located adjacent to public spaces.

6.2 Transportation Improvements

Throughout the Frankford Avenue Corridor, certain measures can be implemented to enhance safety and circulation conditions for all users, including drivers, cyclists, walkers and transit patrons. The following section describes these transportation measures in detail, including a demonstration application for the Margaret-Orthodox station area.

Alleys and Side Streets

Alleys and smaller streets can be converted to exclusive pedestrian use to facilitate access to the stations. Care should be taken not to create security risks.

Bollards

Where vehicles commonly are parked on the sidewalk, bollards or other obstruction devices should be installed as a preventative measure.

Bus Shelters

All bus stops in the study area should have shelters.

Curb Extensions and Wider Sidewalks

Curb extensions and wider sidewalks should be included at every location where a column supporting the elevated structure reduces the width of the sidewalk. It may be necessary to remove on-street parking to accomplish this. This is especially important near the stations, where pedestrian volumes are highest.

Lighting

Pedestrian scale lighting should be included along the Frankford Avenue corridor and along station access streets. At intersections and mid-block crossings, the lighting should be twice as bright.

Mid-Block Crossings

There are many small streets that intersect with Frankford Avenue, i.e., mid-block crossings, which do not warrant traffic signals. Some of these are T-intersections and some are pedestrian-only streets or alleys. It is recommended that pedestrian crossings be maintained, through marked crosswalks, pedestrian signals, and/or refuge islands, at mid-block intersections. However, in no case should barriers or fencing be constructed at crossings. As noted in the existing conditions analysis, crossings between signals can often be safer than at intersections.

Priority at Traffic Signals

Pedestrians should be given priority at traffic signals via a technique known as Leading Pedestrian Interval (LPI). LPI involves pro-

programming traffic signals to allow pedestrians to begin crossing before vehicle traffic on the parallel street is given the green light. LPI application is especially important where there are large volumes of turning traffic.

Rectilinear Intersections

Rectilinear or 90 degree intersections are much safer for drivers and pedestrians than angled intersections. The crossing distances are minimized and speeds are better managed. Effort should be undertaken to realign angled intersections.

Sidewalk Maintenance Program

An active sidewalk repair and replacement program should be implemented throughout the City, but especially within transit station areas. Just as streets are routinely repaved, sidewalks should be kept in good repair, including not only walking surfaces, but also coordinating sidewalk furniture so that it does not block access.

Traffic Calming

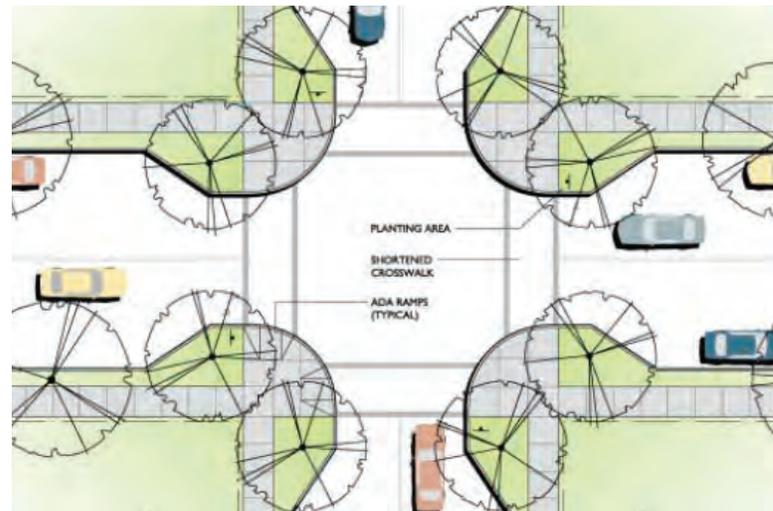
Traffic calming measures such as sidewalk curb extensions or bulb-outs, raised crosswalks and other design features should be undertaken to better manage vehicular traffic in high pedestrian activity zones, such as neighborhoods and station areas. Streets and intersections should be designed so that vehicular speeds are moderated all movements are expected and accepted.

Primary Pedestrian Corridors and Gateways

At major cross streets leading to stations, (Station Access Streets) the provision of gateway treatments will help to extend the pedestrian realm into surrounding neighborhoods. Pedes-

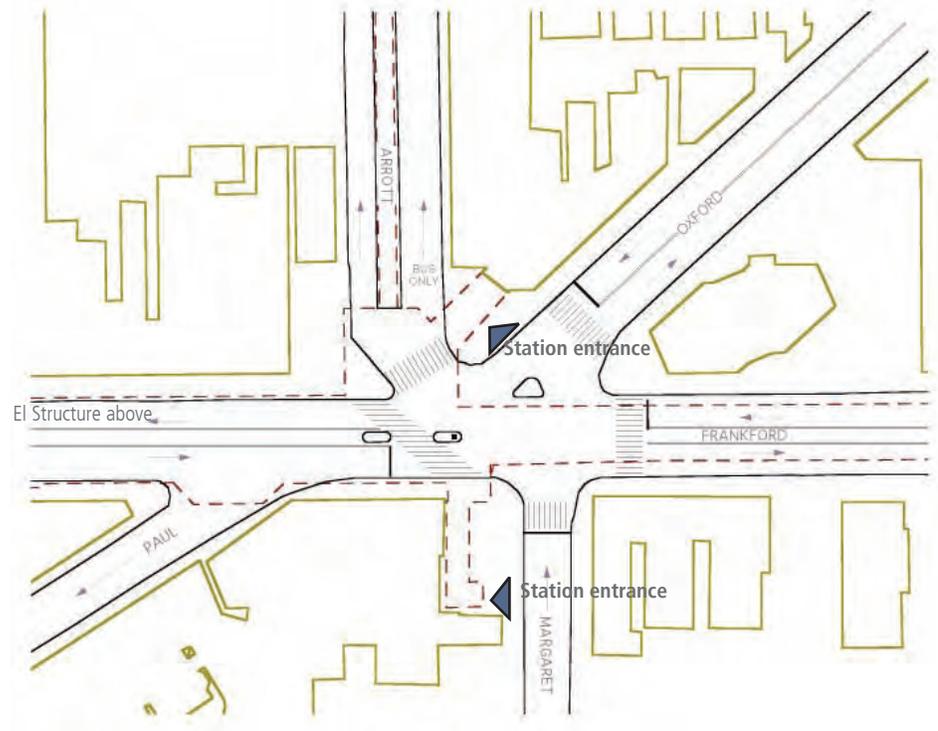
Bulb-outs calm traffic and create pedestrian-friendly crossings

(credit: City of San Jose, Department of Transportation)



trians are sensitive to location and distance. If streets in the TOD study area have a distinct and uniform pattern, pedestrians may feel more comfortable walking further from the station. Gateway treatments can include distinctive pavement, common light standards, or a visual element. Streets that lead to parks should be emphasized with gateway treatments.

Fig. 6-12 Existing conditions at Frankford Avenue, Oxford Avenue, Margaret Street, Arrott Street, and Paul Street.



Demonstration Application of Transportation Improvements- Margaret-Orthodox Station Area

To better communicate the concepts behind the recommended transportation improvements, the measures have been applied to the complex six-leg intersection at the Margaret-Orthodox station to demonstrate how they may achieve the transportation and circulation objectives of the TOD study. The Margaret-Orthodox station area had twelve incidents of vehicle-pedestrian crashes, the highest number in the review of crash data, and therefore provides an effective demonstration model.

The Margaret-Orthodox station area includes several complex intersections, including the acute-angle intersections of Oxford Avenue

and Paul Street with Frankford Avenue and the dog-leg intersection of Margaret and Arrott Streets (see Figure 6-12). These intersections are further complicated because they include bus routes. The J bus travels on Margaret and Arrott Streets through the dog-leg intersection and the K, 59, 75 and 89 buses all travel on Oxford Avenue, making the sharp right turn onto Arrott Street. The 3 and 5 bus routes run along Frankford Avenue.

The junction with Oxford Street is particularly problematic because it occurs directly in front of the main station entrance. Pedestrians trying to access the station (or exit the station) must deal with high speed turning traffic (southbound on Oxford Avenue) and a set of crosswalks that detour them from the most di-

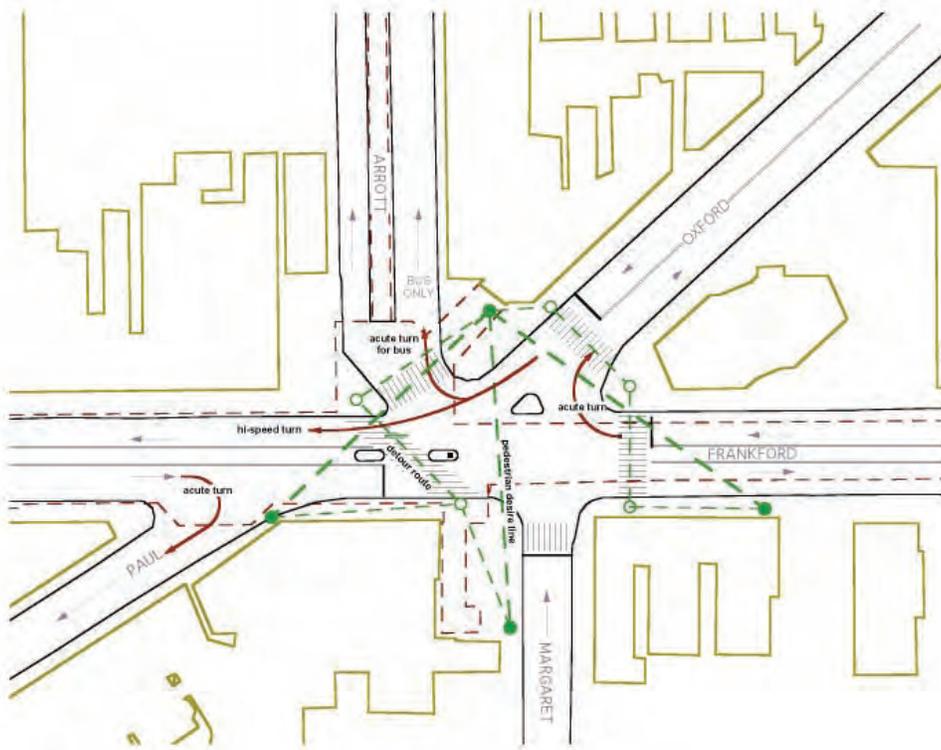


Fig. 6-13 Analysis of Safety Issues at Frankford Avenue, Oxford Avenue, Margaret Street, Arrott Street, and Paul Street.

rect route. A few pedestrian fences have been installed to direct pedestrians to the crosswalk. However, people were observed using the traffic islands (outside the crosswalks) to facilitate crossings.

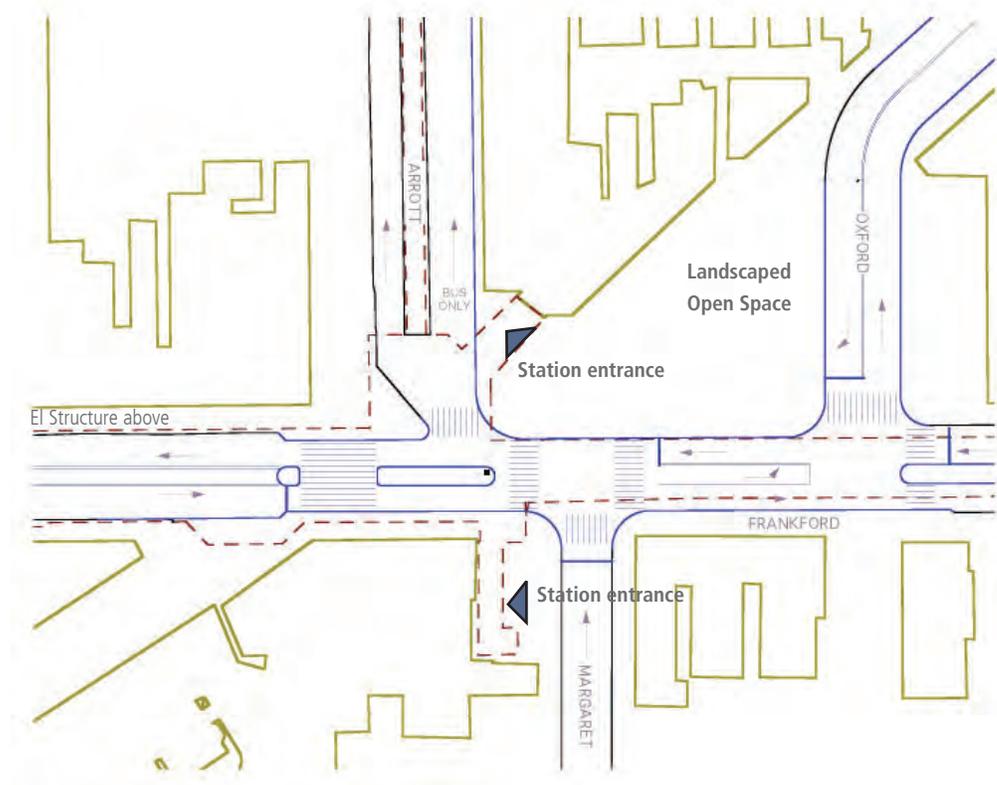
For drivers and cyclists, the intersection contains a series of issues. Buses turning from Oxford Avenue onto Arrott Street delay other vehicles and the acute angles complicate turns. The intersection layout does not allow a simple two-phase signal, which would provide a delay for all users. Figure 6-13 illustrates some of these issues.

The project team proposes a series of specific changes to this intersection, all of which are designed to increase safety and facilitate access. The fundamental change is to bend

Oxford Avenue so that it intersects Frankford Avenue at a right angle. Fundamentally, rectilinear intersections are safer than non-rectilinear ones. Without acute angles, sight lines improve, crossing distances are shorter, and speeds are better managed. This proposal may create some opposition due to property acquisition or business displacements. It is not shown in the illustrative site plan (page 6-18) but can be seen as an option. The benefits of this option are substantial for the circulation at this intersection that merits serious consideration.

A smaller change includes the “greening” of Paul Street combined with extensions to Overington and Salem Streets. By closing Paul

Fig. 6-14 Proposed Street Layout at Frankford Avenue, Oxford Avenue, Margaret Street, and Arrott Street.



Street to vehicular traffic (but leaving it open to foot and bicycle traffic), the intersection is made safer by removing one leg.

Figure 6-14 illustrates the proposed geometry of the Frankford Avenue, Oxford Avenue, Margaret Street, and Arrott Street intersection. Highlights of the plan include:

- A large landscaped open space created near the station entrance. This could be designed and programmed with help from the community. Bicycle racks could be located here.
- Crosswalks are placed to emphasize pedestrian crossing lines, especially directly in front of the station entrance. Crosswalks are placed in the line of sight of drivers.

- A more direct crossing at Arrott Street and Oxford Avenue is provided.
- The high speed turn from Oxford Avenue onto Frankford Avenue is eliminated.
- The new alignment facilitates operations for the K, 59, 75 and 89 buses, eliminating the sharp turn onto Arrott Street. The J, 3 and 5 buses would not be affected.

(Note: The exact placement of Oxford Avenue would need to be coordinated with the existing El supports).

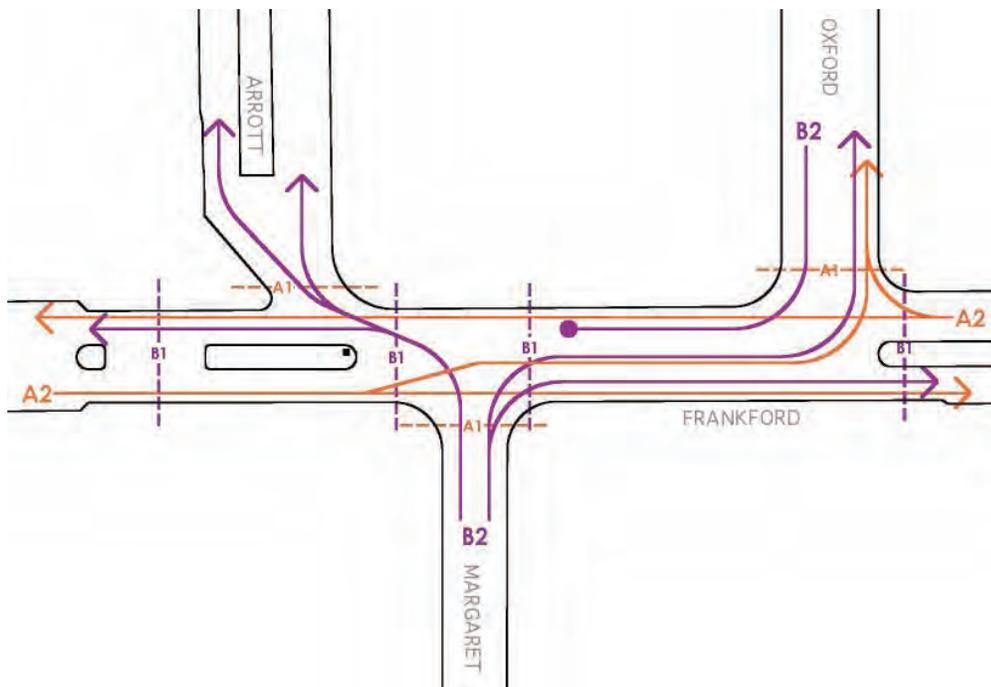


Fig. 6-15 Schematic Signal Timing at Frankford Avenue, Oxford Avenue, Margaret Street, and Arrott Street.

Figure 6-15 details proposed signal timing for the Frankford Avenue, Oxford Avenue, Margaret Street, and Arrott Street intersection. Many studies of this nature do not address the operational aspects of urban design, yet is necessary to fully understand how a space will be used. With the new alignment, a basic, two-phase signal can be implemented, with the A phase being Frankford Avenue and the B phase being the cross streets. Note that presently left turns are not permitted from Oxford onto Frankford Avenue. This condition would be continued, thus allowing continuous movement for Margaret-Oxford traffic. Traffic from Oxford Avenue would have to initially stop at Margaret, but a split phase would facilitate traffic flow. Finally, Leading Pedestrian Intervals are provided at all crosswalks. This will

allow pedestrians to establish themselves in the crosswalk, which studies have shown lead to safer crossings.

6.3 Station Areas: Illustrative Site plans

Illustrative site plans have been developed for three station areas to demonstrate how the redevelopment guidelines presented in Section 6.1 could be applied to create successful transit oriented development along the Frankford Avenue Corridor. The three station areas include the Frankford Transportation Center, Margaret –Orthodox and Church Street stations.

The transportation improvements recommended in Section 6.2 are also included in the three illustrative station area site plans.

6.3.1 Church Street Station Area

The illustrative site plan shows the Church Street station area as a gateway to the Frankford neighborhood. Proposed development includes primarily residential mixed use centered around Womrath Park. It is envisioned that the new residential development will have ground floor uses such as restaurants and cafes and neighborhood oriented stores that take advantage of the Park, generating activity throughout the day. A new HUD sponsored senior living facility could also be developed near this park. Nearby historic churches provide an additional amenity for residents of the new development.

A new entertainment anchor for Womrath Park, such as performing arts center, is proposed as an alternative use to the existing adult theater. The illustrative site plan recommends extension of the proposed Frankford Creek Greenway to connect to the park near the northwest end. This extension would improve visibility of the Greenway and attract visitors to the Greenway for recreational activ-

ity.

There are number of historic buildings around the Church Street station, as highlighted in the illustrative site plan. The Plan proposes renovation of the historic Powder Mill building into residential lofts facing Womrath Park.

New development should be sensitive to the historic buildings in their design and character. The historic buildings should be included as an integral part of the station area revitalization plan, including renovation and adaptive reuse of these buildings.

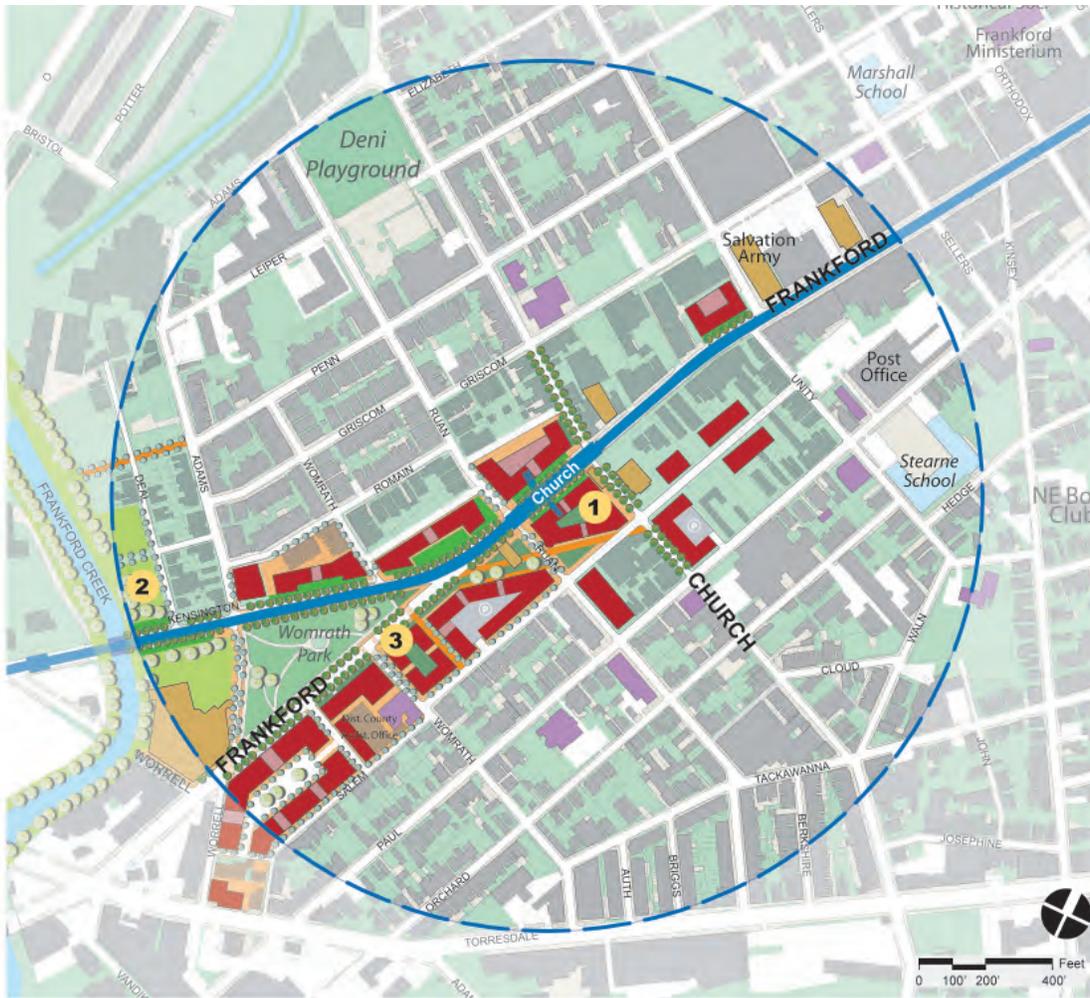


Figure 6-16
Church Street
Station Area
- Illustrative Site
Plan

Legend

- | | |
|---|---|
|  New Building |  Existing Building |
|  Parking Garage |  Place of Worship |
|  Pedestrian Walkway |  School |
|  25' Setback along Frankford Ave |  Historic Building |

-  1 Frankford Visitor Center
(Location for Historic Tours and Frankford Information)
-  2 Proposed Frankford Creek Greenway
-  3 Senior Housing

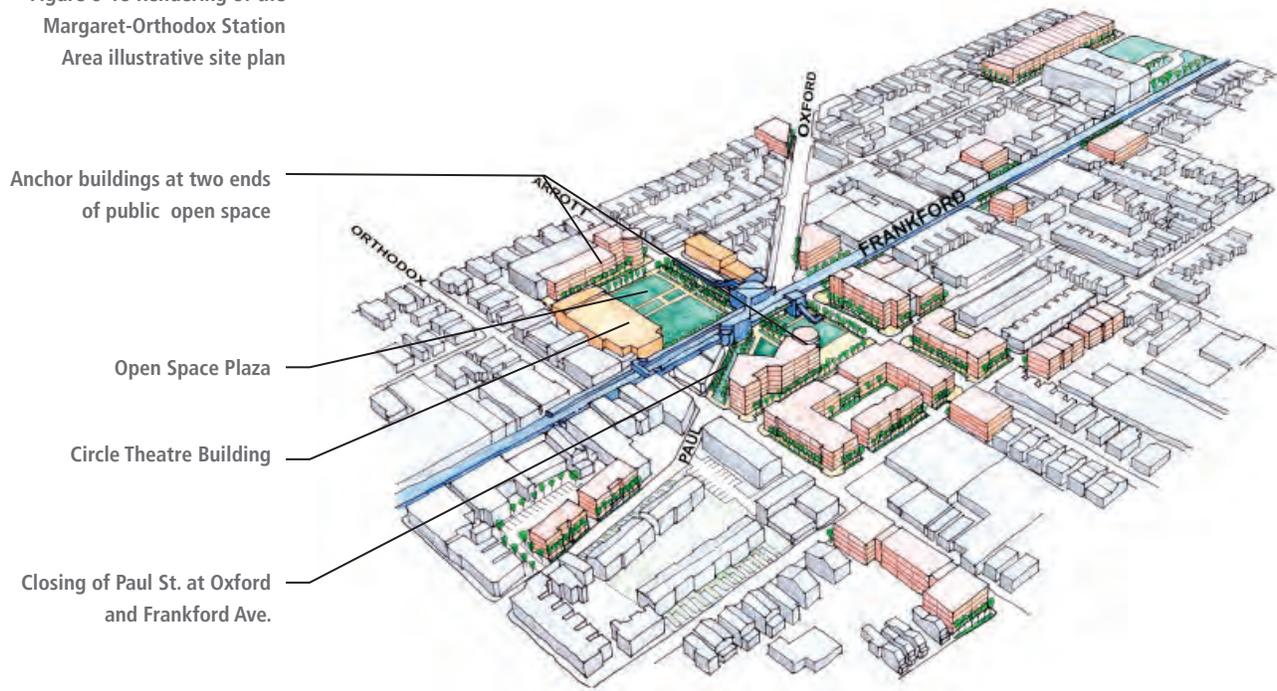


Figure 6-17
Suggested
Building Uses

Legend

- | |
|---|
|  Mixed-use Building |
|  Primarily Residential Building |
|  Primarily Institutional/Office Building |

Figure 6-18 Rendering of the Margaret-Orthodox Station Area illustrative site plan



6.3.2 Margaret-Orthodox Street Station Area

The Margaret-Orthodox Street Station already functions as a TOD with an existing bus transfer station. The illustrative site plan shows a public open space at Griscom Street and Arrott Street at the existing surface parking lot extending up to Frankford Avenue.

This open space is facing the bus transfer station and the historic Circle Theater building to the southeast. This open space could be extended to the other end near Frankford and Margaret Street in Phase II. Both open spaces, when created, would form a public place anchored by two landmark buildings at the two ends and surrounded by high density mixed use buildings near the station. The Circle Theater building facing the north open space should be renovated and its side façade facing the open space should be restored to in-

clude an entrance to the theater. New signage should be provided at this entrance.

Neighborhood activities, exhibitions, public art exhibits should be included as part of the proposed development facing the open space. This space could be used by the neighborhood groups for gathering and activities throughout the year. The open Space provides an identifiable place surrounded by high density development.

The illustrative site plan also shows an extension of Salem Street connecting to Meadow Street. In addition, Paul Street is recommended for closure between Meadow Street and Frankford Avenue. These changes in the street pattern would help improve the hazardous vehicular and pedestrian circulation at this



Figure 6-19
Margaret-
Orthodox Street
Station Area
- illustrative Site
Plan

Legend

- | | |
|---------------------------------|-------------------|
| New Building | Existing Building |
| Parking Garage | Place of Worship |
| Pedestrian Walkway | School |
| 25' Setback along Frankford Ave | Historic Building |

- 1 Frankford Ave - Margaret St - Orthodox St (Pedestrian-friendly Intersection)
- 2 Pedestrian Boulevard
- 3 Open Space (Possible Location for Open Air Market, Farmer's Market and Local Exhibitions)
- 4 Anchor Building
- 5 Existing Bus Terminal
- 6 Blocking Vehicular Access on Part of Paul Street



Figure 6-20
Suggested Building
Uses

Legend

- | |
|---|
| Mixed-use Building |
| Primarily Residential Building |
| Primarily Institutional/Office Building |

intersection. Nelson\Nygaard has recommended improving this intersection by rerouting Oxford Street where it meets Frankford Avenue. This intersection improvement will significantly increase pedestrian safety.

Mixed use development facing Frankford Avenue on Oxford Street and Margaret Street are shown on the site plan, with open space facing the El along Frankford Avenue.

6.3.3 Frankford Transportation Center Station Area

The Illustrative site plan shows high-density mixed use development at the two existing SEPTA surface parking lots at Pratt and Griscom Street and Penn Street. These surface parking lots are ideal opportunities for future development near the FTC according to the principles of TOD. SEPTA is currently conducting a feasibility study for relocating a bus depot at this location.

The proposed high density mixed use development can attract regional, mid-box retail, residential and office uses. As illustrated in the plan, the new development should be encouraged to have interior landscaped plazas and pedestrian corridors that connect with the adjoining blocks to encourage pedestrian circulation and visibility.

Structured parking is shown along a new street parallel to Dyre Street with a landscaped buffer between the existing residential uses facing Dyre Street. The new parking garages should be built at the end of these pedestrian corridors to facilitate visitor and commuter movement and maximize visibility of the new development between the parking garages and the FTC.

The new FTC plaza at Pratt Street and Frankford Avenue is shown as a destination and an anchor for the TOD. The El structure at this plaza should be well lit and include a landscape design and pedestrian friendly street crossing.

The existing Thriftway grocery store and the businesses fronting the new FTC building are shown as long-term redevelopment opportunity sites. In Phase I of the development, these

Figure 6-21 Suggested Building Uses

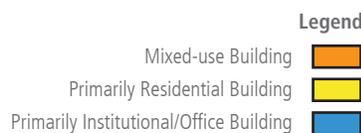




Figure 6-22
 FTC Station Area
 - Illustrative Site
 Plan

Legend

 New Building	 Existing Building
 Parking Garage	 Place of Worship
 Pedestrian Walkway	 School
 25' Setback along Frankford Ave	 Historic Building

-  1 Frankford Terminal Square (Pedestrian-friendly Intersection)
-  2 Bridge St / Frankford Ave Pedestrian-friendly Intersection
-  3 Earth Berm and Streetscape to Buffer SEPTA Garage
-  4 Relocation of Thriftway Grocery Store

Figure 6-23 FTC Station Area Phase 1 - Illustrative Site Plan



Figure 6-24 Suggested Building Uses for phase 1



properties would remain as they are as shown in the site plan. The existing open space in Phase I should be improved to include landscaping and public amenities. When the plan is fully developed, the existing businesses and the Thriftway will need to be relocated within the new development as shown in the illustrative site plan.

The illustrative site plan also shows new mid-block crossings provided along Frankford Avenue between Bridge and Pratt Streets. Granite Street is proposed to be converted into a pedestrian only street with a new mid-block pedestrian crossing connecting to the FTC. The site plan also shows pedestrian friendly intersections and bulb-outs at the Pratt and Frankford (FTC plaza) and Bridge and Frankford Avenue intersections. A landscaped berm is recommended along Pratt Street between Penn Street and Frankford Avenue, with two rows of trees buffering the SEPTA bus garage behind the FTC.

Businesses near FTC along Frankford Avenue



Thriftway Supermarket



Frankford Avenue near FTC



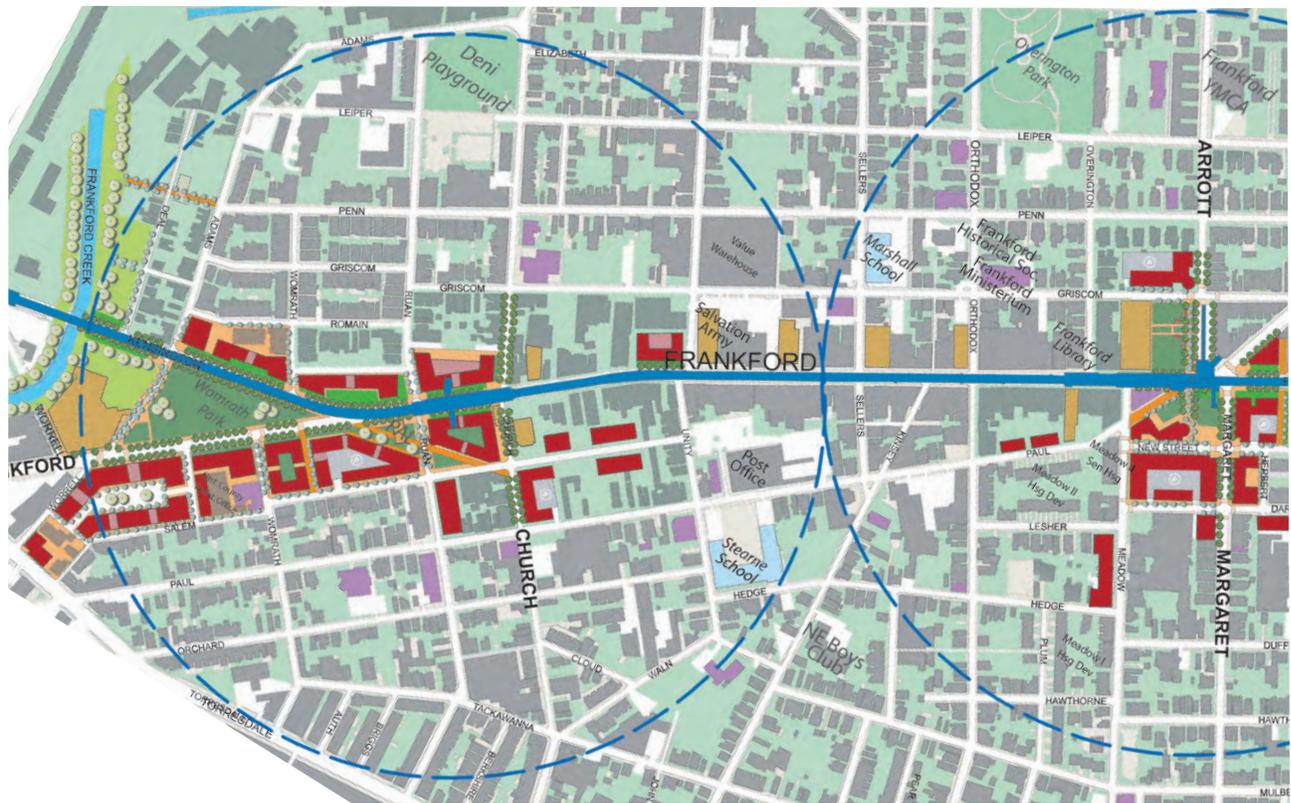


Fig. 6-25 Frankford Avenue Corridor
Illustrative Vision Plan

6.4 The Vision for Frankford Avenue

The adjoining figure shows a compilation of all three station area illustrative site plans, depicting the long term vision for the Frankford Avenue Corridor. This vision is guided by a set of station-specific recommendations and corridor-wide redevelopment guidelines to achieve pedestrian friendly, medium to high density development that takes advantage of the proximity to transit. This plan also illustrates development scenarios that show the various development program possibilities near the El structure, using open space as an organizing and “place making” tool for the station areas. The plan envisions the FTC as a regional ac-

tivity center, Margaret–Orthodox station area as a neighborhood center and Church Street station as a gateway to Frankford that unites the Frankford Avenue “Main Street” through a variety of attractions and uses.

The plan provides options for dealing with narrow parcels by reconfiguring existing streets and maximizing pedestrian connections and access. This vision is achieved through contextual sensitivity to the dense, urban fabric of the historic Frankford neighborhood.

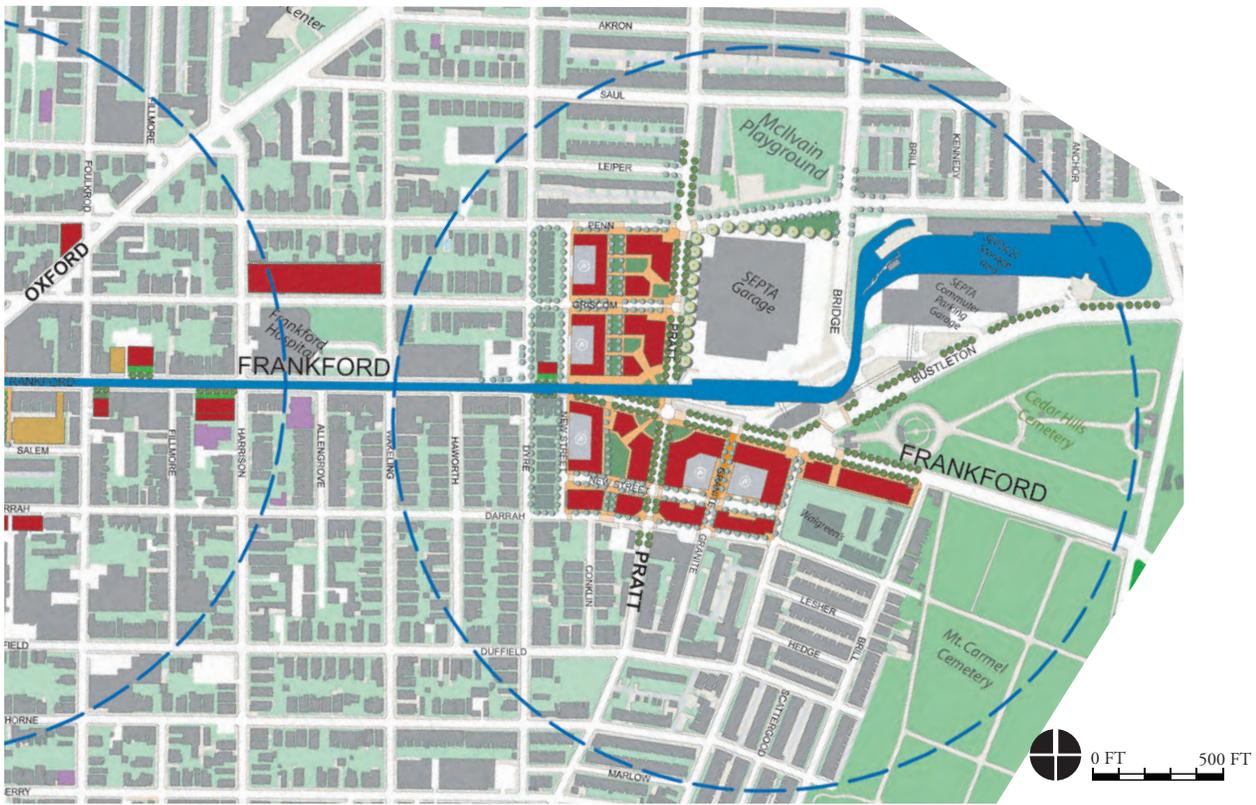


Fig. 6-26 New Buildings

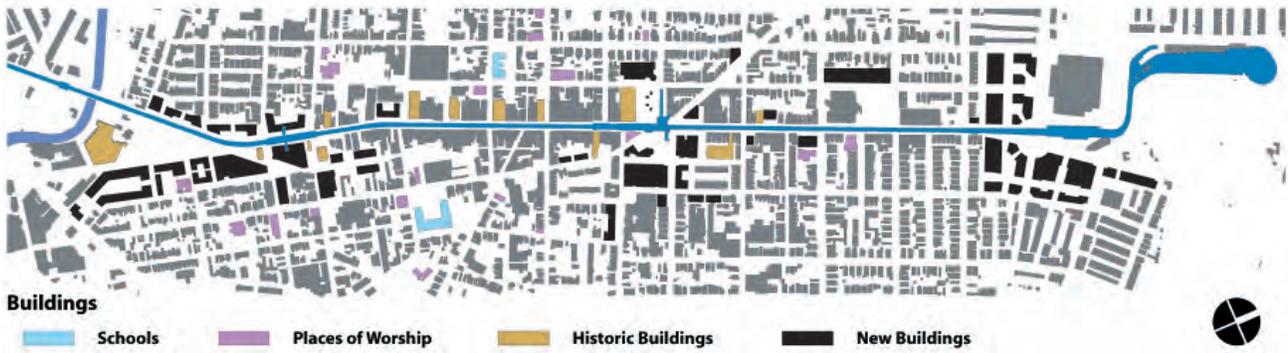


Fig. 6-27 Existing Buildings

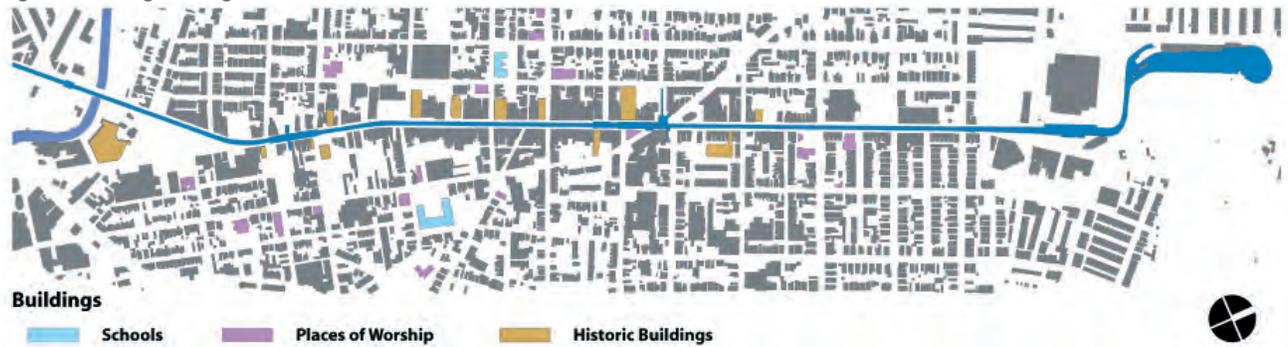


Fig. 6-28 New Open Space

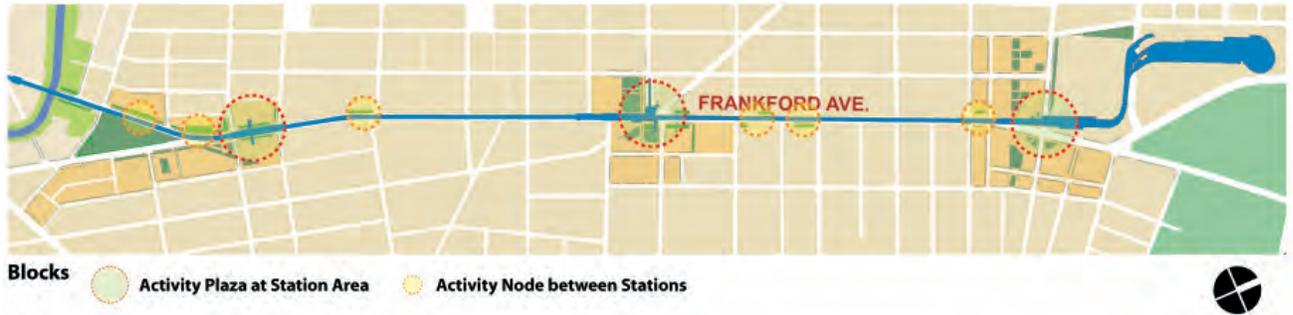


Fig.6-29 Existing Open Space



Fig. 6-30 New Streets



Fig.6-31 Existing Streets



7.0 Implementation Strategy

7.1 TOD Zoning District

Recommendations of the recently completed Commercial and Industrial Code Update submitted to the Planning Commission call for creating a new “Pedestrian and Transit Friendly Floating District” and a new “Commercial Overlay” that would enable the Planning Commission to exercise site plan review for all new development and existing building renovations within a 1,000 foot radius of the station areas and one block north and south of West Market Street and along Frankford Avenue between Unity Street and Bridge Street. This recommendation was to ensure the pedestrian and transit friendly development around stations. Its other purpose was also to reduce the amount of zoning overlays within the City and to replicate the TOD District throughout the City at other transit stations.

The Market-Frankford TOD Plan recommends establishing a new TOD zoning district along Frankford Avenue Corridor between Penn Street and Darrah Street within the study area and around ¼ mile radius of each station area. This new district should supersede the existing zoning in the study area and

require a parcel by parcel remapping by the Planning Commission.

In the Frankford Avenue Corridor, a TOD zoning district should be established for properties on each side of the Corridor within the study area and for properties around each stations within 1200 feet distance (covering a total of about 16 blocks around stations). This district would approximately cover an area around ¼ mile radius of the station areas. The purpose of this new TOD zoning district is to help provide new TOD related controls such as mixed uses, building height limits, on-site and off-site parking requirements and other pedestrian friendly site design elements. The zoning district would ensure that the new and existing development along the Frankford Avenue Corridor is in accordance with the TOD planning and design principles and objectives of this plan. Redevelopment guidelines as described in Chapter 6.0 of this Plan should be incorporated as development controls and a guide for the Frankford Avenue Corridor TOD district to encourage public and private investment. Site design review procedures can be established to enforce the zoning overlay and redevelopment guidelines

Table 7-1 TOD Zoning District Development Parameters

Subarea	Measure	Designation / Principal Uses	Allowable FAR	Min. and Max. Bldg. Ht. (stories / feet)	Min. Ground Level Open Space Req'd.	Prohibited Uses
TOD Sub-District						
Station Adjacent Blocks	600 Feet from the Station on each side	High Density Mixed Use (retail, residential, office, hospitality, theater, community facilities)	3.5	4-6 / 50'-70'	30% (Station Area plazas, open space)	Auto related uses, warehouses, drive through restaurants, surface parking lots etc).
TOD District						
Blocks within approx. quarter mile radius from the station	From 600 Feet to 1200 Feet from the Station on each side	High / Medium Density Residential and Mixed-Use (retail, residential, office, community facilities)	2.5	2-4 / 30'-50'	20% to 25% (neighborhood pocket parks for blocks fronting EL)	Auto related uses and warehouses (surface parking lots, drive in restaurants are discouraged)

Notes:

1. Parcel consolidation is assumed for allowable FAR and Open Space requirements.
2. FAR refers to Floor Area Ratio (the total floor area of all buildings or structures on a lot divided by the total area of the lot). Please note the following:
 - a. Above-grade structured parking is included in the FAR while below-grade parking is not.
 - b. Areas designated High Density Mixed-Use, High /Medium Density Residential and Mixed-Use must demonstrate consistency with the TOD Plan and the Zoning District to achieve the maximum FAR.
3. See Figure 7-1 for a spatial depiction of the TOD Zoning Districts
4. The Allowable FAR for station adjacent blocks would require downzoning for C-3, C-4 or G-2. They currently allow FAR between 4.5 to 5.5 with no height limits.

Fig. 7.1 TOD Zoning District



Legend

- TOD Zoning Sub-district (Station adjacent blocks)
- TOD Zoning District

by the Planning Commission. The zoning district should encourage renovation and adaptive reuse of historically and architectural-ly significant buildings in the area and ensure that new development is in accordance with the redevelopment guidelines outlined in the Plan. The Market Frankford TOD Plan recommends two TOD zoning sub-districts – A station adjacent TOD sub-district that cover blocks adjacent to the stations (four blocks around stations within a 600 feet distance in each direction) and the other that would cover the remaining 12 blocks from 600 to 1200 feet distance in each direction from the station buildings as illustrated in the Fig. 7.1. Table 7.1 on the following page indicates some of the development parameters that should be included within each zoning sub-district.

7.1.1 Building Uses

The Market Frankford TOD Plan proposes high density mixed use development in the vicinity of the stations within the station adjacent TOD sub-district. This zoning sub-district will prohibit drive-through restaurants and other auto-related uses, surface parking lots, and other low density uses near the station areas. The remaining area TOD sub-district encourages medium density mixed use development and also should prohibit drive-through restaurants and other auto-related uses. This zoning district should allow structured parking or off-street parking located behind buildings as defined by the redevelopment guidelines in Chapter 6.0. Structured parking, if provided, should require active ground floor uses with at least 60% open windows along street façade.

7.1.2 Building Height

Current zoning in the Frankford Avenue Corridor does not establish maximum building heights limits under C-3 and G-2 zones with a FAR limit ranging from 4.5% to 5.5%. The permitted building heights under the existing zoning are not compatible with the residential character and existing contextual building heights (primarily two to three stories) along the Frankford Avenue Corridor. The proposed TOD District will place minimum and maximum building height limits within the station areas to maintain contextual compatibility. The Market-Frankford TOD study recommends a minimum two-story and a maximum six-story building height limit within the station adjacent TOD sub-district and a minimum two-story and a maximum four-story building height limit within remaining zoning district. The building height limit is intended to accommodate medium to high density building uses within the station areas. Higher density and/or height can be used as an incentive for developers to provide at least 30 percent of the lot area as ground level open space within the station adjacent TOD sub-district.

7.1.3 Off-Street Parking Requirements

Establishment of the TOD Zoning District will also provide accessory parking requirements for development along the Frankford Avenue Corridor and within the station areas. These requirements will vary depending on the type of development, as described in the following sections.

Rehabilitation / Reuse of Existing Structures

Minimum off-street parking requirements should be eliminated for rehabilitation or reuse of existing structures located within the proposed zoning district. For residential conversions, this requirement is already in existing zoning code but it should be made available for all other uses such as office, small retail (less than 10,000 GSF) and institutional uses to encourage rehabilitation and reuse of existing structures.

New Residential Development

For new construction in TOD zoning district, minimum off-street parking requirements should be reduced by 25 percent from the otherwise applicable standards. Minimum off-street parking requirements should be reduced by up to an additional 25 percent for each of the following development characteristics:

The vehicle availability rate within the surrounding US Census Tract is lower than 0.5 vehicles per household, based on the most recent available decennial Census data;

- All required parking spaces are provided underground; and
- Actively promoted Transportation Demand Management programs or other factors that are deemed by the

Planning Commission as likely to result in automobile ownership rates that are lower than otherwise applicable off-street parking requirements.

When the minimum off-street parking requirements proposed in this chapter result in a requirement to provide fewer than five spaces, off-street parking need not be provided.

The City should consider establishing a fee in lieu of providing on-site parking as otherwise required for new development. These fees, assessed on a per-non-built space basis, can be used to fund provision of public parking facilities within the same TOD zoning district.

Unbundling Parking Costs from Housing Costs

All off-street parking spaces accessory to residential uses in new structures of ten dwelling units or more or in new conversions of non-residential buildings to residential buildings of ten dwelling units or more should be leased separately from the rental or purchase fees for dwelling units. This lease should apply for the life of the dwelling units renewable every year such that the option to lease a parking space is available to all residents. However, potential renters or buyers may have the option of renting or buying a residential unit at a price lower than that of a single price for both the residential unit and the parking space.

The Planning Commission may grant an exception from this requirement for projects that include financing for affordable housing that requires costs for parking and housing to be bundled together.

New Non-Residential Development

Minimum off-street parking requirements

should be eliminated for new non-residential development less than 10,000 GSF. For non-residential development above 10,000 GSF size, such as a theatre or a grocery store, an underground or structured parking should be provided that could be shared between surrounding uses. Parking space reduction should be given as an incentive for providing parking space/s for car sharing companies such as Philly Car Share and others. The maximum number of off-street parking spaces allowed to be provided as-of-right as accessory to non-residential uses should not exceed two spaces per 1,000 square feet (gross) of floor area. Each parking space provided in excess of the maximum level would be counted as 350 square feet of floor area when calculating the building's floor area and determining compliance with applicable floor area ratio standards. Parking spaces provided in excess of this maximum ratio will not be counted as floor area if such spaces are located underground. On-street parking located along building frontages should be counted towards the maximum parking limit.

Location and Design

The following design standards should be applied to off-street parking areas where provided:

- Where feasible, ingress and egress from off-street parking areas should be provided from side streets or alleys.
- Surface parking lots should be located to the rear of buildings and should not exceed one acre in size. Surface lots should be prohibited in front of buildings.
- Parking structures and lots should have clearly marked pedestrian walkways and connections to the sidewalk system.
- Parking structures should include ground level retail along all abutting sidewalks and should include at least 60% open windows along the street façade.

7.1.4 Bicycle Parking Requirements

In most cases, bicycle parking should be provided with the TOD Zoning District to encourage and facilitate bicycle use. These bicycle parking requirements will vary depending on the type of development, as described in the following sections.

Rehabilitation / Reuse of Existing Structures

Bicycle parking provisions should not be required for rehabilitation or reuse of existing structures located within the proposed zoning districts.

New Residential Development

- For new residential development, a minimum of one bicycle parking space should be provided for every two automobile parking spaces.
- Bicycle parking for residential uses may be provided in garages, storage rooms, and other resident-accessible, secure, common areas.

New Commercial Development

- A minimum space equivalent to two automobile parking spaces should be reserved for bike parking within all structured and surface parking facilities with

more than ten automobile spaces.

- A minimum overhead vertical clearance of seven feet should be provided in these areas within structured parking facilities. Seven feet clearance is the minimum height required for signs that might be hit while riding a bike.
- Racks and other fixtures that are affixed securely to the ground or a building or individual bicycle lockers should be provided. Office uses shall be relieved for a parking space/s if a shower room and changing facility is provided.
- Bicycle parking facilities should not be visible from the street and signs should be posted indicating their location.

Location and Design

- Required bicycle parking may be located indoors or outdoors.
- Such spaces should be located on private property.

Areas used for required bicycle parking should be sheltered, secure, well-maintained, well-lighted and easily accessible.

City-Installed Bike Racks and Bike Stations

As part of this TOD program, the City should install bike racks at each station for transit users and along the corridor for shoppers. These racks should be provided in addition to those required as per the bicycle parking requirements under the TOD Zoning District.

7.2 PARKING MANAGEMENT

In addition to the parking measures described for the TOD Zoning District, the following parking related recommendations should be implemented around station areas.

7.2.1 On-Street Parking - Parking Benefit District

On-street parking should be managed through the establishment of a Parking Benefit District (PBD). The PBD concept incorporates three mutually supportive parking management tools:

- Local return of all parking generated revenues;
- Market-rate pricing of on-street parking; and
- Residential Parking Permit (RPP) regulations for all predominantly residential streets.

Local Return

This benefit of Parking Benefit District plays a central role in persuading local merchants and residents about the value of market-rate pricing and Residential Parking Permit implementation. Public opposition to upfront costs for “promises” of long-term benefit can be assuaged by immediate improvements to local streetscape, transit services, and sanitation. Future parking revenues can be used to provide improvements that underscore the direct connection between paying at the meter or purchasing a resident permit and seeing local improvements.

Use Pricing to Manage On-Street Demand

Overall, the Frankford Avenue Corridor currently do not appear to have parking shortages along commercial streets. However, there are localized shortages on individual blocks at certain times while many lots and garages located a block or two away remain underutilized. As these corridors are redeveloped, demand for “front door” spaces for new commercial development should be expected to increase. Consistently available and conveniently located on-street customer parking will therefore be of primary importance for new and existing ground-level retail to succeed and benefit from the new TOD environment.

Parking users can roughly be placed into two primary categories: bargain hunters and convenience seekers. Convenience seekers are more willing to pay for available front door spaces. Many shoppers and diners are convenience seekers because they stay for relatively short periods of time and are therefore typically less sensitive to parking charges, as opposed to employees and other “long-stay” parkers. By contrast, many long-stay parkers find it more worthwhile to walk a block or two to save eight hours worth of parking fees. With proper pricing, the bargain hunters will choose currently underutilized lots, leaving the prime spots free for those convenience seekers who are willing to spend a bit more. For local merchants, it is important to make prime spots available for these people. To maintain desirable levels of vacancy and turnover for these prime parking spaces, price incentives should be used to persuade some drivers to park in less convenient spaces. These incentives may include higher prices for the closest

spots and lower or no cost for the less convenient spaces and currently underused lots.

The more traditional method for creating vacancies in prime parking spaces is to set time limits and issue tickets to violators.

Time limits, however, have several disadvantages, including labor-intensive and difficult enforcement and the potential for “shuffling”. Shuffling occurs when local employees, who quickly become familiar with enforcement patterns, become adept at the “two hour shuffle”, moving their cars regularly or swapping spaces with a coworker several times during the workday. Another disadvantage of time limits is “ticket anxiety”, or the fear of getting a ticket if one lingers too long. This anxiety, which creates the need to remain constantly aware of the time and consistently having to feed a meter, works against the concept of creating a comfortable “park-once” environment.

The goal for a market-rate pricing policy is to achieve an 85 percent occupancy rate on each block, even during peak parking hours. Once this policy goal is achieved, time limits can actually be eliminated and “ticket anxiety” for local visitors is no longer an issue. Plus, if market-rate prices keep an adequate number of spaces available, time limits no longer serve a purpose.

As demand for access to commercial uses grows along these corridors, parking revenues, funding upkeep and continued improvements will also increase throughout the PBD.

Residential Parking Permits (RPP)

Without regulation that effectively protects existing residents from “spillover” parking demand generated by new development, popular support for innovative demand management

tools should not be expected.

Residential resistance to RPP regulation and fees is common. The establishment of a Parking Benefit District, however, has proven to be an effective tool for generating residential support for residential parking permits. RPP uses parking revenues to fund local improvements and services and also simplifies the accommodation of short-term visitor parking, features which are generally supported by local residents. With a Parking Benefit District, revenues collected from permit fees, violations and non-resident meter charges are often used to pay for local improvements, including:

- Increased sidewalk cleaning and maintenance activities.
- Improved landscaping.
- Transit and TDM programs.
- Construction of public garages.

Typical RPP application under a PBD also incorporates multi-space meters, which accommodate non-residents willing to pay meter rates or purchase daytime-only permits. This includes visitors to local residents and residents who do not own, but occasionally rent, a car. This expansion of parking opportunities for non-residents offers benefits to local businesses as well, as more spaces are made available for employees and customers during times of low residential demand.

A number of stakeholders have raised the issue of resident resistance to RPP. It is highly recommended that the City or the PBD solicit specific concerns regarding RPP regulations through public forums. A program can then be proposed that implements best practices from around the country and tailors regula-

tions to address specific local conditions and concerns.

7.2.2 Meters and Enforcement

Anecdotally, we have heard concern about metered spaces around various stations. In congested urban neighborhoods it is common for curb space set aside for short-term parking to be misused. This may be a result of 'meter-feeding', a lack of enforcement or a disconnect between the regulations and needs of the community.

An effective management system requires both good design and good enforcement. As described above, pricing can be used to optimize the use of meters; however if drivers feel they can ignore the regulations, then the program will not be successful. The solution includes a community dialogue to decide how best to allocate this scarce resource. Some issues to consider include:

- Parking turnover.
- Longer-term parking needs.
- Delivery times and locations.
- Customer, vendor and merchant use.
- Street cleaning.
- Other curb-side uses (turn lanes, bus stops, bicycle lanes).

7.3 Transportation Demand Management (TDM)

The proposed TOD Zoning District parking requirements and recommended parking management strategies (Section 7.2) incorporate a number of TDM measures specific to private development, including:

- Bike parking requirements.
- Un-bundling of parking costs.
- Reduced/ eliminated minimum parking requirements.
- Encouragement of privately run TDM programs.

In addition to these location-specific measures, a district-wide Transportation Demand Management approach should be pursued for the TOD study areas. A number of common TDM measures can be implemented broadly, especially where a Parking Benefit District or other civic organization is in place. These measures are described in the following sections.

7.3.1 Shared Parking

A PBD or BID organization can be established to broker arrangements between area businesses to share parking inventories where offsetting demand peaks or complementary uses provide efficiency opportunities.

7.3.2. Information

Public marketing of innovative Transportation Demand Management programs, parking regulations and alternatives to private auto travel should be emphasized in TOD areas. Types of information that support a TDM environment include:

- Transit stop locations and frequency and span of service.
- Parking rates and regulations that emphasize park-once opportunities, low-cost alternatives to on-street spaces and priority spaces for car-share and car/van pool vehicles.
- Car/ride-sharing opportunities.
- Bicycle routes and parking.
- Local attractions and walking times in between them.
- Parking locations (especially carpool and car-sharing priority locations).
- TDM programs offered through places of residence, employers, or a PBD.

Such information should be disseminated through the concurrent utilization of the following three mediums:

- **Websites** – A website administered by a PBD or other civic organization provides the best opportunity for comprehensive delivery of local TDM information. This is also an effective means of delivering advance information to potential visitors. Such advance information on alternative travel options and low-cost parking locations can also attract additional visitors by making access more user-friendly for people less familiar with the area.
- **Public Kiosks** – Well designed, prominently placed kiosks provide convenient on-site locations for local transportation information.
- **Signage** – Effective wayfinding signage promotes mobility options throughout the district by directly announcing the

presence of bike facilities, public parking spaces (including rates and priority parking for car-share and car-pool vehicles), transit access and local attractions (including walking times).

7.3.3 Car-Sharing

Car-sharing organizations, such as Philly Car Share should be included as partners in TDM efforts. A local PBD or Business Improvement District can work with such an organization to create strategies for increasing driver convenience while reducing the associated costs.

These strategies may include:

- Exemption from meter rates on local streets.
- Reserved free parking spaces in local garages.
- Information – Car-sharing companies are ideal sponsors and beneficiaries of effective informational campaigns.

7.3.4 PBD Funded Programs

Parking revenues, including “in-lieu” fees, should be used to fund additional TDM programs and transit improvements. These programs may include:

- **Transit Pass Programs** – Pooling community resources to purchase deeply discounted transit passes.
- **Sponsor Car/ Van Pool Programs** – Working with local employers that do not have the in-house personnel resources to administer such programs individually.
- **Public Bike Storage Facilities** – Bike racks and lockers near major public and private destinations where privately provided racks are lacking or where they are

reserved for employees/residents.

- **Transportation Resource Center** – Parking Benefit District offices can serve as a “storefront” office for providing comprehensive local alternative transportation information and marketing TDM benefits options to local employers.

7.4 Phasing and Catalytic Projects

There are opportunities within a two- to five-year time frame for short-term, visible improvements in the Frankford Avenue Corridor that will encourage investment over a longer term (10 to 15 years). Capitalizing on these opportunities will require concerted effort by the Corridor's business community, area residents, the City, and public agencies. After an initial period of investments by these parties in ways that improve the investment climate, there should be potential to attract investments in new development projects by private sector interests that are not now present in the Frankford Avenue corridor.

Average asking rents for first floor commercial space in the corridor presently range from \$8 to \$15 per square foot, reflecting the current depressed market conditions. At the same time, well-designed, modern commercial buildings with dedicated parking and in good Frankford Avenue locations have commanded rents ranging from \$20 to \$25 per square foot. These higher rents are an indication that market forces can generate viable private sector commercial development projects during future years, assuming that short-term activities will stimulate a more comprehensive reinvestment in Transit Oriented Developments (TOD) that can be pursued over a longer term.

7.4.1 Short-Term Recommendations

The following are recommended short-term actions for implementation during a two- to five-year time frame to generate reinvestment in the Frankford Avenue Corridor.

- **Build Organizational Capacity** – For reinvestment activity to take place, there must be capacity within an organization that can provide leadership, build consensus, raise funds, and manage the process. Since market forces are not strong enough to entice leaders from the private sector, an essential first step in the process is to enhance the capacity of community-based organizations. The objective should be to enhance capacity overall of stakeholders in the corridor and to enable emergence of a leadership structure able to build coalitions that will pursue the funding that is required for priority TOD projects. It should be noted that the Frankford Avenue corridor already has a voluntary Special Services District. The funding of this existing SSD is in need of replenishment. Frankford Community Development Corporation (FCDC) is also implementing a Main Street and Elm Street Programs along the Avenue.
- **Establish TOD Zoning District** - A TOD Zoning District should be established for all the station areas as well as for the Frankford Avenue Corridor as described in Section 7.1. The zoning district will help implement the following:
 - Establish site plan review procedures by the Planning Commission for new and existing development as per the redevelopment guidelines established

by this plan.

- Implement parking related requirements and measures.
- **Address Drug Dealing and Related Criminal Activity** – Problems with drugs and crime, including theft for drug money, were cited repeatedly by real estate brokers and developers as impediments to new development initiatives in the Frankford Avenue corridor. Drugs and crime – and the negative perception of the area that they cause – are the number one deterrent in efforts to redevelop the corridor.
- Philadelphia’s Center City District (CCD) has been very successful in forming a partnership with the Police Department to prevent crime in CCD’s downtown target area. A priority for Frankford leaders must be to identify resources that might assist in obtaining technical assistance from CCD to identify and implement strategies that can be used in the corridor to combat problems with drugs and crime, which might include the following:
 - Establishing a police station along the corridor and forming a strong partnership between community organizations and the police.
 - Placing police officers on bikes or horse-back.
 - Ensuring that police officers have bullet proof vests.
 - Improving information flow and incident mapping to better label crime “hot spots” in the corridor.
 - Installing cameras at key intersections and other locations as a security measure/crime

deterrent.

- Establishing enhanced communications between police officers, residents of the community, and business representatives about incidents of crime.
- Utilize the existing community relations programs of the Police Dept. such as: Police Advisory Committee meetings, Town Watch, Police Explorers and Ride Along programs.
- **Establish an Acquisition Program for Vacant Properties and Underutilized Buildings** - There is a significant amount of vacant land and buildings in the corridor that can be a starting point in the process of assembling sites for larger-scale TOD projects. Acquiring these properties early-on while real estate prices are depressed and before intense speculation can raise prices will save time and money in the future. Further, discussions with SEPTA should commence immediately to ensure that the vacated SEPTA parking lot across Pratt Street from the new parking garage will be developed in ways that support the long-term reinvestment in the immediate area.

The following are key acquisition-related activities:

- Make arrangements for one or more funding sources for land acquisition that can be used to secure properties as they become available on the open market.
- Compile an inventory of real estate in the Corridor to identify properties currently owned by public agencies. Determine which of these properties

will contribute to TOD initiatives and ensure that they will be made available when needed for redevelopment.

- Work with City of Philadelphia officials to obtain spot condemnations of vacant and/or tax-delinquent properties.
- Initiate redevelopment designations that will be required for larger-scale acquisitions in key areas that have been identified for major TOD projects.
- **Focus Attention on Parking** - A community discussion shall be started to address the following key parking related measures:
 - Parking Meter Enforcement - A community discussion involving the Streets Department, SEPTA, community leaders and business owners should be convened to discuss parking enforcement and meter use.
 - Shared Parking Arrangements - Discussions with the Philadelphia Parking Authority and local business associations should also be held to broker shared parking arrangements with either organizations serving as brokering agents.
 - Establish a Parking Benefit District - Convene discussions with the Parking Authority, local stakeholders and business associations to explore administrative and authoritative options.
 - Set up a Parking Benefit District Web Site – The web site could be funded
- through parking revenues and sponsorships.
- Create partnerships with car-sharing organization(s) – Convene discussions with Philly Car Share and/or other organizations.
- Begin parking benefit district funding of Transportation Demand Management programs and physical and service improvements.
- Promote a Residential Parking Permit Program – Set up a RPP via local stakeholders, civic groups and block captains.
- **Focus initial attention in areas around the Frankford Terminal and the Margaret Orthodox Station** – The Frankford Avenue corridor presently is too long and has more commercial space than is needed to serve current residents of the Frankford Avenue trade area. To create a critical mass of development activity, with synergies among uses and active streetscapes, commercial development should be consolidated in the area between the Frankford Terminal and the Margaret Orthodox Station, north of Sellers Street. Similarly, new retail development should be targeted initially for the area around the Frankford Terminal and then move south along the corridor to the Margaret Orthodox Station. Local businesses should benefit from the effects of concentrated activity with financial support provided to support relocations to this part of the corridor.

- **Address the Pedestrian Environment and Safety Improvements** - Work with the Philadelphia Commercial Development Corporation (PCPC) and the Streets Dept. to secure Capital Program funding for streetscape improvements as described below.
 - Maintain and prioritize pedestrian crossings with the Streets Department.
 - Begin a dedicated sidewalk evaluation and maintenance program along the corridor with the Streets Department.
 - Begin a dedicated traffic calming program along the Frankford Avenue Corridor with the Streets Department.
 - Widen sidewalks at critical points along Frankford Avenue Corridor in coordination with the Streets Department.
 - Evaluate pedestrian lighting along Frankford Avenue with the Streets Department and SEPTA.
 - Install bollards, bus shelters, and other sidewalk furniture along Frankford with the Streets Department and SEPTA.
- **Engage in Community Clean-Up Activities** - Another priority for funding should be the identification of adequate funding for cleaning, maintenance of public areas and improved trash removal. (The Safety Ambassador Program of the existing Frankford Special Services District used to perform many of these services. Due to lack of funding, these clean-up services along the Avenue are now substantially reduced). Strategies might include:
 - Encouraging businesses and residents to place trash in sealed containers only on the day of trash collection.
 - Providing enclosed trash dumpsters and receptacles in strategic locations in the rear of properties or in vacant lots (behind screens) for storing trash between collection dates.
 - Forming a partnership with the Sanitation Department to ensure that trash collectors do not spill or leave trash along the streets.
 - Raising additional funds for regular sidewalk and street cleaning.
 - Working with the City to remove graffiti as soon as it appears.
- **Enhance the Appearance of the Corridor** - While clean-up and trash removal will have a major positive effect on the appearance of the Corridor, there are other related improvements that will enhance the appearance of the area and demonstrate to residents and potential investors that change is taking place. Frankford leaders must forge stronger relationships and partnerships with various organizations and City of Philadelphia agencies. Leaders should work with the following organizations/groups:
 - PECO, the City of Philadelphia and SEPTA to improve lighting under the El and identify funds that can be used to install decorative lighting

along sidewalks and at key development nodes. Improved lighting will also help to deter crime.

- In 1997, “FrankfordStyle” - a non-profit community arts organization proposed a sculpture named “A Celebrated Elevated Dance of Color” (see picture on the next page) to be installed on the Frankford EL. Unfortunately the proposal did not materialize. Such public arts ideas shall be encouraged in the neighborhood especially for the EL. A city-wide design competition could also be held to generate proposals and ideas for public art sculpture along EL by the community.
- Develop a “blighted building target list” and work with City agencies including the Commerce Department to obtain funds for a façade improvement program.
- Owners of existing businesses to improve store facades, signage and lighting.
- Display historic significant notice boards at a location visible for EL users. These signs could display certain historic events, like where the first reading of the Declaration of Independence took place (Womrath Park); or where Washington, Lafayette, Eve Oswald, Paul Revere, and John Adams frequented around the time of the First Continental Congress; location of America’s first gun powder mill and many other such historically significant location

distributed throughout Frankford, particularly near station areas. This would attract interest in visiting Frankford Avenue.

- Owners of vacant buildings and the Philadelphia Department of Licenses and Inspections to clean and seal vacant structures to eliminate illicit activity. Improved lighting, cleaning and sealing buildings will help to deter crime.
- Philadelphia Green to improve landscaping and provide street trees, window boxes and planters.

Other initiatives should include following the New Kensington model of acquiring vacant lots and cleaning, fencing and greening the properties. Similarly, grants could be sought to improve signage for area attractions and install decorative banners.

- **Market the Corridor** – When the corridor is safer and more attractive, funding should be identified for use in developing and implementing a marketing and public relations campaign that emphasizes changes and reaches out to new businesses and customers. Components might include:
 - Promoting positive attributes about the Frankford Avenue corridor and activities put in place to address criminal activity in local publications.
 - Advertising the area and individual businesses locally.
 - Writing and placing newspaper articles on the attributes of the community.
 - Increasing the number of events/festi-

A photo of the sculpture model proposed by Frankfordstyle
 - a Frankford community arts organization in 1998
 (Source: Commerce Dept., Credit: Mr. Kevin Phelan)



Deteriorated building
 facades along El



Roosevelt Theater at
 Margaret-
 Orthodox Station



vals and actively marketing them.

- Enhancing seasonal and holiday promotional activity.
- Web based marketing following the example of CDC's and homeowners websites such as Cedar Park (www.cedarparkneighbors.org), Overbrook Farms (www.overbrookfarms.org) and Fox Chase (www.foxchasehomeowners.org) and/or using websites setup by PCDC for commercial corridors.
- **Pursue Public/Private Partnerships for Real Estate Development** - Create a real estate development strategy and identify a development facilitator assigned to work with the private sector. Activities might include:
 - Working with the City to issue requests for development proposals for acquired parcels, with established reversions if parcels are not developed in a timely manner.
 - Conducting outreach to businesses to entice them to consider a location in the Frankford Avenue Corridor.
 - Establishing relationships with real estate developers who can create retail space for new businesses.
 - Securing financial assistance to offset development costs when projects are economically infeasible and to reduce occupancy costs for start-up businesses.
 - Forming partnerships between real estate developers, leasing agents and businesses to facilitate negotiation of

leases.

- Supporting the Frankford business community to ensure full participation of businesses and adequate resources for project implementation.
- **Focus on specific development opportunities, which might include the following:**
 - Frankford has a major opportunity to spark new development in the community with the redevelopment of the former SEPTA parking lot across Pratt Street from the new parking garage. This site is large enough to be the new location for the Thriftway Supermarket, along with parking for customers. Alternatively, the site could accommodate a large scale development with new retail stores and potentially a housing component. Community representatives must begin working immediately with SEPTA, City of Philadelphia representatives, and elected officials to ensure that the parcel will be redeveloped with uses that contribute to community reinvestment.
 - The blocks along Frankford Avenue between Dyre and Haworth Streets that are opposite the Frankford Hospital parking garage have high concentrations of vacancy. However, they also have historic characteristics suggesting that they might be restored to create an attractive mix of retail stores and renovated homes. This block, along with the blocks across the street that include the Frankford Hospital, are an impediment to pedestrian traffic between the Frankford Terminal and Margaret Orthodox sections of the corridor. Restoring this area with a mix of viable commercial and residential activity will produce a contiguous pedestrian-friendly corridor along this stretch of Frankford Avenue.
 - Along Griscom Street across from Frankford Hospital between Wakeling and Harrison Streets there are several properties which are currently controlled by the Frankford Community Development Corporation. These properties have potential to be developed into a new structure in conjunction with Frankford Hospital. Proposed uses could include additional out-patient facilities or medical office space for doctors at the Hospital. Assembling a large development parcel could enable the development of a mix-use structure that might also include either a structured parking garage or residential units.
 - **Focus on retaining and attracting retailers evidencing good market potential** –Although the Frankford Avenue corridor currently is served by a Thriftway Supermarket, it would be ideal to entice Thriftway to relocate to a larger store that could be developed on the SEPTA parking lot site. Consumer expenditure data indicates that the corridor can support additional grocers; in lieu of another store, an expanded store may be a good way to capture a larger percentage of expenditures by trade area residents. Other

potential retailers that should enjoy solid market support if new space is developed on the SEPTA parking lot parcel include the following:

- **Store(s) for infant, children's and women's clothing** - The trade area has a large percentage of population under the age of 5 years old (8.8 percent) and between 5 and 17 years old (22.3 percent). There are not a sufficient number of quality children's apparel stores in the Frankford area to capture these consumer dollars. In addition, consumer expenditure patterns indicate an insufficient number of women's clothing retailers. Locating retail stores with apparel for infants, children, and women near the Frankford Terminal would make them more accessible for households without vehicles. Further, with the large percentage of population in the area that is of Hispanic origin (16.0 percent), a retail store owned or managed by a Hispanic merchant and having bilingual sales personnel would provide a competitive advantage over the national chains located along Roosevelt Boulevard.
- **Building equipment and garden center** – The consumer expenditure data clearly indicate a need for retailers such as home centers and nurseries or garden centers. As with apparel retailers, a home center located near the Frankford Terminal could capture some of the expenditures that are now made at Home Depot and other national chains on Roosevelt Boulevard, especially those by households without vehicles.
- **Radio, television and computer equipment store** – The expenditure data also indicate a need for retailers specializing in radios, televisions, electronics and computer equipment. Again, many of these consumer dollars are lost to retailers along Roosevelt Boulevard. However, niche stores could capture some of these expenditures if they are convenient for pedestrians and offer free delivery or other services for people in the trade area who do not drive.
- **New restaurants** - Although the consumer expenditure data show that the area is well served by restaurants, most of the existing establishments are of inferior quality and offer a limited selection of either Chinese food or pizza. Restaurants that offer food that appeals to the Hispanic community and also have dedicated free parking should fare very well and should attract patrons from beyond the trade area. Offerings might include Central American, South American, and Caribbean food. One approach would be to identify a restaurateur in Philadelphia willing to open an additional restaurant. An enticement might be assistance with tenant improvements through a favorable financing program. Also, opening a restaurant near the Frankford Terminal with take-out prepared food could entice commuters to shop along Frankford Avenue before get-

ting in their cars to drive home.

- **Gym, martial arts facility** - A facility such as a Gold's Gym, a martial arts school, or Police Athletic League facility could be useful in the Frankford target area, in part to work with youth after school and during evening hours in a constructive way. It shall be noted that Frankford has an active YMCA at Leiper Street and Arrot Streets (near Margaret-Orthodox Station) that already provides many such related activities. While there are also exercise facilities along Roosevelt Boulevard, a facility within walking distance with structured exercise and sports programs at a different location possibly near FTC would be a good addition in the Frankford Avenue corridor.

7.4.2 Long-Term Recommendations

The development plan outlined for the Frankford Avenue corridor is a long-term strategy that may take up to 15 years to implement. Assuming Frankford is able to secure adequate funding to assemble parcels for development, the strategy should be to build from strength including larger scale new developments rather than scattering development projects throughout the corridor. Synergies among uses are critical, especially early-on when the corridor is transitioning from a problem area that has been losing population to one that has potential for additional residential development and households to occupy new and rehabilitated homes. Creating synergies means focusing new development around the Frankford Terminal and the Margaret Orthodox Station because these stations can help to anchor development including potential realignment of the Oxford Avenue at Margaret-Orthodox Station. Further, they already are the most stable areas of the corridor.

Community leaders will need to be creative and to capitalize on opportunities as they arise. It is likely that some opportunities for large scale TOD projects might materialize in the near term, and leaders must be prepared to act expeditiously to capture development dollars and new expenditures of public and private funds. For example, the City might decide to implement a revitalization effort for Frankford Creek to create a linear park with open space that leads into the corridor at some point, possibly through Womrath Park. If this initiative is pursued, community representatives must be prepared to work with City of Philadelphia officials, current owners of

property along the Creek, and other stakeholders to make the effort a reality. This type of revitalization effort could provide greater economic feasibility for new residential development at the southern edge of the corridor. Another possible opportunity might result from the desire of a large property owner to liquidate a portfolio of strategically located properties, thereby creating an unanticipated development opportunity. For these examples and other potential development opportunities, a critical component will be having an entity that has access to flexible acquisition funding that will be a critical component in successfully controlling and implementing a new development project.

7.5 Funding Resources

Funding for physical improvements often is difficult to identify, and there are always multiple competing priorities for City of Philadelphia dollars and the Community Development Block Grant funding that is granted to the City.

A new “ReStore Philadelphia Corridors” program is proposed by the City of Philadelphia to increase the funding resources for revitalizing Philadelphia’s neighborhood commercial corridors. This proposed \$65 million bond issue under the City’s commercial corridor support program would be an excellent citywide funding resource which can be available for Frankford Avenue corridor revitalization.

Frankford CDC is also a current participant of the Department of Community and Economic Development’s (DCED) Main Street and Elm Street Program. The Main Street Program provides Frankford CDC a \$50,000 grant to appoint a Main Street manager to assist Frankford Avenue businesses and oversee economic development and revitalization efforts conducted by the CDC. The Elm Street Program provides a similar grant for the neighborhood revitalization projects including programs to improve safety and reduce crime in the neighborhood.

To the extent possible, community leaders should explore some less obvious funding sources for community and economic development. For example, funding from the U.S. Department of Transportation that is provided to the Commonwealth of Pennsylvania has included discretionary dollars for transportation-related improvements, at times including development activity near transit stops. Department of Justice Weed and Seed

funding has been used to support activities associated with crime and safety. The Economic Development Administration of the U.S. Department of Commerce has assisted with streetscape improvements and public improvements in distressed cities, and they have provided seed capital funding for development projects. Initiatives of the Commonwealth of Pennsylvania also may be available through the local office of DCED in Philadelphia.

In 2004, Pennsylvania passed Act 238 which authorized \$5 million for planning initiatives around “Transit Revitalization Investment Districts” (TRID). There is up to \$75,000 available in funding for municipalities and planning agencies to create TRIDs. There are guidelines for what is included in a TRID. The planning funds are more useful around transit nodes than corridors, however, these funds could be used to provide further planning around the Frankford Terminal or the Margaret Orthodox station. Funding is distributed through DCED. After the TRID funded planning study in association with the transit agency, is completed, a TRID may be established around the station area also called “value capture area” that shares the increased tax revenues from the real estate development around the stations.

Another option for attracting new development and investors in the Frankford Avenue corridor is the use of Tax Increment Financing (TIF) districts. The City of Chicago has used TIFs for redeveloping neighborhoods including transit oriented development. The TIF designation would apply to the entire corridor and then separate RFP’s would be issued for each station area to attract developers. This process also should include a Community

Benefits Agreement (CBA) to benefit neighborhood-based CDC’s and non-profits.

Most important, community leaders should make every effort to leverage all of the funding that is received by using it to match other loan and grant funds that may become available. The leveraging concept potentially can enable the organization to turn limited amounts of commercial reinvestment funding for the Frankford Avenue corridor into very sizable new initiatives. Visible development activity will significantly improve the business environment and the performance of individual businesses in the corridor. It also will encourage incremental funding support and related development activity by the private sector.

In addition to the above discussed funding programs the following transportation related funding programs are available for TOD related projects.

Federal Highway Administration

The 2005 transportation bill, the Safe, Accountable, Flexible, and Efficient Transportation Equity Act - A Legacy for Users (H.R. 3) (SAFETEA-LU) is the third iteration of the surface transportation program established by Congress in 1991 with the Intermodal Surface Transportation Efficiency Act (ISTEA) and renewed in 1998 through the Transportation Equity Act for the 21st Century (TEA-21).

SAFETEA-LU has been enacted to support transportation projects through fiscal year 2009. The STP-Urban program is one of several Surface Transportation Programs that provide funds for projects outside the Interstate System or the National Highway System. The funds are intended to benefit minor arterial and collector roads rather than the more criti-

cal principal arterials funded by the Interstate and NHS programs. To be eligible, however, a roadway must still be classified by the Federal Highway Administration as a collector or arterial. The STP-Urban program provides funds for improvements to eligible roads in urban areas. These eligibility guidelines for STP-Urban are flexible. Funds can be used for a wide range of projects including roadway widening, roadway reconstruction and transit projects. A menu of Federal programs that may provide funds for transportation related improvements are described below. These funds are generally distributed by the Delaware Valley Regional Planning Commission, Pennsylvania Department of Transportation and SEPTA.

- **National Highway System:** Funds can be used for any type of improvement (new lanes, reconstruction, resurfacing, etc.) on roadways designated as part of the National Highway System. These include all Interstate routes as well as other freeways and specially designated “principal arterials.” These eligibility guidelines for NHS are more flexible than the Interstate programs. Funds can be used for transit projects, ridesharing projects, or any other type of project in the travel corridor served by a NHS road so long as it improves travel in the corridor. NHS designated roadway segments in the study area include :
 - Frankford Avenue north of FTC
 - Bridge Street
 - Bustleton Avenue
- **STP-Urban Program:** The STP-Urban program is one of several Surface Transportation Programs that provide funds for

projects outside the Interstate System or the National Highway System. The funds are intended to benefit minor arterial and collector roads rather than the more critical principal arterials funded by the Interstate and NHS programs. To be eligible, however, a roadway must still be classified by the Federal Highway Administration as a collector or arterial. The STP-Urban program provides funds for improvements to eligible roads in urban areas. These eligibility guidelines for STP-Urban are flexible. Funds can be used for a wide range of projects including roadway widening, roadway reconstruction and transit projects. STP-eligible roads in the Study Area include :

- Frankford Avenue
- Bridge Street
- Bustleton Avenue
- **STP-Anywhere Program:** STP-Anywhere funds can be used anywhere. The funds can be used for any type of transportation project. Historically, this program is the largest of all the STP funding categories.
- **STP-Safety Program:** 10 percent of all STP funds must be spent on safety improvement projects. Many of the components of the TOD plan could be deemed safety related, especially new sidewalks, increased pedestrian crossing time, bicycle lanes and traffic calming. However, ‘safety’ has various meanings in the funding world and successful projects need to be described carefully.
- **STP-Transportation Enhancement (TE) Program:** Ten percent of all STP

funds must be spent on transportation enhancement projects. There is no single criterion or definition of what constitutes an ‘enhancement’ project. Generally, however, the project should enhance the environment of motorists, transit users, pedestrians, or bicyclists. Categories that might apply to the linkage plan include:

- Facilities for pedestrians and bicycles.
- Safety and educational activities for pedestrians and bicyclists.
- Scenic easements and scenic or historic sites.
- Landscaping and other scenic beautification.
- Preservation of abandoned railway corridors.
- Control and removal of outdoor advertising.
- **Youth and Conservation Corps:** An interesting aspect of the Transportation Enhancement program described above is the use of Youth and Conservation Corps in projects. A provision in SAFETEA-LU encourages states to enter into contracts and cooperative agreements with youth service and conservation corps, such as Aerators. These corps engage young adults in community service in exchange for a stipend, training, school diplomas, and contacts with the business world. Examples of projects include the Anacostia Riverwalk in Washington, DC, the Cape Flattery Trail in Washington State, and the Lihue Gateway Project in Hawaii.
- **Congestion Mitigation and Air Quality**

Program: The Congestion Mitigation and Air Quality Program was created specifically to address congestion and air quality problems. Funds must be used for projects that reduce congestion and/or vehicular emissions. The funds are intended to help achieve the goal of the 1990 federal Clean Air Act Amendments. Given that goals of the TOD plan are to reduce excessive traffic and encourage walking and cycling trips, it seems clear that it would qualify for CMAQ funds; however, projects need to be carefully described so that the mitigation is properly accounted for.

Federal Transit Administration

SAFETEA-LU creates several new transit programs, and includes policy changes that may enhance opportunities for TOD. New language elevates the role of land use and economic development among the various factors to be considered, though precise language still needs to be developed in final rulemaking. The expected changes will begin by exploring what development changes are likely to occur in an area identified for transit service and stations. What constitutes “development changes” includes:

- **Development Potential.** Development potential looks at credits or demerits based on development and redevelopment opportunities; barriers to development (e.g., land assembly, clean-up); and existing uses.
- **Transit-Supportive Plans. Policies and Actions Undertaken.** This review would examine existing and proposed plans; agency com-

mitment to station area planning and joint development; plans and policies for pedestrian access, urban design, parking and density; and past performance.

- **Development Climate.** The climate refers to economic indicators of economy, station area market study, approvals for development, rents and occupancy rates, employment and population growth projections.

Frankford Avenue corridor and its station areas stack up well in relation to the analysis of development potential and climate.

- **New Freedom Program:** Funding for new transportation services and public transportation alternatives beyond those required by the Americans with Disabilities Act to assist persons with disabilities. Improved integration of transportation services with other federal human service programs is a key aspect of this new program. Reconnecting America's national TOD market study found that senior households make up a significant percentage of the demand for housing near transit (roughly 35 percent). TOD has the potential to help coordinate these services through mixed use and housing development that can assist in providing increased accessibility through design. There may be opportunity to work with the FTA and local transit agencies to explore the possibility of making TOD an eligible activity for funding under this program.
- **Job Access and Reverse Commute Program:** Funds support mass transportation

efforts that transport welfare recipients and low income individuals to and from jobs. This applies to typical and reverse commuting. Money can be used for:

- Capital projects and operating costs of equipment, facilities, and associated capital maintenance items related to providing access to jobs.
- Promoting the use of transit by workers with nontraditional work schedules.
- Promoting the use by appropriate agencies of transit vouchers for welfare recipients and eligible low income individuals.
- Promote the use of employer-provided transportation including the transit pass benefit program.

Department of Housing and Urban Development

- **Community Development Block Grant Program:** These are usually distributed to a housing agency or housing authority, but a portion can be used for transit if included in an approved proposal. Residents of CDBG-funded housing may need transportation to employment, human services, medical programs, shopping or recreation. This can be in the form of feeder service to an existing fixed route, line extension for an existing fixed route, special group trips to the supermarket or demand-response service for certain trip purposes.

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Appendix

A - Best Practices



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1. Designing TOD - Development along Elevated Transit

Zoning as a Planning tool for TOD

- Zoning Overlay
- New transit Zones

Land Uses

- Transit Center as a catalyst for redevelopment
- CDC driven TOD

Buildings and building typology along EL

- Architectural design
- Large scale TOD

Design Guidelines

- Station Area Design Guidelines

Use of Open Space as an anchor for TOD

2. Integrating TOD into the existing transportation network

Pedestrian Network

- Safety
- Convenience
- Comfort
- Attractiveness

Bicycle Network

- Connecting Transit to Bikes
- Bike Parking
- Bike Access to Trains

Parking

- Demand Management
- Parking Management

Feeder Transit

- Inter service connectivity
- Inter service coordination
- Inter service information exchange

Innovative Fare Collection Systems

- Smart Cards
- Proof-of-Payment

3. Implementing TOD

- Incentives and programs
- Policies
- Implementation ideas
- Innovative funding options
- City / Community / Private Partnerships

1. Best Practices

Designing TOD – Development along Elevated Transit

Zoning as a planning tool for TOD

A. Light Rail Transit Station Zone, City of Portland Zoning Overlay (Chapter 33.450)

City of Portland created a light rail transit overlay zone to encourage mixed use and employment opportunities within the light rail station areas. The overlay zone also includes development regulations to encourage pedestrian friendly environments. These development regulations prescribe minimum FAR, maximum and minimum parking requirements, location of vehicle access, site improvements (landscaping, bicycle parking), and provision of ground floor windows in certain base zones.

Resources: <http://www.portlandonline.com/bds/index.cfm?c=38061>

B. Transit Mixed use zoning district (T-MU-30) for directing growth around light-rail stations in Denver

A new zoning category for encouraging mixed use TOD near the transit stations was included by the City of Denver in the zoning code. The T-MU-30 district zone promotes highest intensity and broadest range of uses of all the mixed use districts in the zoning. Additional criteria's for approval also include a review of the development plan and site improvements to regulate the relationship of buildings to the transit station and pedestrian circulation in the TOD district.

Resources: www.denvergov.org

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Land Uses: Transit center as a catalyst for redevelopment

A. The Oregon Clinic, TriMet's Gateway Transit Center, Portland, Oregon

Gateway Transit Center was developed by TriMet (three county area transit agency created by the State of Oregon in Portland) in partnership with Portland Development Commission (PDC), who was approached by a developer for a medical office building. The new development resulted in the conversion of TriMet's surface Park and Ride facility for TOD. The area is also designated as a Regional Center in the Metro 2040 Plan as well as an urban renewal district after a extensive community involvement. Phase I of the project includes 105,000 SF of medical office and a 650 space parking garage. Further development envisions a mix of uses including addition to the medical office space, a hotel, and residential units as well as a LEED certified public plaza.

Resources: Community Building Sourcebook, Portland, Oregon August 2005

Completion date: Phase I to be completed in Fall 2006

The Oregon Clinic



CDC-driven TOD development with emphasis on green buildings and community oriented uses

B. Bethel Center, Chicago, Illinois

Residents of the Garfield Park neighborhood in Chicago's West Side through the efforts of a faith based CDC named New Bethel Life, began an "asset based" effort to revitalize Lake and Pulaski stop on Chicago Transit Authority's Green EL. New Bethel Life constructed a 23000 SF, three story LEED gold rated building, named 'The Bethel Center' close to the Lake & Pulaski stop on the Green Line EL. The center incorporates Bethel's employment services center, a computer lab, a new child development daycare center and six retail spaces. Bethel is also developing 100 new homes within the walking distance of the transit stop.

Resources: www.bethelnewlife.org

Completion date: January 2007

Bethel Center, Chicago, IL
Credit: www.bethelnewlife.org



Buildings and building typology along EL

A. McCormick Tribune Campus Center (OMA, Rem Koolhaas) and State Street Village (Helmut Jahn), IIT campus, Chicago

Illinois Institute of Technology's (IIT) historic Mies Van Der Rowe-designed campus is divided in two distinct academic and residential parts by the EL. One of the strategic objectives of the IIT's master plan is to diminish the impact of the EL. Two new buildings designed by well known architects take clues from the existing EL structure. Rem Koolhaas's building uses walkways beneath the EL structure to organize various program elements of the student center that includes student dining facilities, recreational facilities, auditorium, student organization office spaces and a book store. The EL structure above the building is covered by a 530 feet tube as an acoustical and unifying solution. A second State Street Village building by Helmut Jahn is a series of three, five story student dormitory buildings covered by a glass wall – as a design and acoustical feature next to the EL structure.

Resources:

www.iitstatestreet.org (information on the State Street Village building and IIT's master plan)

www.arcspace.com (photos of the Campus Center building)

Completion date: Fall 2003

McCormick Tribune Center, Chicago, IL



State Street Village, Chicago, IL
Credit: www.arcspace.com)



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Large scale TOD development

B. Fruitvale Transit Village, Oakland, CA

Located south of downtown Oakland, Fruitvale neighborhood is connected by a Bay Area Rapid Transit (BART) Line

Fruitvale Village is a successful 257,000 SF transit oriented development which replaced existing parking lots near the Fruitvale station - a result of successful partnership between the Unity Council - a social service CDC in the neighborhood that opposed the initial BART proposal of a parking garage, Fruitvale Development Corporation, City of Oakland and BART. The resulting TOD development includes variety of community oriented facilities along with retail and a structured parking garage. The development has also been successful in reducing the crime in the neighborhood as well as the high vacancy rate along the International Boulevard – neighborhoods traditional commercial corridor.

The village design creates a central pedestrian artery between the two building blocks, connecting the station with the International Boulevard as well as a plaza (with future plans for a public market) at the entrance. This pedestrian artery is carefully designed with signage, street furniture and landscaping – creating a central organizing element and a center for area's diverse ethnic population.

Resources:

Completion date: First phase 2003

Design Guidelines

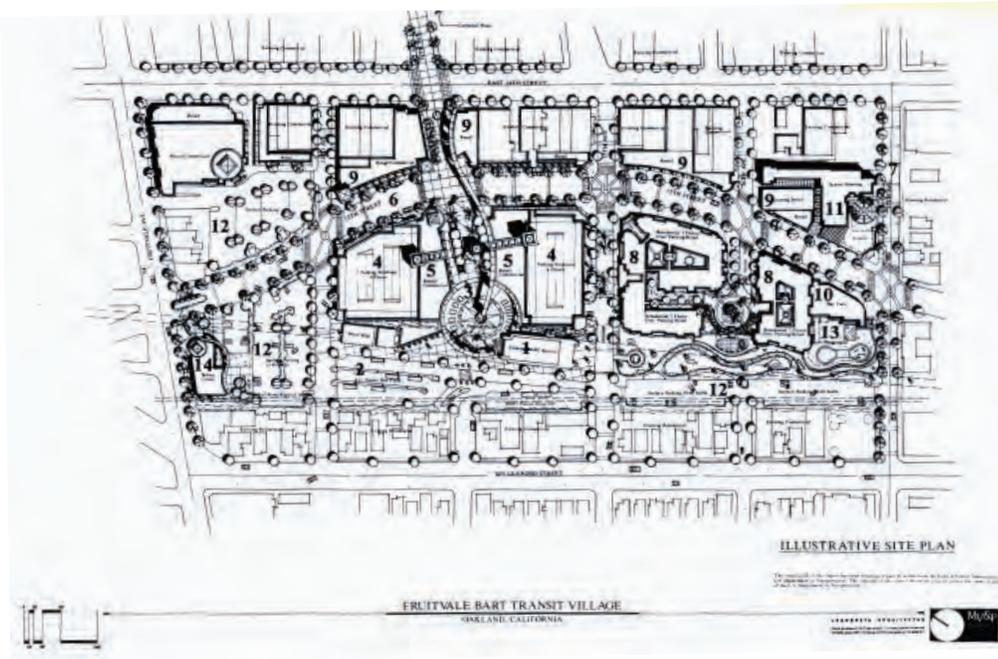
B. Phoenix Light Rail Urban Design Guidelines (WRT)

As part of the planning process for a new light rail line, the Regional Public Transportation Authority of Phoenix developed a comprehensive set of urban design guidelines. Urban design performance criteria were developed for every aspect of the system from vehicle design to station furnishings to bus and bike connections. These well-conceived and illustrative guidelines ensure that the new light rail line will enhance the image of the city while making the transportation system a joy to use

Use of Open Space as an anchor for TOD

A. Center Commons, Portland Oregon

Within walking distance of a transit line, Center Commons is a 5 acre, mixed use TOD consisting of apartments, town homes, senior homes, a day care facility developed around an open space as a central design element, inspired by the Dutch public open space system known as woonerf. The development site was a former maintenance yard of Oregon DOT which required remediation. The townhomes are also available for below median income buyers who receive a 10-year transit property tax abatement from the City of Portland because of its proximity to MAX light rail system. The project was also awarded a housing and community design award by HUD in 2001. It was developed by an affordable housing developer.



MIXED-USE

Fruitvale Transit Village, Oakland, CA

This successful TOD feature a central square, senior housing, day care facilities and residential units (Credit: The Role of Transit in Creating Livable Metropolitan Communities, TCRP Report 22)



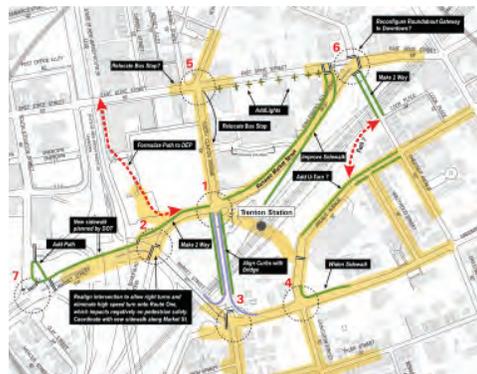
Mockingbird Station

Dallas, TX

This TOD on Dallas' DART light rail system contains offices, stores, apartments and an art-house movie theater.

2. Integrating TOD into the Existing Transportation Network

Walking Distances from Train Station
 Trenton, NJ
 (Nelson\Nygaard)



Walking Routes to School
 Copenhagen, Denmark
 (Nelson\Nygaard)



Pedestrian Walkway
 Easton, PA

Note: This walkway is located in a former alley. It provides a shortcut and alternative for pedestrians and doubles as an outdoor cafe.



Pedestrian Network

Pedestrian access is essential to maintaining the urban vitality needed to support the dense mixed use character and transportation objectives of TOD. Successful pedestrian networks offer high levels of pedestrian service in four key measures:

- **Safety,**
- **Convenience,**
- **Comfort, and**
- **Attractiveness.**

Safety

TOD areas are inherently urban and characterized by shared spaces and conflicts therein. Unlike other areas where the preference may be to separate modes (freeways or pedestrian zones), a successful TOD embraces the energy of the street while minimizing the conflicts. There are four fundamental aspects to maintaining pedestrian safety for TOD.

- **Vehicle speed**
- **Pedestrian 'exposure' risk**
- **Driver predictability**
- **Vehicle volumes**

A primary design objective for any TOD area therefore should be to bring average auto speeds down to 20 miles per hour. Design elements such as shorter blocks, narrower rights of way, curb extensions at intersections, raised crosswalks, infrequent curb-cuts, and drive-ways that give visual emphasis to the continuation of the sidewalk are a few basic design elements that can minimize pedestrian risk exposure. Turning options should be minimized for vehicles along key pedestrian routes. And finally, Transportation Demand Management (TDM) can be effective in managing auto traffic volumes in TOD districts (See Auto section below).

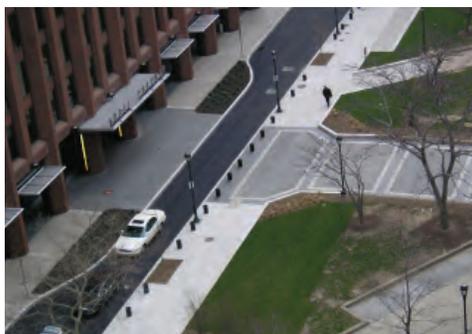
Convenience

TOD pedestrian networks should be designed to maximize walk+ride trips. A well-designed pedestrian access plan will provide a natural flow of walking customers from the surrounding area.

Comfort

Sidewalks should be wide enough for two pedestrians to walk abreast. The minimum width for two people to walk comfortably side by side is about 5 feet. For strolling pairs to be able to pass each other in stride, a minimum of 10 feet of sidewalk width is necessary. In places defined by high pedestrian volumes and buildings that directly abut sidewalks, widths up to 20 feet are commonly recommended, though a more modest width of 10-15 feet can add a sense of vitality.

Places to sit and to wait are also a key component of pedestrian friendly environment.



Curb Extension

Philadelphia, PA

Note: The curb extension is located directly in front of the building entrance where people would be crossing the street to the park opposite.



Typical Narrow Philadelphia Street
Philadelphia, PA (Courtesy of Dan Burden)

Note: This type of street can be a model for the narrow streets in the West Market corridor.



Raised Pedestrian Crosswalk

Doylestown, PA

Note: The crosswalk is placed directly in front of a school.



Curb Extension

Philadelphia, PA

Note: The curb extension provides space for trees and street furniture, thereby freeing up the sidewalk for pedestrian travel.

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Chicago Bike Map

Note: The map identifies preferred bike routes, transit services and transit stations that offer secure bike parking.



Bike Rack Instructions from the Delaware County Public Transportation Guide



2-Minute Walking Scale from the Delaware County Public Transportation Guide



Attractiveness

Successful public spaces attract people by offering a combination of three basic qualities: Utility, Beauty, and Company. Uses should provide the local community with daily needs, minimizing regular out-of-area trips for goods and services. Uses should be mixed to maximize trip-chaining opportunities, and encourage longer area visits. Uses should also be strategically placed to maximize pedestrian-trip efficiency, such as placing dry cleaners and day care facilities near transit nodes. Aesthetics play an important role in supporting these uses. Sidewalks and plazas should be visually appealing and physically inviting. Appealing streetscape design can be an effective means of announcing the uniqueness of the TOD environment, and encourage initial visits to the area. When combined with quality land uses, such aesthetics can play an important role in drawing, and maintaining the crowded urban vitality that marks successful TOD.

Examples & Resources:

1. Calgary, Alberta - The City of Calgary's "TOD Policy Guidelines" provides detailed principles on pedestrian access in its "Pedestrian Oriented Design" section including:

- Providing quality pedestrian connections;
- Emphasizing a compact development form;
- Locating pedestrian-oriented uses at the ground level;
- Producing Human scaled architecture; and
- Incorporating all-season design.

2. Kansas City, KS – The city developed a pedestrian Level of Service model based on five measures:

- Directness – pedestrian connections between key destinations and transit;
- Continuity – conditions of pedestrian pathways;
- Street Crossings – ease and safety of pedestrian crossings;
- Visual Interest and Amenity – aesthetics and environment; and
- Security – lighting and sight lines.

3. Fruitvale BART Station, Oakland, CA (see above)

Bicycle

Integrating bicycles is beneficial for transit-oriented developments as bicycles extend the travel range in a low-cost and low-impact manner. There are three fundamental components to bicycles and TOD:

- Connecting the station to the cycling network;
- Including safe and secure bicycle parking at stations; and
- Ensuring that bicycles can be brought on board transit so that they may be used at both ends of a journey.



Police on Bikes in Washington, DC Metro (commuterpage.com)



Covered Bike Parking Ingolstadt, Germany (Michael King)



Bike Parking near Transit Stop Munich, Germany (Michael King)



Bicycle Track at BART Station, Berkeley, CA (Jumana Nabti)

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Bike on SEPTA Bus
Philadelphia, PA



Pram Ramp
Buxtehude, Germany
(Michael King)



Attended Bicycle Parking
The Hague, The Netherlands
(Michael King)



Bicycle Parking in the Parking Lane
Dortmund, Germany
(Michael King)



Examples & Resources:

1. Fruitvale BART Station, Oakland, CA (see above).
2. Metro Commuter Services, St. Paul, MN - installed bicycle lockers for safety and protection from inclement weather.
3. CalTrans operates a highly successful bikes-on-board program. It is so popular that requests for more access are driving equipment purchase decisions, see http://www.caltrain.com/caltrain_bike_FAQs.html.
4. The new NJ Transit RiverLINE cars and Portland existing light rail system have places to hang one's bicycle while on board.
5. The Paris regional rail (RER) system accommodates travelers with bicycles by providing separate compartments for people with large baggage items, bicycles, baby carriages, etc.
6. The Boston commuter rail lines have fold-up benches at the ends of the cars, with wheelchair fasteners. Wheelchair users have precedence but bicycles and baby carriages may use this space when not completely full with wheelchair users. Bicycles are banned in the main commuting direction during peak hours.
7. In Sydney, Australia and Toronto, Canada, bi-level commuter trains include vestibules with open areas primarily used by bicyclists. (In the peak period, bicyclists are required to have two tickets -- one for the body and one for the bike.)
8. Many systems, including Chicago's CTA have implemented restrictions such that the bikes may not be brought on board during peak period, and during some special

events. CTA instructs bicyclists “If trains are crowded, the use of trains by cyclists may be restricted by the train operator as appropriate” and “if the train is too crowded, please wait for the next one.”

Parking

Demand Management

A primary objective of orienting development to transit is to reduce the volume of auto trips generated by its uses. Basic design features common to TOD, beyond transit proximity, that support this objective include:

- Dense, mixed-use development patterns that reduce distance between residences and trip generators and support shared parking supplies;
- Pedestrian-oriented streetscape; and
- Bicycle accessibility.

Urban design alone, however, will not maximize the potential for TOD to mitigate auto use. Implementing a comprehensive Transportation Demand Management (TDM) program can maximize and sustain trip reduction benefits offered by TOD. TDM initiatives can be divided into three groups:

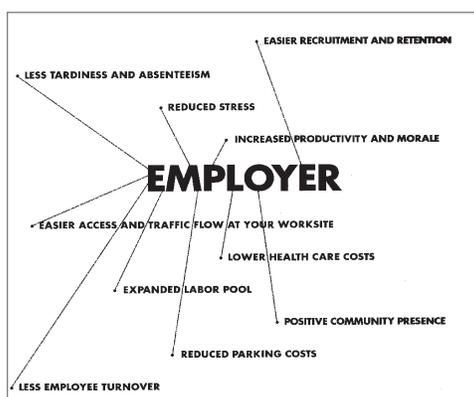
- Destination-Oriented TDM - focuses on supporting non-auto access at trip-generator locations;
- Origination-Oriented TDM - focuses on supporting non-auto trips at places of residence; and
- Universal TDM – measures that promote community-wide support for and awareness of alternatives to single-occupancy auto travel.



Map of Buildings with Indoor Bicycle Parking or Access (Courtesy Transportation Alternatives)



Indoor Bicycle Parking Racks in a Residential Building (Courtesy Transportation Alternatives)



Commuter Program Benefits Arlington, VA (Arlington Transportation Partners)

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Zipcar Parking
Arlington, VA
(Arlington Transportation Partners)



Shared Parking Conserves Space
(www.greenbuildings-
santamonica.org)



Destination-Based Demand Management

In general, employer-based TDM strategies tend to be the most effective means of reducing peak period auto trips and promoting transit use. For the Market Street and Frankford corridors, the focus of these strategies should be on the large employers drawing commuter trips (instead of commuters leaving the area, who are likely already using transit). Typical employer based TDM initiatives include:

- Providing a central bulletin board, display case, or use of internal e-mail systems or Web sites, to distribute commuter information;
- Reserving preferred parking spaces for carpools and vanpools;
- Implementing a formal telecommute program, or informally supporting telecommute through labor policies;
- Offering employees flextime, or compressed work week schedule options;
- Instituting a tax-free transit benefits program, either employer-sponsored or through pre-tax payroll deduction;
- Developing a commuting incentive program for those who carpool, bicycle, or walk to work. This can work especially well at health-care related facilities such as Frankford Hospital;
- Installing bicycle and/or shower facilities to encourage bicycle and pedestrian commuting;
- Providing employee/customer shuttles to local transit stations or other service areas;
- Initiating a “Guaranteed Ride Home”

program, where non-driving employees who work past normal shift hours are offered paid cab service home;

- Implementing a parking fee for solo drivers (for employers who previously offered free parking);
- Implementing a parking cash-out program, where a cash payment is offered to employees who opt out of employer-provided free parking;
- Offering free or reduced-price parking for carpools and vanpools (where a fee previously existed);
- Starting sponsored or subsidized vanpools;
- Implementing an Air Quality Action Days program where TDM initiatives are heavily promoted to employees; and
- Conducting regular employee transportation surveys to determine travel patterns and measure the effectiveness of the TDM programs.

Origination-Based Demand Management

Compared to standard residential developments, TOD housing tends to attract residents who own fewer cars and make more transit trips. Local transit access tends to figure prominently in the choice of TOD housing. TDM measures can support this, and further reduce residence-generated auto demand. Common resident-focused TDM measures include:

- Providing secure storage for bicycles, including guest bikes;
- Providing high bandwidth connections that support telecommuting;



Residential Permit Parking Sign



Multi-Space Parking Meter

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- Pedestrian-friendly design that encourages interaction and socialization between neighbors, and within the immediate community;
- Reducing parking supplies through In-Lieu Fee options, reduced parking requirements, or implementing maximum on-site parking limits; and
- Requiring developers to “un-bundle” parking costs from housing prices, charging for actual use rather than passing the cost onto all residents. This makes the cost of vehicle ownership more transparent, and offers savings to those who do not need parking.

Universal Demand Management Initiatives

Other TDM initiatives can be implemented to promote a community-wide multi-modal transportation culture. Such measures include:

- Commuter Assistance Kiosks providing alternative transportation information and space to post ride-sharing requests and offers;
- Providing free-meter parking for car-share vehicles; and
- Providing and maintaining convenient and secure bicycle storage.

Parking Management

Parking management is essential for maximizing the benefits of Transit Oriented Development, and is especially vital for providing an optimal environment for pedestrian mobility. There are three important goals for TOD parking management:

- Minimize on-site parking;

- Manage on-street utilization and turnover; and
- Prevent spillover.

Minimize On-Site Parking

TOD parking policy should begin by emphasizing provisions of on-site parking that reflect the fact that mixed-use development generates less parking demand than separate freestanding developments of similar size and character. Furthermore, the TOD environment, through its high-density, transit-supportive, and pedestrian-focused urban design, offers potential for decreased vehicle use and ownership. These factors justify seeking strategies for aggressively minimizing the use of development opportunity area for vehicle storage. Three of the most effective means for this are:

- Reducing or Eliminating Parking Requirements
- Implementing Payment Options In-Lieu of Parking Requirements
- Shared Parking

Reduce or Eliminate Parking Requirements

The reduction or elimination of minimum parking requirements for all land uses should be strongly considered in TOD districts. Such requirements increase site-based parking supplies, which in turn increase curb-cuts and pedestrian-auto conflict points. This makes it considerably more difficult to achieve dense, walkable development patterns. Zoning options for reducing parking in TOD areas include:

- A reduction of minimum parking requirements for residential and commercial developments;

- Elimination of parking requirements, leaving developers free to choose the appropriate level of parking;
- Establishing maximum parking limits for all developments;
- Including on-street parking as part of a development's parking supply for purposes of satisfying zoning requirements;
- Reducing minimum requirements when a development incorporates TDM practices such as shared parking arrangements, or transit-pass programs.
- Providing fees to support TDM policies and programs;
- Increasing control over parking facility design and location; and
- Supporting infill development in older urban corridors, where meeting standard on-site parking requirements is often infeasible.

Shared Parking

Shared parking is defined as “parking space that can be used to serve two or more individual land uses without conflict or encroachment.” Shared parking supplies are fundamentally more efficient than single use spaces, because each space can be occupied for more hours throughout the day, week, and year. Sharing parking also allows for reduced pedestrian-auto conflict points, by reducing parking access points, allowing for better pedestrian levels of service and increased development densities.

Shared parking opportunities are created by two basic conditions:

- Offsetting demand peaks among neighboring land uses; and
- Complementary land uses that generate multiple-destination visits to a single area.

Park and Ride lots, for example, can be shared with nearby movie theaters and restaurants. Transit riders use the parking on weekdays, while others use it on evenings and weekends. Another example is a space that may be used by patrons that dine out at a local restaurant before attending a nearby play.

Shared Parking can be supported by centralizing parking supplies. Privately controlled

In-Lieu Fees

Allowing developers to pay a fee “in-lieu” of meeting the standard requirements can be a highly effective means of minimizing on-site parking in TOD districts, especially in space-constrained older urban areas. A fixed base-fee, typically set well below the construction cost of one parking space, can be collected for each zoning-mandated space left unbuilt. This provides a financial incentive to eliminate, or minimize, on-site parking for development projects.

Collected fees can be pooled to construct parking as necessary. This parking is by default shared-parking, as it is tied to no specific land use and is controlled publicly. This policy works especially well where a local civic association is available to administer the collected funds and return them to local benefit.

Providing an In-Lieu Fee option can reduce the impact of parking and traffic in TOD areas by:

- Increasing off-street efficiency by matching supply to demand on a district-wide, rather than a site by site, basis;

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on-site supplies can be shared as well through agreements arranged informally among local businesses, or brokered by a local parking authority or civic association.

These three parking best practices are mutually supportive and maximize each other's benefits. For example, where In-Lieu fees are used to construct central supplies of shareable parking, reduced parking minimums work all the more effectively by reducing demand for on-site supply.

Manage On-Street Utilization and Turnover

Ideal utilization of on-street parking leaves about 15 percent of curb space vacant at all times. This is generally enough vacancy for parking to "feel" available and not discourage the short-term trips upon which many businesses depend. The traditional approach to encouraging effective turnover is to impose time limits for high-demand spaces. This however has proven difficult or expensive to enforce, especially where meter rates compare favorably with long-term off-street prices.

Pricing is a tool that has been gaining a lot of attention lately for its potential to manage occupancy and turnover for on-street parking, and is an option that holds particular benefit for TOD.

Technology, most notably computerized multiple-space meters, has added important flexibility to this option, by allowing meters to charge "market" rates that track demand levels throughout the day and week. This technology also improves customer convenience, for example through accepting credit cards or refunding charges for unused time.

Flexible and effective pricing of on-street park-

ing is especially beneficial to local businesses that depend on high turnover rates to maintain front-door access for their customers.

If cities charge the right price for curb parking, they can do away with time limits. Prices alone can maintain curb vacancies and create turnover. Prices can vary frequently enough to avoid chronic overcrowding or underuse. These prices can be reviewed periodically to examine whether they are producing the target occupancy rate. Prices will typically vary by time of day (e.g. lower evening rates) and location (e.g. lower rates on side streets or less intense commercial frontages).

Effective pricing can preserve availability even during peak hours, and fill spaces that would otherwise be vacant during off-peak times. It can maintain optimal turnover at spaces that provide front-door access to local shops and services. It also can reduce "search" traffic generated by over-occupied free-to-cheap on-street supplies. This is an important benefit for maintaining the primacy of pedestrians and multi-modal accessibility in TOD districts.

Prevent Spillover

Effective TOD parking management does not mean adjacent neighborhoods need to be affected by spillover parking demand. These problems can be addressed through thoughtful implementation of Residential Permit Parking or Parking Benefit District programs. This is true regardless of whether parking demand is generated by rail stations or commercial centers.

Residential Permit Parking (RPP)

Residential Permit Parking programs are becoming an increasingly standard practice in urban areas, as cities move away from

traditional separation of uses, and residents are moved ever closer to visitor-parking generators. These programs preserve on-street spaces for permit-holders to allow residents better opportunity of finding on-street parking near their homes. Such programs have generally been very effective in meeting this goal.

The proliferation of programs across the U.S. and abroad provide a wide range of best practices that have been effective in catering programs to the local needs and concerns of residents. RPP programs in TOD districts should make full use of this resource by designing a program that most effectively addresses local constraints and opportunities.

While RPP programs have proven a highly effective tool in protecting against parking demand spilling over into residential neighborhoods, they have often overreached in this direction, leaving on-street spaces idle while visitors circle commercial blocks in search of spaces. One solution that is emerging as an effective remedy to this is the creation of Parking Benefit Districts.

Parking Benefit Districts

A Parking Benefit District differs from traditional RPP in two important ways. First, while residents continue to use permits to park free of meter charges on RPP-designated streets, non-residents may access the same spaces by purchasing daytime-only permits or paying at meters. Second, all on-street parking revenues collected in the district are used to fund local public services and improvements. Meter fees can be adjusted, using computerized multi-space meters, to maintain ideal occupancy rates throughout the district, and to free up RPP-designated spaces during resident

demand peaks.

Advantages of Parking Benefit Districts over traditional RPP include:

- Expanded parking opportunities for non-residents;
- More efficient use of on-street supply;
- Funding for local improvements and services; and
- Simplified/expanded visitor parking options for residential guests and resident users of car-rentals/sharing.

Examples & Resources:

1. Ventura, California - The town recently developed the “Downtown Ventura Specific Plan” which outlines a series of recommendations for managing parking demand in mixed-use districts including:

- Pursue a “Park Once” Strategy
- Create a Commercial Parking Benefit District
- Invest Meter Revenues in Transportation Demand Management Programs
- Provide Universal Transit Passes
- Require Parking Cash Out
- Create a Residential Parking Benefit District
- “Unbundle” Parking Costs
- Establish a Carsharing Program
- Reduce and then Remove Minimum Parking Requirements
- Reroute Bus Service from Main St. to Santa Clara St.
- New Parking Garage when Needed

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2. Seattle, Washington - The City's "South Lake Union On-Street Parking Plan" recommends the elimination of time limits and proposes to charge hourly market rates for most on-street parking. Rates will be set and adjusted using market-rate pricing to ensure that an average of one space on every block is available at all times. Additionally, a residential parking zone would be established to provide a minimum amount of exclusive parking for neighborhood residents.

FEEDER TRANSIT

Beyond the primary transit service of a transit-oriented development, connectivity to feeder transit services is also important. These services encourage development of the TOD as a hub, and provide a focal point where services can locate and take advantage of high daily pedestrian volumes. The following practices are recommended to maximize the advantages of feeder services on the development of the TOD community.

Interservice connectivity

Effective feeder service must connect the TOD to other areas where people want to go. Feeder service should be concentrated on areas that do not provide the same services as within the TOD, so that travelers come to utilize not only the transit, but the businesses that aren't available to them.

Interservice coordination

Scheduled transfers between modes should include sufficient time for travelers to connect without having to run. Peak period service should be frequent enough so missing a connection does not require a long wait. Off-peak service should include timed transfers between multiple operators to allow TOD

developments to function as hubs.

Interservice information exchange

The key to modal connectivity is providing information that draws on all transit services, so riders do not know or even care which service will take them where they want to go. So riders can perceive all transit as one linked system, comprehensive information should be provided at transit transfer points. This information should include schedules, maps, service bulletins and real-time information about all routes accessed from that station, as well as schedule, maps, and key service bulletins about all routes that can be connected to from the routes at that station. In this way, travelers can plan their trip at their origin, instead of making forced decisions mid-trip.

Examples & Resources:

1. Bay Area Rapid Transit coordinates schedules at many rail stations with connecting feeder transit services. One example is at the Pittsburg/Bay Point Station, 38 BART trains in each direction on each weekday are met by Tri-Delta Transit's Route 300. Transfer times range from 2 minutes (during early morning hours when travelers tend to stop less and few stores are open) to 13 minutes during the afternoon when travelers are more willing to stop and patronize stores.

- http://www.trideltatransit.com/top.aspx?p=bart.aspx&ch=top_home_rider_alert.gif&rout=300
- http://www.bart.gov/stations/schedules/lineSchedules_ROUTE1_WD.asp

INNOVATIVE FARE COLLECTION SYSTEMS

Unless transit service is provided free of charge, each operation requires a fare collection system. However, it is imperative that the fare collection system not impede customer use of the system, or cost so much to implement that it significantly detracts from the operating budget. The following presents two innovative fare collection systems recently implemented in cities across the country and the world.

Smart Cards

Washington D.C.'s regional transit system (WMATA Metrorail and Metrobus) has implemented the SmarTrip: a permanent, rechargeable farecard. SmarTrip is a plastic-like credit card embedded with a special computer chip that keeps track of the value of the card. WMATA has installed SmarTrip fareboxes at all Metrorail stations and on all Metrobuses, which speeds transfers and increases passenger convenience. Additional benefits of using SmarTrip include:

- Using SmarTrip is easy and fast. Instead of inserting a farecard through the Metrorail faregate slot, you simply touch the SmarTrip card to the circular target panels on top of or inside station faregates. Likewise, you can tap the SmarTrip farebox on Metrobus to pay your fare with SmarTrip.
- Travelers may add up to \$300 in Metro value on a SmarTrip card, so it can last a long time between charging.
- If a card is lost, the traveler does not lose the fare balance. For a \$5 fee to replace the card itself, WMATA will issue a new

SmarTrip card with the value on the card at the time they are notified it was lost.

- Metro and Citi® have teamed up to bring you the Citi® Platinum Select® SmarTrip® MasterCard®, a Metro SmarTrip card and a Citi credit card (with no annual fee) in one.
- Effective June 28, 2004, SmarTrip is the only form of payment accepted at Metro-operated parking lots.

Boulder, CO's version of the SmarTrip card offers additional options. Their Eco Pass allows employers, neighborhood associations, and even certain age groups to buy discounted bus passes. Adding Eco Pass options to SmarTrip is a great way to encourage people to ride instead of driving. Research has shown once Neighborhood Eco passes are distributed, bus ridership increases by 50 percent. Almost all employees in Boulder, as well as all residents of several neighborhoods, get free transit passes purchased in bulk by their employer, their business association or through a special tax district voted upon by neighborhood residents. As a result, Boulder's transit ridership is higher than any community of its density in the country, despite the absence of rail service.

Proof-of-Payment

Proof-of-payment is a fare collection approach used on many public transportation systems. Instead of checking each passenger as they enter a fare control zone, proof-of-payment requires that each passenger carry a ticket or pass proving that they have paid the fare. Ticket controller or conductors make periodic checks to deter fare evasion. On many systems, a passenger can purchase a single use

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ticket or multi-use pass at any time in advance, but must insert the ticket or pass into a validation machine before use. Validation machines are located at or near the platform or boarding area and time stamp the ticket. The ticket is then valid for some period of time after the stamped time. This system can be found in the Berlin Metro and the Hudson/Bergen Light Rail.

Examples & Resources:

- <http://www.wmata.com/riding/smartrip.cfm>
- http://www.ci.boulder.co.us/goboulder/html/transit/eco_pass/index.html
- Boulder TDM Toolkit, UrbanTrans Consultant, Inc. for City of Boulder, 2003.
- <http://www.berlin-u-bahn.de/>
- http://www.mylightrail.com/index.php?option=com_content&task=view&id=13&Itemid=60

3. Best Practices - Implementing TOD

Background

Transit-oriented development in the two corridors will require creative use of public and private sources of funds to “jump-start” the development process. Resources that should be explored include special financing, public sector loan and grant programs, and public/private partnerships to revitalize the corridors and develop projects. The sections that follow present techniques that can be used to finance the types of development that are envisioned. Included are the following:

- A description of successful techniques that have been used to foster and encourage development in transit-oriented retail corridors.
- Public financing techniques that might be used for development and redevelopment projects in the two corridors.
- A discussion of public/private partnerships.
- A description of some potential funding programs that might be tapped, for different types of development.

Successful Techniques to Enhance Development around Transit Stations

Public officials and other stakeholders have found techniques that can be used to posi-

tion development priorities for funding.

Procedures that have demonstrated success in generating support for TOD projects and the funds to implement them have involved the following steps.

1. *Engage in a planning process that produces a vision for the future.* The Urban Land Institute publication, “Ten Principles for Successful Development around Transit,” states that the first principle is, “Make it better with a vision”. Further, the vision should be oriented toward the future, but grounded in reality. It should be stakeholder centered, collaborative, and educational. It should be focused on implementation, and it should be flexible. The present planning process for the West Market and Frankford Avenue corridors is a good first step in a process that can result in a vision for the future.

2. *Designate a leader and establish the organizational capacity to carry out development projects.* Successful communities and community-based organizations have had leaders who have assumed responsibility for the development that is envisioned. The leader, in turn, typically identifies funding resources to commit costs and help build consensus among a broad base of constituents. In some communities to pay start-up costs early on the

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leader has been an elected official. In others, the leader has come from a chamber of commerce, business group, community group or economic development organization. Many development-related publications speak of the importance of having a *champion* for every project with the vision and commitment to see it through. Each corridor needs to identify a leader.

A leader also must establish priorities and make difficult decisions about allocations of time and money. Large-scale development projects are likely to be needed in the corridors to provide a “critical mass” of development for visible change, and such projects will consume more than their fair share of resources. A leader must be able to build the support necessary to implement one project before another.

3. *Identify priorities and establish “next steps”.*

TOD and other more complex development projects are carried out through an orderly progression of steps. There must be consensus about what is to be done, and planning is needed to map out each step that is required to obtain the development that is envisioned. For example, if the problem is a shortage of parking, there must be agreement that there is a problem and that it should be addressed by developing a parking garage. If a surface parking lot is to be moved to make way for development of the garage, it will be necessary to focus initially on identifying an alternative location and arranging to use it on an interim or permanent basis. Since funding programs may have annual funding cycles, it will be important to monitor fund availability and consider the time that will be required to prepare a winning application. A detailed

flow chart with a time line and all steps in the process is a very critical tool.

4. *Assign responsibility for each step.* It is not enough to reach agreement about what must be done. Assignments must be made, and they must be accepted. For example, if a location for a new parking lot must be identified, there must be an assignment of responsibility for finding that location, and it must be accepted. The scope of the assignment must be clear. In the parking lot example, the scope would include the size of parcel needed, guidance about distance from the station, local officials and Realtors to contact regarding availability, and site control options (purchase vs. lease), and cost/payment parameters. If funds must be obtained to pay for property acquisition or lease, responsibility must be assigned for identifying and securing the required money by the time it is needed.

5. *Commit to leveraging available funds.* The concept of leveraging involves using some money that may be available as matching funds to attract other funding for a development project. When funds are leveraged, a smaller amount of money is used to attract other funds – often, two or three times the original amount. For example, local funds may be used as a 50 percent “local match”, for a federal or state funding program. Similarly, banks often will work with local officials to create a loan pool that uses some public sector funding to leverage for a larger pool of money that can be used to finance rehabilitation or small business loans. In addition, parking authorities have used their investment in existing structures as collateral for an additional parking structure. Without leveraging, there may not be sufficient funds to cover all de-

velopment costs; leveraging funds from other sources may address the problem. In leveraging, the City of Philadelphia can use Community Development Block Grant funds as its local match for most other state and federal funding programs.

6. *Consider how funds can be used.* Loan and grant programs typically can pay for some development costs, and not for others. For example, programs involving reconstruction of streets may not pay for street trees; conversely, programs providing grants for street trees may not cover any other costs. In seeking funds for development projects, it is important to consider all potential funding sources, but to reserve those with the greatest funding flexibility (including local funds) to fill gaps that cannot be funded out of other, more restricted loan and grant programs.

Similarly, it is always easier to raise money to build a new development than to raise money each year to pay operating expenses. Unless a dedicated, ongoing source of money is available for operating expenses (e.g., utilities, maintenance and cleaning, insurance, salaries), a new development should generate sufficient revenue to pay these types of expenses. Raising funds every year is a time-consuming process, and it may not always be successful which often leads to deficient management of the asset.

7. *Rely on private funding sources to the extent possible.* Funds to pay for infrastructure and related improvements, along with public sector loan and grant funds are always in short supply in relation to overall demand. At the same time, virtually all development projects have some potential to generate an increment of private investment for some costs, and it is

important to look for this potential in every project. For example, providing retail space on the first floor of a parking garage may generate income from tenants; building residential units on air rights over parking garages can produce land or air rights lease revenue or even land sale revenue. Bringing some funds from the private sector into a project will make public sector funds go further.

8. *Capitalize on the value in publicly owned land.* Land and air rights can be leased to produce income that can escalate over time. Land can be sold to generate revenue to pay for public infrastructure and parking garages. The Washington Metropolitan Area Transit Authority (WMATA) has been very successful in capitalizing on the value of land holdings to generate transit-related development. Successful TOD, in turn, has increased the value of publicly owned land located in station areas.

9. *Emphasize public/private partnerships.* The formation of public/private partnerships exposes transit-related projects to market forces while also generating private investment. Involving private developers early in the development process brings added reality to shape developments that will meet the needs of long-term private sector users. When there are public/private partnerships, some development-related costs can be covered in private loan financing. Public/private partnerships also place responsibility for ongoing property management with people who specialize in managing real estate.

10. *Account for funding, and show visible results.* It is essential to track and account for all of the funding that is provided for a development project. Agencies and organizations go to the head of the line on the next

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funding request when they spend loan and grant funds in ways that are consistent with applicable rules and regulations, and within the established time frame. Similarly, successful development projects will change the landscape and the overall appearance of an area, and they should be publicized widely through marketing and outreach. Funders want to invest in successful projects; project leaders should get reprints of newspaper and magazine articles and send them to the agencies that provided financial assistance. Tracking project outcomes will also enable project leaders to demonstrate success stories to funding agencies.

Financing Programs and Funding Sources

New project initiatives in the two corridors are likely to involve small-scale developments, as well as improvements to buildings and infrastructure that can enhance each corridor's attractiveness as a place for businesses and pedestrian-oriented activity. Appropriate development would include commercial, residential, and mixed-use developments. Where there are opportunities for larger scale developments, public-private partnerships should be pursued with experienced, well capitalized real estate organizations.

There is no single program or funding source to be tapped for development projects in transit corridors. Rather, the process is one through which stakeholders determine the course of action that is to be pursued and marshal resources that can be made available under a range of different programs. The most important consideration is to explore a range of potential leads and sources and to assistance mechanisms that offer the most

suitable funding to meet the needs that are a priority.

The discussion of potential funding sources that follows is not intended to be inclusive. Rather, the suggestions that are offered reflect some of the thoughts about funding initiatives that might be worthwhile, based on the consultants' own analysis of markets and potential.

Main Street Program

The Frankford CDC participates in the National Main Street Program, but there is no active Main Street program in the West Market Street corridor. Active participation in the Main Street Program provides access to training and community organizing programs along with the ability to tap the expertise of other Main Street programs throughout the U.S. The Pennsylvania Department of Community and Economic Development (DCED) provides funding for a portion of administrative costs over a five-year period and also funds the Downtown Reinvestment and Anchor Building components. All require matching grants. The Main Street designation – and active participation – helps stakeholders to address problems in a concerted way that also hinges on broad-based community participation and involvement. Often, a Main Street program will provide opportunities for capacity-building that can be used later in establishing and successfully administering a special services district. Information about the National Trust's Main Street Center is available at www.mainstreet.org. The guidelines for the Pennsylvania program are on the DCED web site (www.newpa.com).

Assistance for Small Businesses

Development Activity

Commercial spaces in the target area are small in size, and are likely to be best suited for occupancy by small businesses. These businesses can be very vulnerable, and failure rates are very high. An often-quoted statistic is that only 20 percent of small businesses actually survive. A number of organizations in Philadelphia provide a range of technical assistance programs that can be tapped to help small businesses and business start-ups. Most notable are the programs that are offered by Small Business Development Centers (SBDCs) in the City, which are at Temple University (215,204.7282; web address: www.sbm.temple.edu/sbdc) and The Wharton School of the University of Pennsylvania (215.898.4861; web address: www.whartonsbdc.wharton.upenn.edu). These organizations sponsor a range of training programs to assist small businesses to understand how to establish and run their businesses. SBDCs also may be aware of entrepreneurs who have completed training courses and are seeking space for a new business venture.

Funding for small commercial businesses in Philadelphia is provided by the Philadelphia Commercial Development Corporation (PCDC), and portions of both corridors are designated Neighborhood Commercial Revitalization Areas: Frankford Avenue between Pratt and Bridge Street; 40th and Market Street; 52nd and Market Street; and 60th and Market Street. All of the Market Street revitalization areas are along the cross streets. This is, however, a reflection of Market Street's current weakness as a commercial corridor. Emphasis on commercial revitalization could help to strengthen these areas, including

nearby properties fronting on Market Street. Concentrated activity at these nodes could generate sufficient "critical mass" to become self-sustaining, especially near transit stations. PCDC also has a Small Business Support Center that helps businesses. Other PCDC programs include:

- A Commercial Property Acquisition Grant Program to non-profit corporations working in designated Neighborhood Commercial Revitalization Areas.
- Business loan programs that include the Small Business Revolving Loan Fund, the Comcast Loan Fund, and several other loan programs.
- Acting as an Area Loan Organization of the Pennsylvania Department of Community and Economic Development, meaning that the organization processes and services loan applications under Commonwealth programs including: Small Business First Loan Program, Community Economic Development Loan Program, and the Pennsylvania Minority Business Development Authority Loan Program.

New Markets Tax Credits

The U.S. Treasury Department's Community Development Financial Institutions Fund has authority to allocate a total of \$15 billion of tax credits to Community Development Entities (CDEs) between 2002 and 2007. Investors in CDEs receive tax credits during a seven-year period. The investment proceeds that are received by the CDE in exchange for the tax credits are used to provide loans and equity investments to eligible businesses, to

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provide financial counseling and other services to eligible businesses. A wide range of businesses including nonresidential real estate and nonprofit businesses is eligible. A number of CDEs in Philadelphia have been certified and have received allocations of tax credits. One of the largest recipients is The Reinvestment Fund, although banks and credit unions active in Philadelphia also have established CDEs and have received tax credit allocations. Guidelines for programs and descriptions of different funds may be found at www.occ.treas.gov/Cdd/cdresourcedir.htm.

Historic Preservation Tax Credits

These tax credits have been a very powerful stimulus for investments in rehabilitations of historic properties. Developers can receive and pass historic tax credits to others, and the credits can reduce federal income taxes, a powerful incentive for the preservation of historic buildings. The Preservation Alliance for Greater Philadelphia provides technical assistance and educational materials; the telephone number is 215.546.1146; the web site is www.preservationalliance.com.

Tax-Increment Financing (TIF) and Other Special Financing Programs

TIF usually involves issuing tax-exempt obligations to finance public infrastructure, a redevelopment project, or a range of redevelopment-related activities. In Pennsylvania, TIF is authorized as part of the redevelopment legislation, and activities that are financed with TIF proceeds are repaid from property taxes during the term of the obligation. Tax-increment debt is repaid using the increment of taxes above the base payment that was attributed to the property or area before rede-

velopment. Thus, the property taxes collected on a deteriorated structure on a well-located parcel would be frozen at the base level, and the increment of additional taxes associated with the new uses of the property would be used to finance project-related infrastructure or other eligible development costs. The tax increment (or a portion of the increment) is committed for payment of the debt service during the term of the obligation. A TIF was used for part of the financing of a parking garage at 12th and Filbert Streets in the City of Philadelphia that is owned by Parkway Corporation. If a site for development of structured parking becomes available in or near the target area, a TIF could be used to help with the financing. Tax-increment financing projects have been handled by the Philadelphia Industrial Development Corporation (PIDC), and they have involved a range of commercial and retail developments in addition to parking.

In addition to TIF, PIDC also administers loan programs that can provide assistance for development projects, as well as tax-exempt bond financing for development projects at below market rates of interest. PIDC's main telephone number is 215.496.8020; more detailed information about specific programs is available at their web site: www.pidc-pa.org.

Funding for Infrastructure Improvements

Infrastructure funding typically is considered to be within the purview of city government, especially when it is associated with city streets, sidewalks, streetlights, and related items. An alternative has been to use transportation funds from the Federal Government that are made available through formula grants and also through discretionary funding

programs. Projects in urban areas must be based on a transportation planning process carried out by the Metropolitan Planning Organization (MPO) in cooperation with the State and transit operators, and the projects must be included in metropolitan plans and programs.

For Philadelphia, funds generally flow through the Pennsylvania Department of Transportation (PENNDOT), and the applicable MPO is the Delaware Valley Regional Planning Commission (DVRPC). It is important to work with local officials and DVRPC to have priority projects included in DVRPC's Transportation Improvement Program (TIP), which can include the costs for infrastructure improvements that are transportation enhancements. In Chicago, for example, funds, which were made available through one of the discretionary programs, were used to help build a grocery store at a Green Line transit station. Information about funding for transportation projects is provided on the DVRPC web site, www.dvrpc.org/transportation.htm or by calling transportation planners at 215.238.2803.

Other sources of funding for infrastructure-related improvements have included Community Development Block Grant (CDBG) funding through the City and programs of the DCED, which has perfected a single application process. Some DCED programs are available to government agencies and entities, while non-profit organizations can apply for other programs. The DCED web site is very user-friendly, and it provides both program summaries and detailed descriptions; the web site is www.newpa.com. The following infrastructure programs could be particularly useful

to stakeholders:

- Community Revitalization Program (CRP), which is available to municipalities and non-profits and funds construction and rehabilitation of infrastructure, building rehabilitation, acquisition and demolition of structures, land acquisition, and a range of quality of life-related activities.
- Urban Development Program, which provides small grants for urban development and improvement projects also to municipalities and non-profits.
- Business in Our Sites Program, which can help a range of applicants including private developers with site development "patient money" for sites that can be used by businesses.

Not to be overlooked are efforts by the Pennsylvania Horticultural Society to address problems with vacant lots in Philadelphia neighborhoods. The Horticultural Society has been active in assisting with the greening of vacant lots and streetscapes in Philadelphia neighborhoods, often transforming very blighted, littered lots into community assets. The Horticultural Society also has programs which address landscaping gateways to various neighborhoods in the City for which Frankford Avenue could qualify.

Funding for Residential Development

There are sites in both corridors that could be appropriately used for residential development, or that might include a residential component as part of a mixed-use development. While some locations that are adjacent to the El would have noise and vibration

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issues, others could be suitable for multifamily residential development through new construction or adaptive reuse. Residential developments that enjoy convenient transit access have appeal to young people and also to seniors. Programs of the Pennsylvania Housing Finance Agency (PHFA) provide below-market financing, Low-Income Housing Tax Credits, and partial financing for a range of rental and sales housing development. Funding for senior housing that serves extremely low-income people is provided to non-profit sponsors by the Department of Housing and Urban Development.

Public/Private Development of TOD Projects

With the exception of freestanding parking structures to serve transit users, most TOD initiatives have involved participation by private developers and the structuring of public/private development projects. Obtaining this type of participation is, of course, contingent on evidence of market support for new uses that are being proposed. Experience with TOD in other areas of the country (for example Atlanta, Miami, San Francisco, and Chicago) has demonstrated that TOD works well in areas with good markets for real estate and near transit stations in these metropolitan areas where there is market support for development or redevelopment.

When public/private partnerships are formed to develop TOD projects, real estate development and ownership responsibility is placed with private sector developers whose business expertise is constructing and managing real estate. Developers usually will have a financial stake in the development, even if it is only

“sweat equity” in the form of contributed fees along with development and financing risk. Experience in other cities has demonstrated that redevelopment around transit stations typically must have subsidies to get started.

Public contributions to transit-oriented development take many forms. An article on transit-oriented development in the July 1996 issue of *Urban Land* noted, “(T)he public sector must “provide a policy framework for transit-oriented development, including zoning that supports or allows higher-density development near stations”. A policy framework for transit-oriented development is reported to have helped with a recently completed TOD project in South Orange, New Jersey, called Gaslight Commons. This 200-unit residential development, which has an impressive range of amenities and services, is comprised of two four-story buildings that were constructed on a 4.7-acre site. The project was developed by LCOR Inc. near New Jersey Transit’s Sloan Street Station on a site formerly occupied by a car dealership. The developer and the City received State of New Jersey assistance for the project.

In addition to public policy and zoning, other contributions from the public sector may include assistance in obtaining public support for a TOD project, providing access to special financing programs such as TIF that might not otherwise be available to a developer, and support from public sector grant programs for a range of infrastructure and related uses. Moreover, the public sector can be the source of sites for public/private development projects because vacant and abandoned properties often will have tax or other liens.

Appendix

B - Market Conditions Tables

1. Household Lifestyle Characteristics

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Table B-1			
Retailers by Type, Number of Employees and Sales			
Frankford Avenue Primary Trade Area			
	<u>Number of</u>	<u>Number of</u>	<u>Estimated</u>
	<u>Establishments</u>	<u>Employees</u>	<u>Annual Sales</u>
Apparel and Accessory Stores	12	44	\$5,000,000
Men's and Boy's Clothing	3	14	\$2,000,000
Women's Clothing	1	2	NAV
Women's Accessories and Specialty	0	0	\$0
Children's and Infant Wear	0	0	\$0
Family Clothing	3	11	\$1,000,000
Shoe Stores	1	9	\$1,000,000
Miscellaneous Apparel and Accessories	4	8	\$1,000,000
Toys and Games	4	8	\$1,000,000
Gift / Novelty / Souvenir	1	1	NAV
Luggage/Leather Goods	0	0	\$0
Auto Dealers and Service Stations	31	112	\$24,000,000
Auto Repair, Service and Parking	47	134	\$9,000,000
Book Stores	3	30	\$2,000,000
Stationery Stores	0	0	\$0
Building Material and Garden Supply	11	48	\$8,000,000
Engineering and Management Services	4	90	\$9,000,000
Business Services	27	293	\$35,000,000
Communication	2	9	\$1,000,000
Drug Stores	4	42	\$5,000,000
Liquor Stores	3	13	\$1,000,000
Educational Services	22	838	\$84,000,000
Motion Picture Theaters	1	14	NAV
Video Tape Rental	0	0	\$0
Bowling Centers	0	0	\$0
Commercial Sports	0	0	\$0
Physical Fitness	0	0	\$0
Coin-Op Amusement	0	0	\$0
Depository Institutions	14	84	\$21,000,000
Feed Stores	35	240	\$41,000,000
Grocery Stores	29	177	\$30,000,000
Meat and Fish Markets	1	3	\$1,000,000
Fruit and Vegetable Market	0	0	\$0
Candy Nut and Confectionary Stores	0	0	\$0
Dairy Product Stores	0	0	\$0
Retail Bakeries	0	0	\$0
Miscellaneous Food Stores	5	40	\$11,000,000
Furniture and Fixtures	4	13	\$2,000,000
General Merchandise Stores	13	554	\$58,000,000
Home Furniture / Furnishings and Equipment	17	141	\$18,000,000
Health Services	52	1,072	\$7,000,000
Insurance Carriers	1	2	\$1,000,000
Leather and Leather Products	0	0	\$0
Legal Services	4	19	\$4,000,000
Printing and Publishing	4	44	\$3,000,000
Membership Organizations	57	351	\$19,000,000
Real Estate	14	71	\$10,000,000
Hotels and Other Lodging	0	0	\$0
Sporting Goods and Bicycle Shops	4	15	\$1,000,000
Hobby Toy and Games	3	12	\$1,000,000
Camera and Photography	1	1	NAV
Sewing Needlework and Piece Goods	1	8	NAV
Miscellaneous Repair Services	14	47	\$4,000,000
Eating Places	59	402	\$30,000,000
Drinking Places	9	34	\$2,000,000
Transportation Services	2	23	\$3,000,000
Travel Agencies	1	5	\$2,000,000
Used Merchandise Stores	4	27	\$2,000,000
Antique Stores	1	2	NAV
Veterinary Services	3	7	NAV
Animal Services	1	2	NAV
Dog Grooming	1	2	NAV
Retail Stores Not Elsewhere Classified	13	53	\$8,000,000

SOURCES: US Bureau of the Census; Claritas, Inc.; Real Source Strategies, Inc.

Table B-2
2005 Opportunity Gaps - Retail Stores
Frankford Avenue Primary Trade Area

	Demand- Consumer Expenditures	Supply- Retail Sales	Opportunity Gap / Surplus
Total Retail Sales	346,327,393	237,137,908	109,189,485
Motor Vehicle and Parts Dealers	51,153,086	48,067,061	3,086,025
Automotive Dealers	41,750,767	40,031,258	1,719,509
Other Motor Vehicle Dealers	3,687,006	6,322,701	(2,635,695)
Automotive Parts/Accesss, Tire Stores	5,715,313	1,713,102	4,002,211
Furniture and Home Furnishings Stores	7,364,285	10,965,483	(3,601,198)
Furniture Stores	4,085,179	1,278,932	2,806,247
Home Furnishing Stores	3,279,106	9,686,551	(6,407,445)
Electronics and Appliance Stores	6,761,260	1,896,747	4,864,513
Appliances, TVs, Electronics Stores	4,476,499	1,757,537	2,718,962
Household Appliance Stores	866,620	1,071,827	(205,207)
Radio, Television, Electronics Stores	3,609,879	685,710	2,924,169
Computer and Software Stores	2,019,119	0	2,019,119
Camera and Photographic Equipment Stores	265,642	139,210	126,432
Building Material, Garden Equip Stores	34,417,448	4,197,875	30,219,573
Building Material and Supply Dealers	31,221,658	4,197,875	27,023,783
Home Centers	12,167,935	0	12,167,935
Paint and Wallpaper Stores	484,549	0	484,549
Hardware Stores	2,189,118	475,702	1,713,416
Other Building Materials Dealers	16,380,056	3,722,173	12,657,883
Building Materials, Lumberyards	5,121,177	1,289,302	3,831,875
Lawn, Garden Equipment, Supplies Stores	3,195,790	0	3,195,790
Outdoor Power Equipment Stores	497,076	0	497,076
Nursery and Garden Centers	2,698,714	0	2,698,714
Food and Beverage Stores	55,047,540	48,909,537	6,138,003
Grocery Stores	45,877,909	41,299,998	4,577,911
Supermarkets, Grocery (Ex Conv) Stores	43,885,357	37,547,324	6,338,033
Convenience Stores	1,992,552	3,752,674	(1,760,122)
Specialty Food Stores	6,947,348	2,196,222	4,751,126
Beer, Wine and Liquor Stores	2,222,283	5,413,317	(3,191,034)
Health and Personal Care Stores	17,021,464	15,705,926	1,315,538
Pharmacies and Drug Stores	14,174,477	14,479,769	(305,292)
Cosmetics, Beauty Supplies, Perfume Stores	674,687	458,191	216,496
Optical Goods Stores	865,738	636,178	229,560
Other Health and Personal Care Stores	1,306,562	131,788	1,174,774

SOURCES: US Bureau of the Census; Claritas, Inc.; Real Estate Strategies, Inc.

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Table B-2 (contd)			
2005 Opportunity Gaps - Retail Stores			
Frankford Avenue Primary Trade Area			
	Demand- Consumer Expenditures	Supply- Retail Sales	Opportunity Gap / Surplus
Gasoline Stations	32,150,134	5,912,996	26,237,138
Gasoline Stations With Conv Stores	20,981,389	0	20,981,389
Other Gasoline Stations	11,168,745	5,912,996	5,255,749
Clothing and Clothing Accessories Stores	16,630,602	6,709,676	9,920,926
Clothing Stores	12,382,287	3,691,476	8,690,811
Men's Clothing Stores	1,348,634	1,935,307	(586,673)
Women's Clothing Stores	3,573,324	495,078	3,078,246
Children, Infants Clothing Stores	757,816	0	757,816
Family Clothing Stores	5,537,872	868,708	4,669,164
Clothing Accessories Stores	245,434	51,400	194,034
Other Clothing Stores	919,207	340,983	578,224
Shoe Stores	2,603,262	2,064,986	538,276
Jewelry, Luggage, Leather Goods Stores	1,645,053	953,214	691,839
Jewelry Stores	1,532,775	953,214	579,561
Luggage and Leather Goods Stores	112,278	0	112,278
Sporting Goods, Hobby, Book, Music Stores	5,744,403	5,095,966	648,437
Sporting Goods, Hobby, Musical Inst Stores	3,811,028	3,760,761	50,267
Sporting Goods Stores	1,835,264	825,616	1,009,648
Hobby, Toys and Games Stores	1,377,851	1,824,794	(446,943)
Sew/Needlework/Piece Goods Stores	282,307	321,222	(38,915)
Musical Instrument and Supplies Stores	315,606	789,129	(473,523)
Book, Periodical and Music Stores	1,933,375	1,335,205	598,170
Book Stores and News Dealers	1,200,941	1,069,313	131,628
Book Stores	1,090,020	1,069,313	20,707
News Dealers and Newsstands	110,921	0	110,921
Pre-recorded Tapes, CDs, Record Stores	732,434	265,892	466,542
General Merchandise Stores	45,327,396	30,590,436	14,736,960
Department Stores	29,895,951	10,337,575	19,558,376
Other General Merchandise Stores	15,431,445	20,252,861	(4,821,416)
Warehouse Clubs and Super Stores	10,511,445	10,497,291	14,154
All Other General Merchandise Stores	4,920,000	9,755,570	(4,835,570)
Miscellaneous Store Retailers	8,337,898	1,528,286	6,809,612
Florists	1,015,298	116,014	899,284
Office Supplies, Stationery, Gift Stores	3,323,989	370,312	2,953,677
Office Supplies and Stationery Stores	1,410,868	320,810	1,090,058
Gift, Novelty and Souvenir Stores	1,913,121	49,502	1,863,619
Used Merchandise Stores	854,845	1,039,166	(184,321)
Other Miscellaneous Store Retailers	3,143,766	2,794	3,140,972

SOURCES: US Bureau of the Census; Claritas, Inc.; Real Estate Strategies, Inc.

Table B-2 (contd)
Frankford Avenue 2005 Opportunity Gaps - Retail Stores
Primary Trade Area

	Demand- Consumer Expenditures	Supply- Retail Sales	Opportunity Gap / Surplus
Non-Store Retailers	27,966,337	15,110,000	12,856,337
Electronic Shopping, Mail-Order Houses	10,420,263	1,613,721	8,806,542
Vending Machine Operators	2,229,168	13,496,279	(11,267,111)
Direct Selling Establishments	15,316,906	0	15,316,906
Foodservice and Drinking Places	38,405,540	42,447,919	(4,042,379)
Full-Service Restaurants	15,792,826	18,702,731	(2,909,905)
Limited-Service Eating Places	16,758,543	8,448,474	8,310,069
Special Foodservices	2,956,155	13,247,189	(10,291,034)
Drinking Places - Alcoholic Beverages	2,898,016	2,049,525	848,491
GAFO	85,151,935	55,628,620	29,523,315
General Merchandise Stores	45,327,396	30,590,436	14,736,960
Clothing and Clothing Accessories Stores	16,630,602	6,709,676	9,920,926
Furniture and Home Furnishings Stores	7,364,285	10,965,483	(3,601,198)
Electronics and Appliance Stores	6,761,260	1,896,747	4,864,513
Sporting Goods, Hobby, Book, Music Stores	5,744,403	5,095,966	648,437
Office Supplies, Stationery, Gift Stores	3,323,989	370,312	2,953,677

SOURCES: US Bureau of the Census; Claritas, Inc.; Real Estate Strategies, Inc.

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1. Household Lifestyle Characteristics

Data on demographic characteristics, alone, do not always clearly portray the complex characteristics of households residing in a delineated trade area. Claritas, Inc. pioneered the use of so called “psychographic” or “lifestyle” analysis to identify clusters of households that share economic and demographic characteristics and have similar consumer behaviors. These data go beyond age and income to present a more comprehensive picture of the economic and social characteristics of the households who live in the area. The data were developed primarily for marketing purposes, and they have been used extensively by companies in conducting targeted consumer marketing campaigns.

Psychographic profiles have been defined as the sum total of the emotional, economic, educational, and sociographic backgrounds of the population. In addition to consumer marketing, these data have a broader use in defining the expenditure patterns of households, including expenditures that are made for housing. The lifestyles are based on U.S. Bureau of the Census data, as well as automobile registrations, magazine subscriptions, Nielsen ratings, and a host of sources on consumer purchases.

Psychographic data were compiled and analyzed to shed additional light on potential consumer expenditure patterns. The analysis and expenditure patterns identified under each “lifestyle” category can provide valuable understanding in order to attract retail stores that can meet the retail demand of households in the Trade Area. This information also lead to identification of specific retail with market

potential under short term recommendations described in the Section 7.4.1 of this Plan (Page 7-17).

Table B-3 presents the lifestyle data for the Frankford Avenue Primary Trade Area from the PRIZM NE lifestyle segmentation system. The percentages of households in each lifestyle cluster group are for 2005 households.

Salient facts about the data include the following:

- The largest concentration of households, 4,567 (37.3 percent) are in the Multi-Culti Mosaic lifestyle cluster. These households are a very good target for retailers in the Frankford Avenue Corridor because they are young singles and couples, often with no children and renting their homes. Consequently, much of their income (the U.S. median was \$33,833 during 2005) is spent on discretionary items. Multi-Culti Mosaics like to go to the movies and eat at family restaurants; shop at Foot Locker, Bloomingdale’s, and Marshall’s; and read Car and Driver Magazine.
- There are 2,317 households (18.9 percent) in the Frankford Avenue Trade Area that are in the City Roots lifestyle cluster. These households are age 65 and older, and a high percentage is African-American. With a median U.S. income of \$26,471 during 2005, these households are living on fixed incomes in row houses or twins that they have owned for many years. Typically they belong to a veterans’ club, are a member of a religious organi-

zation, and are on a church board. They shop at K-Mart, Lane Bryant, Sears, BJ's Wholesale Club, and a range of chain drug stores. They eat at IHOP, go to professional basketball and baseball games, and do indoor gardening.

- The Frankford Avenue Trade Area has a relatively high number of households, 1,341 or 11.0 percent of all households, in the American Dreams lifestyle cluster. This cluster also should be an important source of customers for the Frankford Avenue Corridor because American Dreams are 25 to 44 year olds that had a median U.S. income of \$51,850 during 2005. More than half of the households in this lifestyle are Hispanic, Asian, or African-American, and one in ten speaks a language other than English. These households are homeowners working in white collar and service jobs. They go sailing, ice skating, and in-line skating. They shop at Bloomingdale's, Macy's, Lerner, Costco, and CompUSA. They buy Spanish/Latin music, read Ebony Magazine, and order from drugstore.com and Victoria's Secret.
- Big City Blues and Low-Rise Living households face the greatest economic challenges. These households have low incomes, live in rental housing, and have low educational attainment levels, Big City Blues had a median U.S. income of \$29,998 during 2005, but many are single parents with blue collar and service jobs. Generally these households go to Sizzler Family Steakhouse, go roller

Table B-3 2005 PRIZM Distribution (Lifestyle Data Summary)

Frankford Avenue Primary Trade Area

PRIZM Cluster	Households	Percent
Young Digerati	68	0.6%
Money and Brains	442	3.6%
Bohemian Mix	135	1.1%
The Cosmopolitans	399	3.3%
American Dreams	1,341	11.0%
Urban Achievers	105	0.9%
Close-In Couples	1,029	8.4%
Multi-Culti Mosaic	4,567	37.3%
Urban Elders	152	1.2%
City Roots	2,317	18.9%
Big City Blues	1,084	8.9%
Low-Rise Living	602	4.9%
Total	12,241	100.0%

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skating, and go to the movies. They shop at Bloomingdale's, Express, and Lerner. Low-Rise Living households have even lower incomes, with a 2005 U.S. median of \$23,141. These households also go to Sizzler and go roller skating. They buy rap music, go to White Castle, Chuck E Cheese, and Popeye's, buy children's bicycles, and go to professional basketball games.

- The Frankford Avenue Trade Area also has households in more upscale lifestyles, including Young Digerati, Money and Brains, Bohemian Mix and The Cosmopolitans. These lifestyles include young and old households, all of which had incomes above \$50,000 during 2005. Households are comprised of singles and couples, including empty-nesters with grown children. They are more upscale consumers and seek interesting shops with an eclectic mix of products and services that are offered in an attractive atmosphere.

Appendix

C - Stakeholder Survey Summary

Frankford Avenue Corridor - Stakeholder Survey Results

13 Surveys Received

1. Do you live in a Market Street/Frankford Avenue Corridor neighborhood?
 ___5___ No ___8___ Yes

If YES, which neighborhood? _____

7 - Frankford
 1 - Northwood (West Frankford)

If YES, how many years have you lived in this neighborhood? _____ years

2 - Less than 5 years
 0 - 5 to 9 years
 0 - 10 to 19 years
 3 - 20 to 39 years
 2 - More than 40 years

2. What is your role in the neighborhood (check all applicable)

a. ___7___ Neighborhood resident
 b. ___3___ Neighborhood business owner
 c. ___7___ Neighborhood business manager/employee
 ___1___ Liason for SEPTA

3. What are the typical means of transportation that you have used this week? (Please check all applicable)

a. ___6___ Walking
 b. ___0___ Bicycle
 c. ___11___ Driving a car or other vehicle
 d. ___4___ Riding in a car
 e. ___3___ Bus/trolley
 f. ___3___ Market/Frankford El
 g. ___ ___ Other (specify) _____

Of the transportation you listed above, what was the means used for the main portion of your trip?

1 - Walking
 3 - Car
 2 - SEPTA El
 1 - Bus / trolley

4. If you use the Market/Frankford El:
 How often? _____

1 - More than 5 times per week
 3 - 1 to 4 times per week
 0 - 1 to 4 times per month
 3 - Less than once per month
 3 - Rarely

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For what purpose (e.g., to go to work)? _____

- 1 - Go to work
- 3 - Go to meetings / business
- 1 - Go shopping
- 4 - Center City / events
- 1 - Social life

Any thoughts or suggestions on how to improve the EI and make it more efficient? _____

- 1 - Lighting
- 2 - Security
- 3 - Trash Removal
- 1 - More express trains
- 1 - Running regularly
- 2 - Stairs / working escalators

5. Do you own or have unlimited access to a private vehicle?

 12 Yes 1 No

6. If you drive to a destination in a Market Street/Frankford Avenue neighborhood, please provide the address and where you park:

Destination Address: _____

- 6 - Frankford Avenue
- 4 - Other Street

Place Parked: _____

- 7 - Street Parking
- 1 - Municipal parking lot
- 3 - Private parking lot

7. If you recently walked along Market Street or Frankford Street in the transit corridor, please indicate whether a vehicle driver did the following:

- 4 Failed to yield at a crosswalk 2 Was speeding
- 6 Blocked a crosswalk 1 Passed another vehicle on the right
- 3 Was driving recklessly
- 1 Other (explain): Loud Music

8. If you have children, how old would they have to be before you let them walk alone in this neighborhood?

- _____ Years of age 5 Not applicable; I don't have children.
- 1 - 10 to 15 years
- 4 - 16 to 18 years
- 2 - Never

9. If you are a resident of a neighborhood in the Market Street/Frankford Avenue Corridor:

a. Do you own or rent your home?
7 Own 2 Rent

b. How often do you shop along the Market/Frankford Commercial Corridor?

1 – More than 5 times per week
 3 – 1 to 4 times per week
 1 – 1 to 4 times per month
 3 – Less than once per month
 2 – Rarely
 1 – Never

c. What other shopping districts do you patronize? (e.g., Center City, etc.)

3 – Center City
 3 – Roosevelt Blvd. / Castor Ave
 1 – Neshaminy Mall
 1 – Willow Grove Mall
 1 – Aramingo Ave.
 1 – Hunting Park
 1 – Bensalem
 2 – Suburban Malls
 1 – Chestnut Hill
 1 – Glenside

d. What businesses would you like to see along the Market/Frankford Commercial Corridor that do not currently exist?

2 – Bakery
 1 – Florists
 1 – Produce Store
 1 – Specialty Shops
 2 – Coffee Café
 1 – Lunch restaurant
 4 – Men's and women's apparel
 1 – Pharmacy
 1 – Hardware store
 1 – Appliance store
 3 – Sit-down restaurant
 1 – Department store
 1 – Shoe store
 1 – Deli / butcher
 1 – Grocery store

- ___ trash collection ___ heat ___ electricity 1 no utilities included
- j. If you are a tenant, what improvements are needed to your building to improve your business? _____
- k. If you own the building, please list any improvements to the building you plan to make over the next three years.
1 - Brick Pointing
1 - New Roof
- l. Please describe the customer base of the store/business. Are your patrons mainly: 5 Women 5 Men 3 Teenagers 5 Young families with children 5 Senior citizens 1 Other - Please specify _____
1 - Youth Ages 6-12
- m. What other businesses are your key competitors and where are they located?
1 - American Pants
2 - Other social service agencies
1 - Other Banks
- n. How satisfied is the business with its location in the neighborhood?
3 Very Satisfied 3 Somewhat Satisfied 2 Not at all Satisfied
- o. Where do the most store/business customers live? Do they live:
1 Within half a mile 1 Half mile to a mile 3 One mile to two miles
2 Over two miles within Philadelphia ___ Outside of Philadelphia
- p. How do most of your customers get to the store or business? 6 On foot
5 By car 4 On the Market-Frankford El 3 On the bus
1 Other (specify) Private Bus _____
11. As a resident of business person, how are things changing in this neighborhood? Are conditions: 5 Improving 4 Getting worse 4 Staying the same
 Explain: _____
2 - Overall minor improvements
1 - New Transportation Center
1 - New younger families moving in
2 - New businesses are moving in
1 - Businesses making effort to keep area clean
1 - Too many Section 8 residents
3 - Too much drugs and crime
12. In your opinion as resident or business person, what are the top five things from the following list of 18 things that would improve the area near the Market Street/ Frankford Avenue Transit Corridor?
- a. 7 New housing
- b. 5 Youth employment programs
- c. 9 Repair of existing stores and houses

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- d. 2 Additional medical services
- e. 2 More trees
- f. 2 Community gardens
- g. 5 Improved trash collection
- h. 5 Better street maintenance
- i. 6 Accessible grocery shopping
- j. 2 Improved public transportation
- k. 3 Maintenance of public facilities
- l. 2 Senior citizen programs
- m. 4 Recreation programs for youth
- n. 2 Playgrounds
- o. 1 Day care facilities
- p. 12 Police protection and safety programs
- q. 9 After school programs
- r. 3 More parking
- s. 3 Other (Specify) _____
2 - More businesses
1 - Chain stores

13. What is the one thing most needed in your neighborhood
- 4 - Historic repair of existing stores and houses
 - 1 - More businesses
 - 1 - Middle class people
 - 5 - Safety / Improved police protection
 - 1 - Lighting
 - 1 - Street maintenance
 - 1 - Youth activities
 - 1 - Control of Section 8 residents
14. What are some things you like best about the neighborhoods near the Market Street/Frankford Avenue transit corridor?
- 8 - Proximity / access to public transportation / transportation
 - 6 - Proximity to retail / other neighborhoods / hospitals / schools / churches
 - 2 - Proximity to Center City
 - 7 - History / Historical architecture
 - 1 - Land use mix - residential / retail / open space / schools
 - 6 - People
 - 1 - Community involvement in improving the neighborhood
15. Name the most frequent neighborhood complaints you hear about the Market Street/Frankford transit corridor and nearby neighborhoods:
- 11 - Crime and Safety
 - 5 - Trash and dirt
 - 2 - No destination for shopping
 - 2 - Too dark
 - 1 - Street maintenance
 - 3 - Insufficient parking
 - 3 - Quality of the businesses
 - 1 - Dilapidated buildings

6

16. If you could live anywhere at all in the Philadelphia area, what neighborhood would you choose to live in?
- 5 Stay in this neighborhood, 3 Center City Philadelphia
 - 4 Another neighborhood within the City 1 Outside of the City

Thank you for your participation in the survey. Please feel free to include additional thoughts and comments.

Optional Information

Name: _____

Street Address: _____

Telephone: _____

Appendix

D - Transportation

1. Parking Evaluation

Required New Parking

To determine whether the new parking shown in the conceptual plans was consistent with the parking related recommendations of the zoning overlay districts, Nelson Nygaard applied the proposed zoning overlay district requirements to the proposed development around the stations in each study area.

About 550 residential units are proposed for the Frankford Transportation Center area, and 500 units for the 56th Street station area, which correlates to the following ranges of likely minimum parking requirements based on proposed overlay zoning language:

- Frankford Terminal Center area – 83 to 413 spaces required

This is based on:

- A base reduction of 25 percent in minimum parking requirements for new residential development within proposed TOD overlay districts;
- Potential subsequent reductions amounting to a potential 85 percent total reduction of standard requirements; and
- Standard parking requirements for the City of Philadelphia being one (1) on-site space per dwelling unit.

This is a rough range, as full exemptions from parking requirements are provided for individual projects for which less than five spaces would be required (projects with between 6 and 30 dwelling units, depending upon level of parking requirement reductions granted).

This range is not based on the existing parking conditions at both the station or user survey.

These ranges are lower than what will be provided for these developments based on the existing zoning.

The parking spaces are to be provided on individual sites, located either in underground parking garages or in structure parking garages, or in centralized locations as would be built with revenue from In-lieu Fees. In the latter case, the amount of parking actually built would be based upon measured levels of demand, as well as existing capacity among existing public parking inventories, and thus might be much lower.

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2. CRASH ANALYSIS

The Philadelphia Streets Department provided crash data for the years 2002 through 2004. The data included location, date, hour and weather. There were 206 crashes, 32 of which involved pedestrians and nine bicycles. Individual crash reports were not provided. Bicycle incidents were low, as they are typically unreported, so no specific analysis was made.

Nelson Nygaard studied five phenomenons on Frankford Avenue:

- Vehicle volume
- Pedestrian volume
- Shadows
- Vehicle action
- Midblock

Corridor specific analyses should not be considered conclusive due to the inherent lack of data. We are looking for clues that would lead to a better design and focus on issues like shadows caused by the elevated train, pedestrians crossing at midblocks and drivers yielding to pedestrians at crosswalks. Finally, any analysis must be controlled via a constant denominator or comparison to a base data set. Otherwise the conclusions will be misleading.

It should also be noted that the crash history on Frankford Avenue is not high compared to other streets in the city.

Impact of Vehicle Volume on Collisions and Injuries

Given that we had both vehicle volume and crash rates, Nelson Nygaard were able to compare the two. The hypothesis was that there might be a relationship, such as more traffic equals more crashes, or less volume allows for higher speeds and therefore more crashes.

The vehicle volume counts provided were taken on Tuesdays, Wednesdays and Thursdays from 8 AM to 8 PM. Correspondingly, we looked at incidents in the same hours – a total of 206 over the three-year period. Of the 206, 80 percent were property damage only (PDO). The rest of the crashes involved 25 vehicle occupants, 14 pedestrians and three cyclists. There were no fatalities.

The chart below plots the hourly average vehicle volume for the corridor on the left. On the right are injuries and PDO incidents (at 50 percent for graphic purposes). The number of PDO incidents roughly followed the changes in volume, but the number of injuries shows no clear indication that traffic volumes affect injury rates. We conclude that volumes might a good indicator of collisions but not injuries. Thus a more crowded street is not necessarily more dangerous.

Impact of Pedestrian Volumes on Injuries

Nelson Nygaard mapped the location of pedestrian injuries and classified them as per their proximity to the three stations. Ten injuries occurred in the FTC sub-area, 12 at Margaret-Orthodox, and 8 at Church Street

station area. These numbers would appear to indicate similar injury rates; however, we must take into account the different pedestrian volumes surrounding each station. Bus and transit ridership provides a good substitute for pedestrian counts. When we divided injuries versus ridership for each station, it became clear that Church is the most dangerous stop. Although FTC's ridership is more than 30 times greater than Church's, the two stations have almost identical injury rates. Church's injury rate per 1,000 people totals 3.53, whereas only .15 persons per 1,000 were injured at FTC. One explanation is that most passengers at the FTC are transferring directly between busses or the parking lot and the train, so their exposure to traffic is limited.

The last line of the chart above estimates the rise in pedestrian injuries should pedestrian volumes rise. Recent research suggests that "...the number of motorists colliding with people walking or bicycling will increase at roughly 0.4 power of the number of people walking or bicycling."¹ As such, increasing foot traffic around the Church Street station will create a safer walking environment.

Impact of Shadows on Pedestrian Injuries

One concern has been whether the elevated train structure contributes to pedestrian injury because of lack of daylight, which would entail adding more streetlights. The crash data lists the type of lighting at the time of the incident, such as "daylight" or "dusk." We catalogued the number of pedestrian and bicy-

¹ P L Jacobsen, "Safety in numbers: more walkers and bicyclists, safer walking and bicycling", *Injury Prevention* 2003;9:205–209

cle incidents that occurred at each time of day, then compared these statistics with national numbers.² The percentages for Frankford Avenue matched closely with those nationally, thus we conclude that the elevated track does not contribute to pedestrian injuries.

Impact of Vehicle Action on Pedestrian Injuries

Nelson Nygaard analyzed what action vehicles were engaged in when they injured pedestrians; for example, was the vehicle executing a right turn when the incident occurred? The consultants examined the list of incidents and excluded any that took place mid block. Compared with statistics taken from A Review of Pedestrian Safety Research, we found that right turn incidents are overrepresented along the Frankford corridor. This indicates dangerous conditions related to turning behavior, which should be examined.

Intersection Versus Midblock

Nationally about half of all pedestrians are hit at intersections and half between intersections (midblock).³ Of the pedestrian injuries in the study area, 59 percent took place at intersections. This overrepresentation suggests that crossing midblock is safer. Given the nature of Frankford Avenue underneath the elevated – columns in the street that moderate vehicle speeds, a striped median that provides a refuge for pedestrians, a relatively narrow street with on-street parking, only two lanes of traffic – this finding is not surprising. These are

² A Review of Pedestrian Safety Research in the United States and Abroad

³ Traffic Safety Facts 2004

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elements of Frankford Avenue that the TOD plan should capitalize upon.

Conversely, the intersections are more dangerous than the national sample. There are many factors which may lead to this – drivers not yielding to pedestrians in crosswalks, street geometry that allows high turning speeds, traffic signals that prioritize vehicles or pedestrians, and high delay for pedestrians leading to crossing against the light, among others. While there is not the budget in this project to analyze each intersection, the TOD plan should contain basic precepts of intersection safety.

Incidentally, Pennsylvania law prohibits people from crossing between controlled intersections in urban areas.⁴ However, the fine is only \$5;⁵ probably more than the cost of writing the ticket. While certainly not in the purview of this project, one might want to revisit the laws as they pertain to how and where pedestrians cross the road in Philadelphia.

⁴ Pennsylvania Consolidated Statutes Title 75, Section 3543c

⁵ Pennsylvania Consolidated Statutes Title 75, Section 3552

Appendix

E - List of Properties shown in the Illustrative Site Plans

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CHURCH STREET STATION AREA PARCELS
 APPROX. TOTAL NUMBER OF PARCELS: 142

1535 ADAMS AVE	4270 FRANKFORD AVE	4301 PAUL ST	4101 WORRELL ST
1572 ADAMS AVE	4285 FRANKFORD AVE	4353 PAUL ST	4109 WORRELL ST
1566 ADAMS AVE	4163 FRANKFORD AVE	4330 PAUL ST	4105 WORRELL ST
1558 ADAMS AVE	4287 FRANKFORD AVE	4268 PAUL ST	4220 WORRELL ST
1570 ADAMS AVE	4275 FRANKFORD AVE	4344 PAUL ST	
1560 ADAMS AVE	4266 FRANKFORD AVE	4266 PAUL ST	
1570 ADAMS AVE	4290 FRANKFORD AVE	4329 PAUL ST	
1679 CHURCH ST	4247 FRANKFORD AVE	4345 PAUL ST	
1620 CHURCH ST	4292 FRANKFORD AVE	4266 PAUL ST	
1628 CHURCH ST	4252 FRANKFORD AVE	4336 PAUL ST	
1622 CHURCH ST	4213 FRANKFORD AVE	4347 PAUL ST	
1614 CHURCH ST	4273 FRANKFORD AVE	4348 PAUL ST	
1677 CHURCH ST	4273 FRANKFORD AVE	4350 PAUL ST	
1624 CHURCH ST	4262 FRANKFORD AVE	4346 PAUL ST	
1628 CHURCH ST	4256 FRANKFORD AVE	4267 PAUL ST	
1626 CHURCH ST	4248 FRANKFORD AVE	4325 PAUL ST	
1516 DEAL ST	4265 FRANKFORD AVE	1611 RUAN ST	
1514 DEAL ST	4211 FRANKFORD AVE	4168 SALEM ST	
1508 DEAL ST	4245 FRANKFORD AVE	4202 SALEM ST	
1520 DEAL ST	4263 FRANKFORD AVE	4134 SALEM ST	
1538 DEAL ST	4269 FRANKFORD AVE	4244 SALEM ST	
1518 DEAL ST	4229 FRANKFORD AVE	4224 SALEM ST	
1510 DEAL ST	4207 FRANKFORD AVE	4242 SALEM ST	
1528 DEAL ST	4271 FRANKFORD AVE	4174 SALEM ST	
1512 DEAL ST	4223 FRANKFORD AVE	4176 SALEM ST	
1538 DEAL ST	4258 FRANKFORD AVE	4204 SALEM ST	
1524 DEAL ST	4239 FRANKFORD AVE	4166 SALEM ST	
1522 DEAL ST	4283 FRANKFORD AVE	4170 SALEM ST	
4273 FRANKFORD AVE	4261 FRANKFORD AVE	4100 SALEM ST	
4284 FRANKFORD AVE	4243 FRANKFORD AVE	4222 SALEM ST	
4254 FRANKFORD AVE	4209 FRANKFORD AVE	4200 SALEM ST	
4278 FRANKFORD AVE	4201 FRANKFORD AVE	4226 SALEM ST	
4233 FRANKFORD AVE	4107 FRANKFORD AVE	4114 TORRESDALE AVE	
4281 FRANKFORD AVE	4250 FRANKFORD AVE	1614 WOMRATH ST	
4346 FRANKFORD AVE	4165 FRANKFORD AVE	1611 WOMRATH ST	
4101 FRANKFORD AVE	4280 FRANKFORD AVE	1613 WOMRATH ST	
4279 FRANKFORD AVE	4112 KENSINGTON AVE	1612 WOMRATH ST	
4282 FRANKFORD AVE	4116 KENSINGTON AVE	1610 WOMRATH ST	
4273 FRANKFORD AVE	4204 KENSINGTON AVE	1608 WOMRATH ST	
4264 FRANKFORD AVE	4200 KENSINGTON AVE	1816 WOMRATH ST	
4277 FRANKFORD AVE	4074 KENSINGTON AVE	1615 WOMRATH ST	
4288 FRANKFORD AVE	4274 ORCHARD ST	4103 WORRELL ST	
4203 FRANKFORD AVE	4276 ORCHARD ST	4107 WORRELL ST	
4168 FRANKFORD AVE	4272 ORCHARD ST	4133 WORRELL ST	
4241 FRANKFORD AVE	4269 PAUL ST	4125 WORRELL ST	
4205 FRANKFORD AVE	4265 PAUL ST	4127 WORRELL ST	



**MARGARET-ORTHODOX STATION AREA
PARCELS**

APPROX. TOTAL NUMBER OF PARCELS: 139

1512 ARROTT ST	4660 GRISCOM ST	1621 MARGARET ST	4751 PENN ST
1520 ARROTT ST	4922 GRISCOM ST	1625 MARGARET ST	
1514 ARROTT ST	4669 GRISCOM ST	1626 MARGARET ST	
1516 ARROTT ST	4944 GRISCOM ST	1612 MARGARET ST	
1518 ARROTT ST	4662 GRISCOM ST	1636 MARGARET ST	
4710 DARRAH ST	4666 GRISCOM ST	1645 MARGARET ST	
4682 DARRAH ST	4910 GRISCOM ST	1654 MARGARET ST	
4708 DARRAH ST	4918 GRISCOM ST	1628 MARGARET ST	
4682 DARRAH ST	4920 GRISCOM ST	1634 MARGARET ST	
4713 DARRAH ST	4900 GRISCOM ST	1619 MARGARET ST	
4678 DARRAH ST	4667 GRISCOM ST	1639 MARGARET ST	
4676 DARRAH ST	4936 GRISCOM ST	1620 MARGARET ST	
1652 FOULKROD ST	4924 GRISCOM ST	1610 MARGARET ST	
1650 FOULKROD ST	4928 GRISCOM ST	1615 MARGARET ST	
1688 FOULKROD ST	4944 GRISCOM ST	1618 MARGARET ST	
4707 FRANKFORD AVE	4671 GRISCOM ST	1617 MARGARET ST	
4674 FRANKFORD AVE	4906 GRISCOM ST	1640 MEADOW ST	
4701 FRANKFORD AVE	4658 GRISCOM ST	1660 MEADOW ST	
4676 FRANKFORD AVE	4914 GRISCOM ST	1631 MEADOW ST	
4679 FRANKFORD AVE	4904 GRISCOM ST	1650 MEADOW ST	
4633 FRANKFORD AVE	4683 GRISCOM ST	1656 MEADOW ST	
4677 FRANKFORD AVE	4902 GRISCOM ST	1636 MEADOW ST	
4837 FRANKFORD AVE	4675 GRISCOM ST	1646 MEADOW ST	
4670 FRANKFORD AVE	4672 GRISCOM ST	1652 MEADOW ST	
4709 FRANKFORD AVE	4656 GRISCOM ST	1654 MEADOW ST	
4672 FRANKFORD AVE	4912 GRISCOM ST	1644 MEADOW ST	
4675 FRANKFORD AVE	4679 GRISCOM ST	1642 MEADOW ST	
4681 FRANKFORD AVE	4664 GRISCOM ST	1658 MEADOW ST	
4814 FRANKFORD AVE	4908 GRISCOM ST	1629 MEADOW ST	
4706 FRANKFORD AVE	4948 GRISCOM ST	1648 MEADOW ST	
4668 FRANKFORD AVE	4644 HEDGE ST	1627 MEADOW ST	
4664 FRANKFORD AVE	4650 HEDGE ST	4612 PAUL ST	
4801 FRANKFORD AVE	4648 HEDGE ST	4626 PAUL ST	
4705 FRANKFORD AVE	4652 HEDGE ST	4624 PAUL ST	
4711 FRANKFORD AVE	1623 MARGARET ST	4614 PAUL ST	
4673 FRANKFORD AVE	1656 MARGARET ST	4630 PAUL ST	
4623 FRANKFORD AVE	1604 MARGARET ST	4651 PAUL ST	
4671 FRANKFORD AVE	1611 MARGARET ST	4667 PAUL ST	
4703 FRANKFORD AVE	1641 MARGARET ST	4665 PAUL ST	
4666 FRANKFORD AVE	1630 MARGARET ST	4628 PAUL ST	
4681 GRISCOM ST	1624 MARGARET ST	4663 PAUL ST	
4930 GRISCOM ST	1622 MARGARET ST	4655 PAUL ST	
4934 GRISCOM ST	1616 MARGARET ST	4671 PAUL ST	
4668 GRISCOM ST	1627 MARGARET ST	4753 PENN ST	
4673 GRISCOM ST	1643 MARGARET ST	4749 PENN ST	
4677 GRISCOM ST	1613 MARGARET ST		

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**FRANKFORD TRANSPORTATION CENTER AREA
 PARCELS**

APPROX. TOTAL NUMBER OF PARCELS: 58

- | | |
|--------------------|---------------|
| 1606 BRIDGE ST | 1540 PRATT ST |
| 5200 DARRAH ST | 1538 PRATT ST |
| 5112 DARRAH ST | 1603 PRATT ST |
| 5110 DARRAH ST | 1526 PRATT ST |
| 5104 DARRAH ST | 1532 PRATT ST |
| 5108 DARRAH ST | 1524 PRATT ST |
| 5106 DARRAH ST | 1548 PRATT ST |
| 5114 DARRAH ST | 1550 PRATT ST |
| 5215 FRANKFORD AVE | 1536 PRATT ST |
| 5207 FRANKFORD AVE | 1530 PRATT ST |
| 5102 FRANKFORD AVE | 1544 PRATT ST |
| 5140 FRANKFORD AVE | 1613 PRATT ST |
| 5119 FRANKFORD AVE | |
| 5219 FRANKFORD AVE | |
| 5205 FRANKFORD AVE | |
| 5341 FRANKFORD AVE | |
| 5104 FRANKFORD AVE | |
| 5223 FRANKFORD AVE | |
| 5110 FRANKFORD AVE | |
| 5117 FRANKFORD AVE | |
| 5231 FRANKFORD AVE | |
| 5136 FRANKFORD AVE | |
| 5213 FRANKFORD AVE | |
| 5639 FRANKFORD AVE | |
| 5106 FRANKFORD AVE | |
| 5100 FRANKFORD AVE | |
| 5343 FRANKFORD AVE | |
| 5213 FRANKFORD AVE | |
| 5325 FRANKFORD AVE | |
| 5129 FRANKFORD AVE | |
| 5337 FRANKFORD AVE | |
| 5323 FRANKFORD AVE | |
| 5343 FRANKFORD AVE | |
| 5120 FRANKFORD AVE | |
| 5327 FRANKFORD AVE | |
| 5201 FRANKFORD AVE | |
| 5110 FRANKFORD AVE | |
| 5127 GRISCOM ST | |
| 1542 PRATT ST | |
| 1607 PRATT ST | |
| 1528 PRATT ST | |
| 1522 PRATT ST | |
| 1554 PRATT ST | |
| 1552 PRATT ST | |
| 1546 PRATT ST | |
| 1534 PRATT ST | |