

CREATIVE PLACEMAKING in
FRANKFORD, Philadelphia

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APA-PA 2014 | Session A3

DESTINATION
FRANKFORD



www.DestinationFrankford.com



Philadelphia City Planning Commission



SUPPORTED BY

ARTPLACE

Destination Frankford is supported by a grant from Artlace America, a collaboration of leading national and regional foundations, banks and federal agencies accelerating creative placemaking across the US.

THANK YOU!

Mayors Office of Grants

Globe Development Group

Councilwoman Maria D. Quinones-Sanchez

Office of Arts, Culture and the Creative Economy

Philadelphia Sculptors

Mayor's Fund for Philadelphia

MERJE Design

Nimblelight

BUILDING ON FRANKFORD'S STRENGTHS

IT STARTED WITH A PLAN

DESTINATION FRANKFORD GALLERY

THE FRANKFORD PAUSE POP UP PARK

IDENTITY + WAYFINDING SIGNAGE

THE FUTURE OF PLACEMAKING IN FRANKFORD

BUILDING ON FRANKFORD'S STRENGTHS

Transit Access

Highway Access

Industrial Heritage and Rebirth



Parks

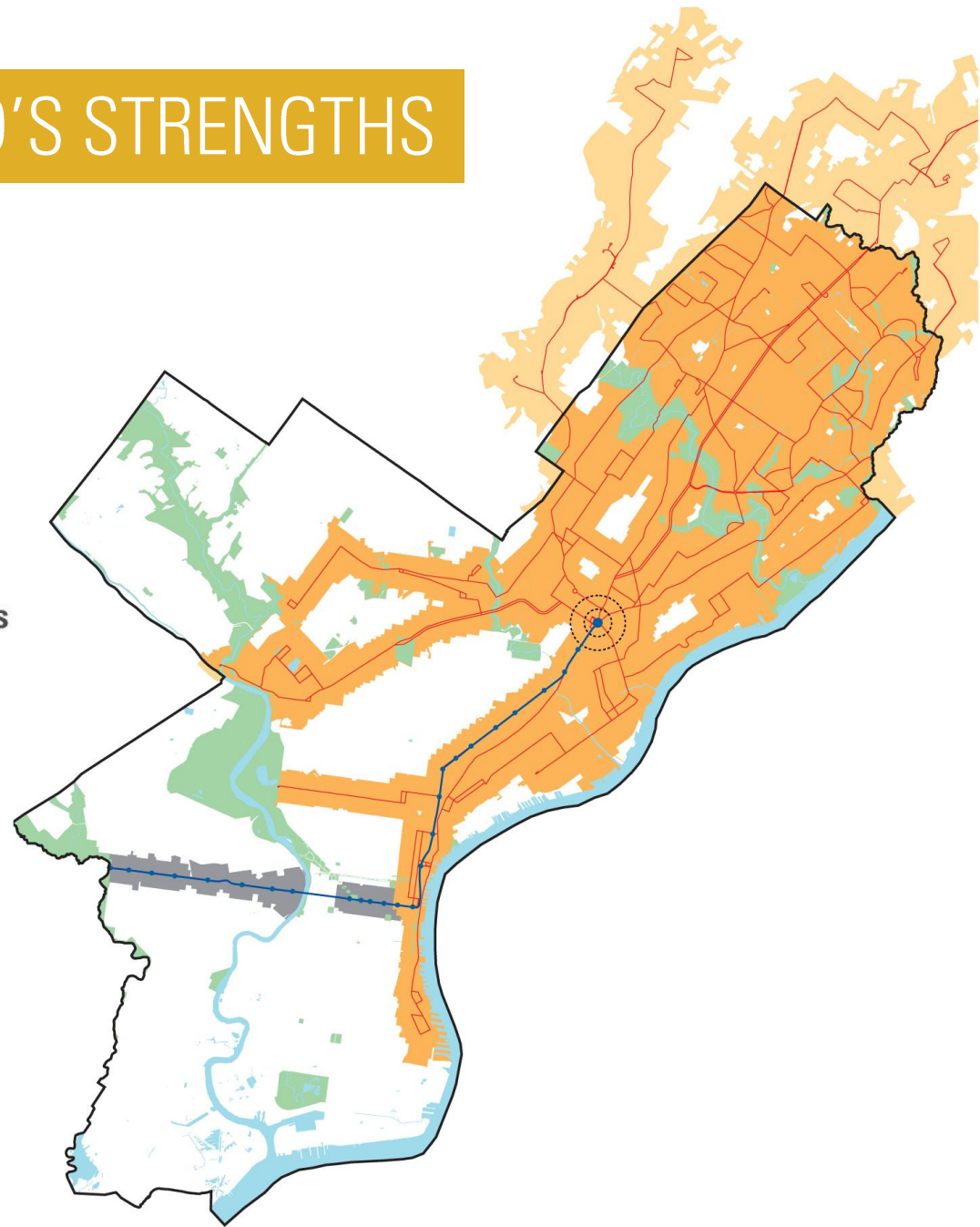
Imagining Frankford Murals



BUILDING ON FRANKFORD'S STRENGTHS

Transit Access

	One Seat Bus Ride - City	631,225
	One Seat Bus Ride - Suburbs	46,611
	Additional Access via MFL	49,837
TOTAL		727,723 persons



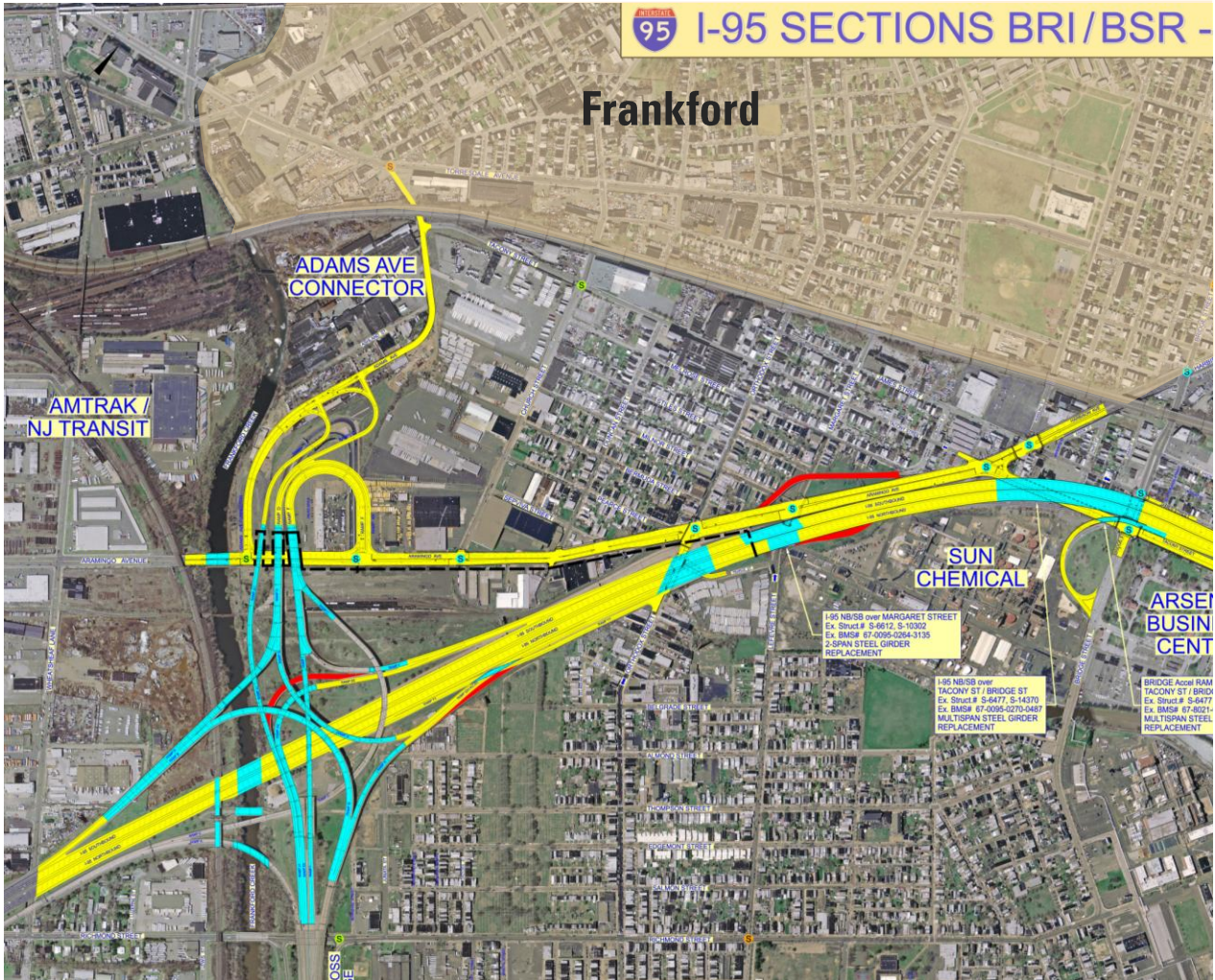
BUILDING ON FRANKFORD'S STRENGTHS

Highway Access



BUILDING ON FRANKFORD'S STRENGTHS

Highway Access



BUILDING ON FRANKFORD'S STRENGTHS

Industrial Heritage and Rebirth



GLOBE DYE WORKS



CARTER STUDIOS | GDW's First Tenant





OH MY TVC15

MARIANNE DAGES | HULDRA PRESS

RIVAL BROS COFFEE





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A CLEAN
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IS A GOOD
WORKER.

Erector Sets

ERECTOR SETS



•HENRY RIEHL BUILDING•

FIRST FLOOR

- 101 ▪ Pappajohn Woodworking
- 102 ▪ Blue Water Coffee

SECOND FLOOR

- 201 ▪ Schoppworks
Aaron Hyman/Theseus Design
Keizo Tsukada/ Hand B Home
- 202 ▪ Val Rossman
- 203 ▪ August Interiors
- 204 ▪ Meg Richter

THIRD FLOOR

- 301 ▪ Evan Lee Design
Sustain Design
- 302 ▪ Phillip Johnson
- 303 ▪ Tom Judd
Kiki Gaffney

HENRY RIEHL / OLD MILL BUILDING



PAPAJOHN WOODWORKING

BUILDING ON FRANKFORD'S STRENGTHS Parks

Wilmot Park



Wilmot
Playground



BUILDING ON FRANKFORD'S STRENGTHS Parks

Meadow Street Garden



BUILDING ON FRANKFORD'S STRENGTHS Parks

Hedge Street Park





BUILDING ON FRANKFORD'S STRENGTHS

Imagining Frankford Murals





IT STARTED WITH A PLAN

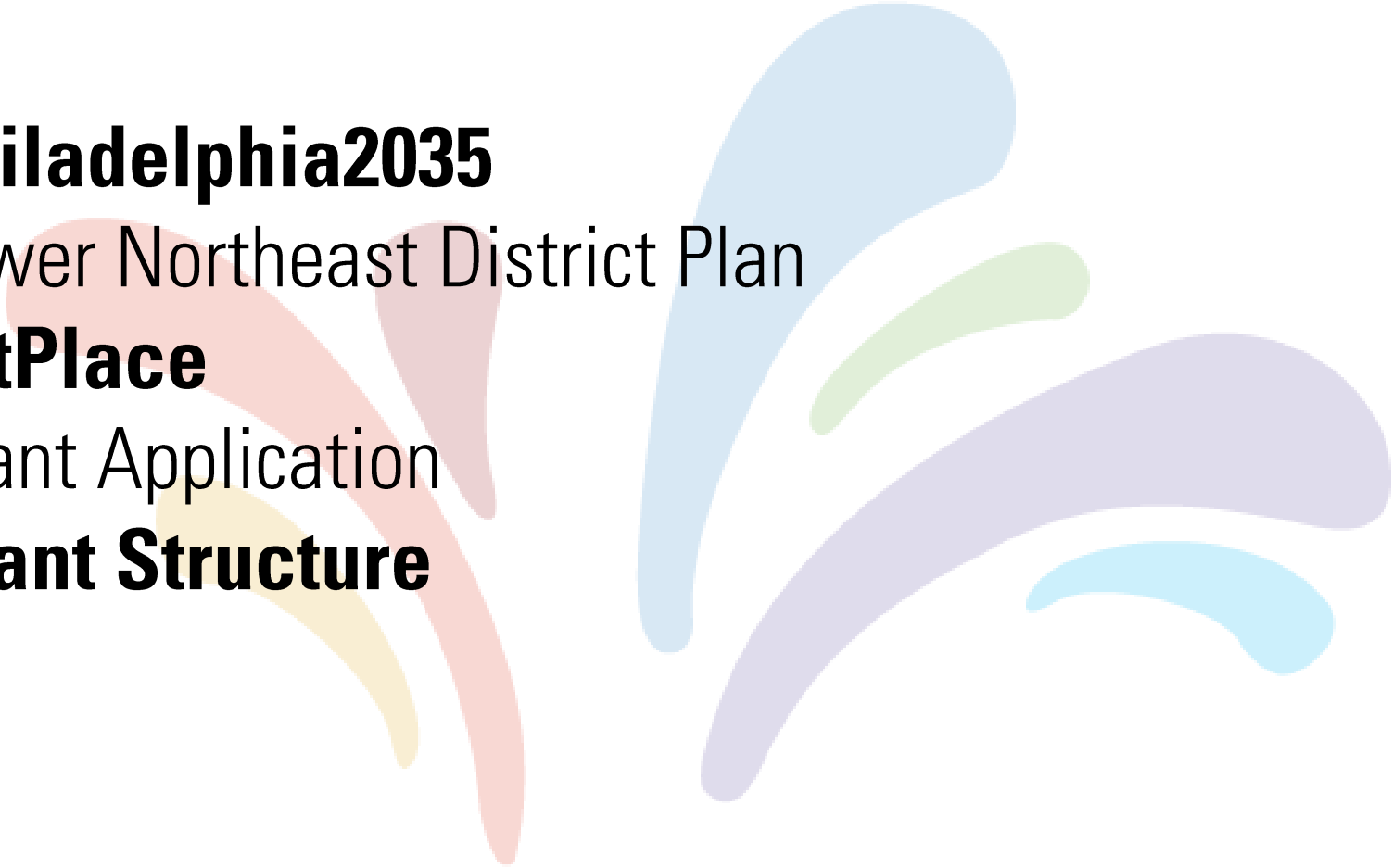
Philadelphia2035

Lower Northeast District Plan

ArtPlace

Grant Application

Grant Structure



IT STARTED WITH A PLAN Philadelphia2035

Philadelphia's Integrated Planning and Zoning Process



Received 2013 **National Planning Excellence Award**
for a **Best Practice**

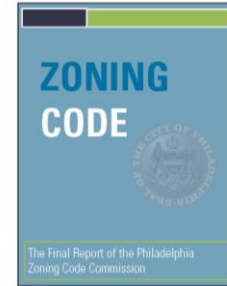
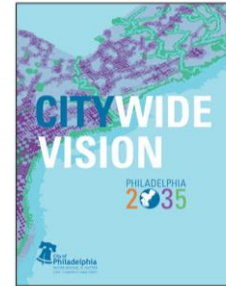
from the **American Planning Association**

IT STARTED WITH A PLAN Philadelphia2035



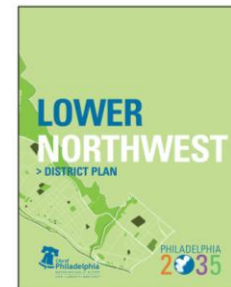
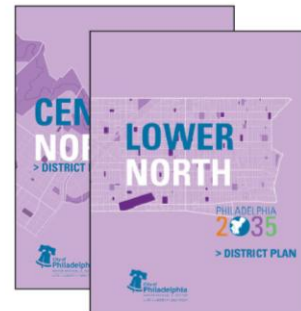
Phase I

Citywide planning and zoning



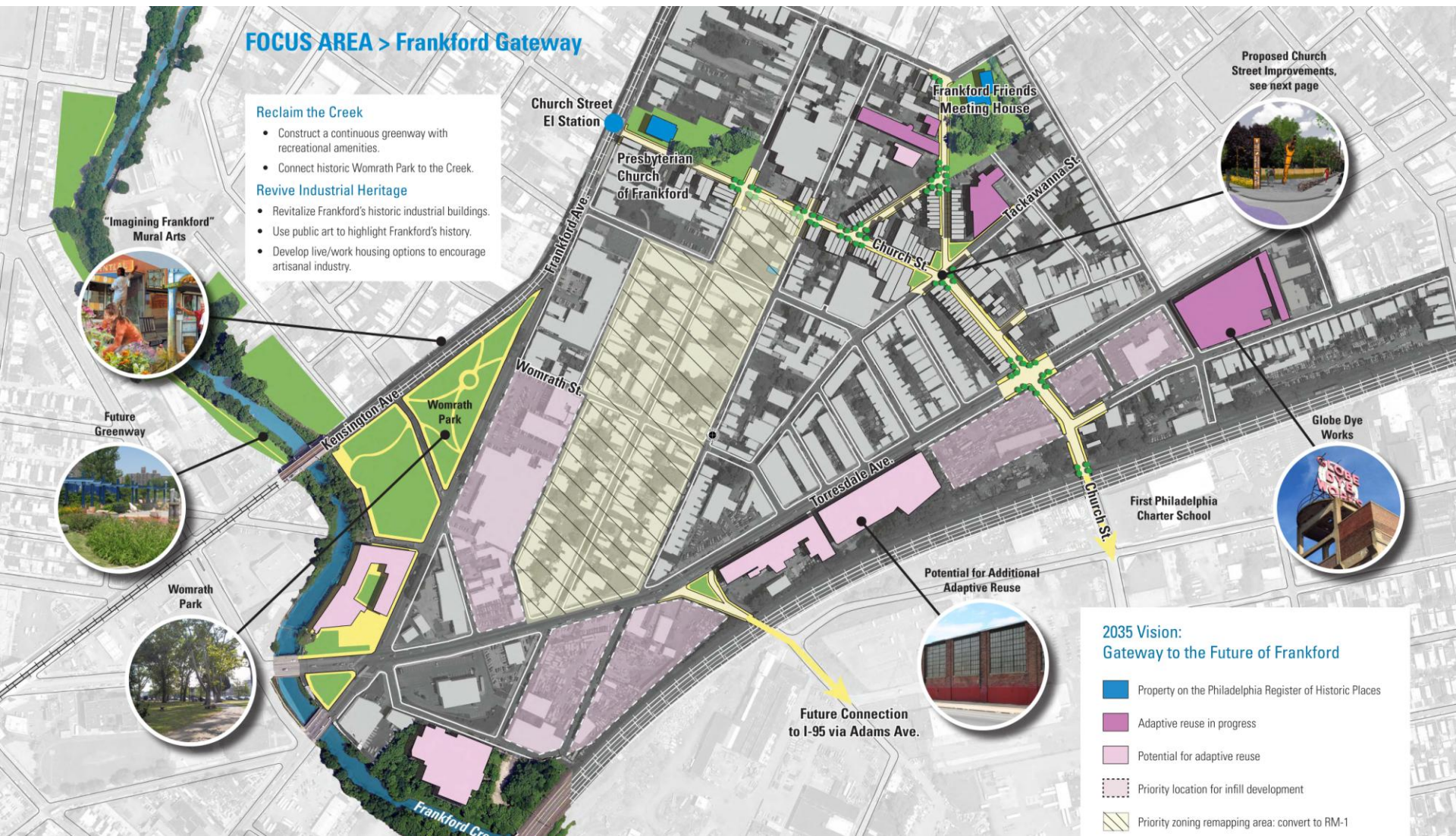
Phase II

District planning and remapping



IT STARTED WITH A PLAN

Lower Northeast District Plan



FOCUS AREA > Frankford Gateway

- Reclaim the Creek**
- Construct a continuous greenway with recreational amenities.
 - Connect historic Womrath Park to the Creek.
- Revive Industrial Heritage**
- Revitalize Frankford's historic industrial buildings.
 - Use public art to highlight Frankford's history.
 - Develop live/work housing options to encourage artisanal industry.



**2035 Vision:
Gateway to the Future of Frankford**

- Property on the Philadelphia Register of Historic Places
- Adaptive reuse in progress
- Potential for adaptive reuse
- Priority location for infill development
- Priority zoning remapping area: convert to RM-1

Future Connection to I-95 via Adams Ave.

IT STARTED WITH A PLAN

Lower Northeast District Plan



IT STARTED WITH A PLAN ArtPlace

ArtPlace America (ArtPlace) is a ten-year collaboration that exists to **position art and culture as a core sector of comprehensive community planning and development** in order to help strengthen the social, physical, and economic fabric of communities.

ArtPlace focuses its work on creative placemaking, the set of practices in which **art and culture work intentionally to help to transform a place.**

IT STARTED WITH A PLAN ArtPlace

In 2013, 54 grants were awarded from over 1,200 applications.

Philadelphia was awarded the most grant dollars of any community: \$1,195,150

- > Philadelphia City Planning Commission
- > Delaware River Waterfront Corporation
- > FringeArts
- > Science Center

IT STARTED WITH A PLAN Grant Application

DESTINATION FRANKFORD is an arts-based initiative using **MARKETING** and **CREATIVE PLACEMAKING** to enhance and expand the resources of Frankford's growing **ARTS, ARTISANAL INDUSTRY**, and **CREATIVE BUSINESS** economy.

Destination Frankford will create vibrant public spaces through art and arts-based programming, a pop-up gallery dedicated to local artists, and distinctive neighborhood signage.

- > **DESTINATION FRANKFORD GALLERY**
- > **FRANKFORD PAUSE**
- > **IDENTITY + WAYFINDING SIGNAGE**

IT STARTED WITH A PLAN Grant Structure

ArtPlace: **\$335,150**

William Penn Foundation: **\$20,000**

PCPC in kind services: **\$92,000** (est)

Community Design Collaborative: **\$28,050**

Funds are managed by the **Mayor's Fund for Philadelphia**

- > Bypass select city RFP and contracting requirements
- > Flexibly in contracting and payment option
- > Ability to change scope as needed

DESTINATION FRANKFORD GALLERY

The Concept

The Building

The Art

Community



DESTINATION FRANKFORD GALLERY | The Concept

Use art to demonstrate the potential **reuse of vacant spaces** on the Frankford Avenue commercial corridor.

Go beyond 'art in vacant storefronts' to create a **community gathering space**.

Focus on Frankford Avenue's busiest intersection to **encourage further investment** around Margaret-Orthodox Station.

DESTINATION FRANKFORD GALLERY The Concept



DESTINATION FRANKFORD GALLERY The Concept



DESTINATION FRANKFORD GALLERY The Building



DESTINATION FRANKFORD GALLERY The Building



- > \$12,000 materials and labor
- > Work done by the Globe Development Group
- > 15 day temporary CO
- > Philadelphia Sculptors as gallery operator

DESTINATION FRANKFORD GALLERY The Building



DESTINATION FRANKFORD GALLERY The Art

RECLAIM | Dumpster Divers



DESTINATION FRANKFORD GALLERY The Art

REDISCOVER | Photography



DESTINATION FRANKFORD GALLERY The Art

REANIMATE | Philadelphia Sculptors



DESTINATION FRANKFORD GALLERY Community



The Site

The Concept

Overview

Impact

Events

Construct-ability

Activities



FRANKFORD PAUSE The Site



view from Frankford Ave



view from El Station

FRANKFORD PAUSE The Site

view down Paul Street



view of El station from the site



view of Frankford Ave from the site



view from the sidewalk



FRANKFORD PAUSE The Site

noise



views



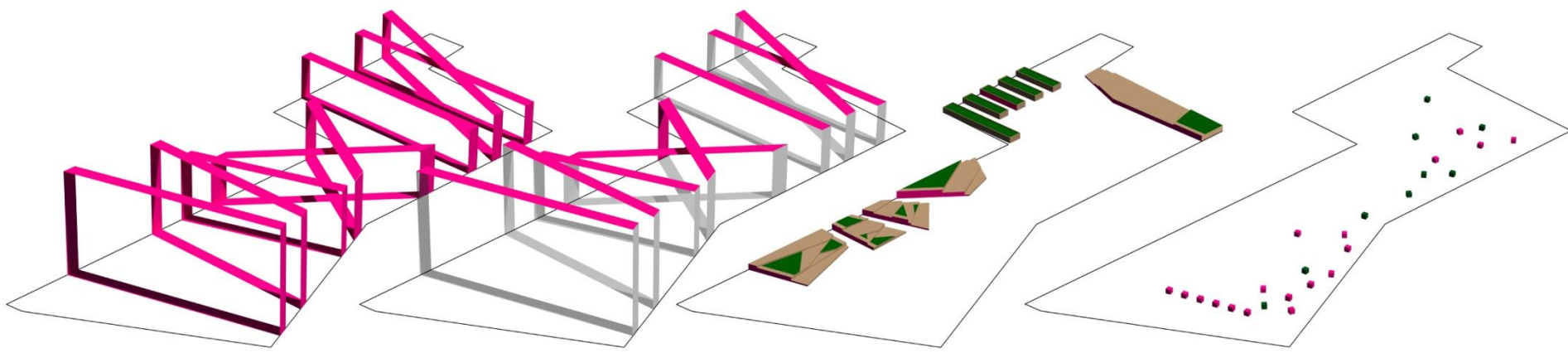
security



dumping



FRANKFORD PAUSE The Concept



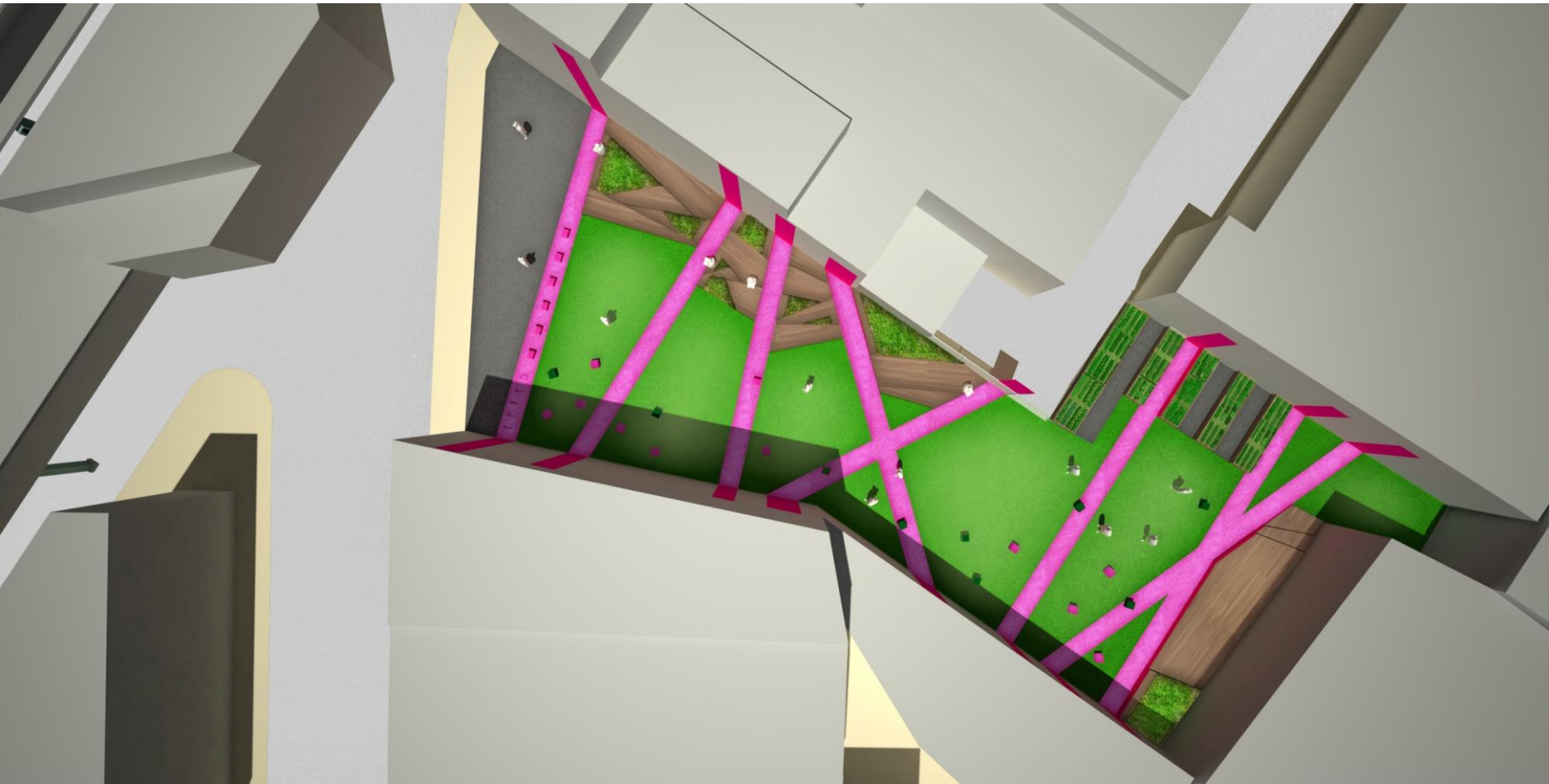
Loops
spatial
experience

Lights
acoustical
landscape

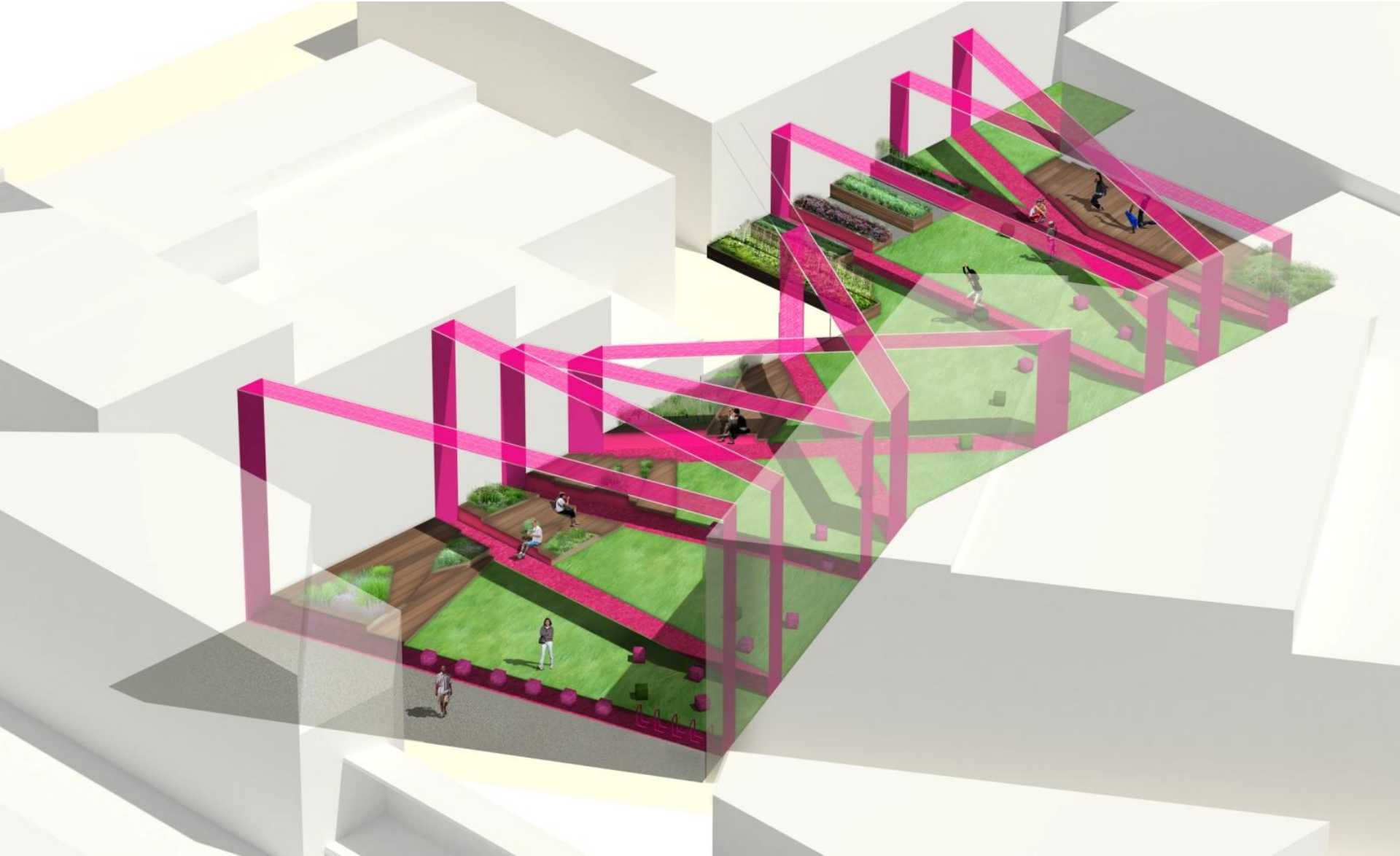
Layers
community
ownership

Cubes
flexible
interactivity

FRANKFORD PAUSE Overview



FRANKFORD PAUSE Overview



FRANKFORD PAUSE Overview

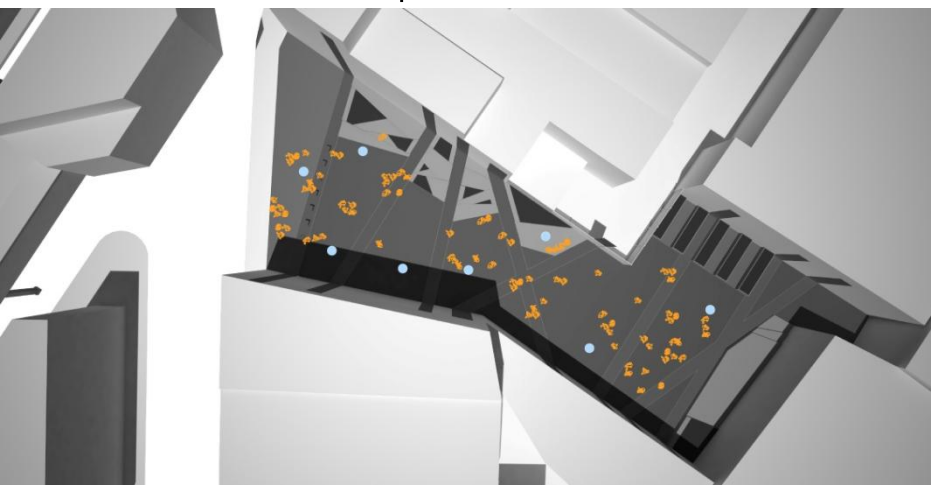


FRANKFORD PAUSE Impact

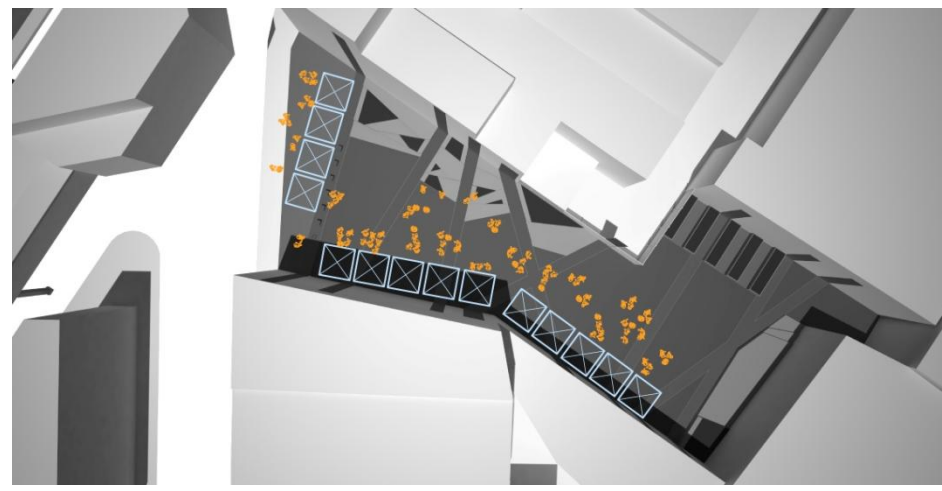


FRANKFORD PAUSE Events

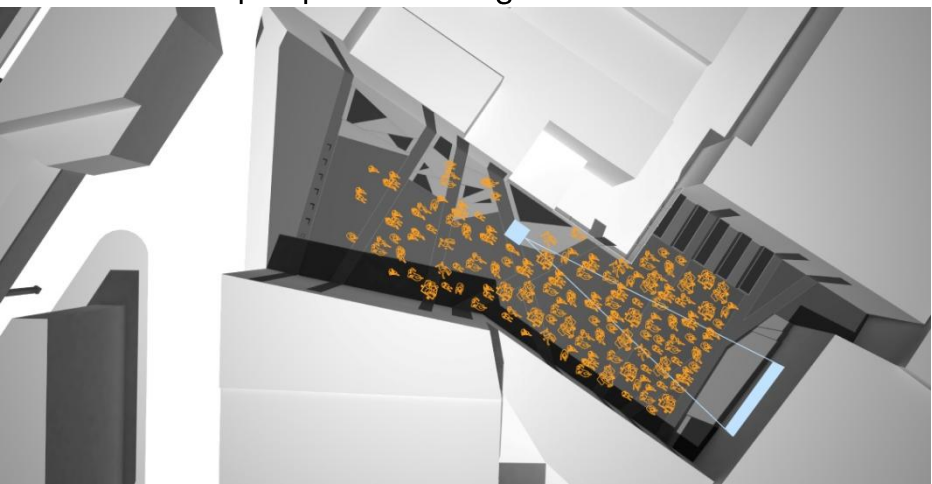
Art Exhibition: 8 art pieces



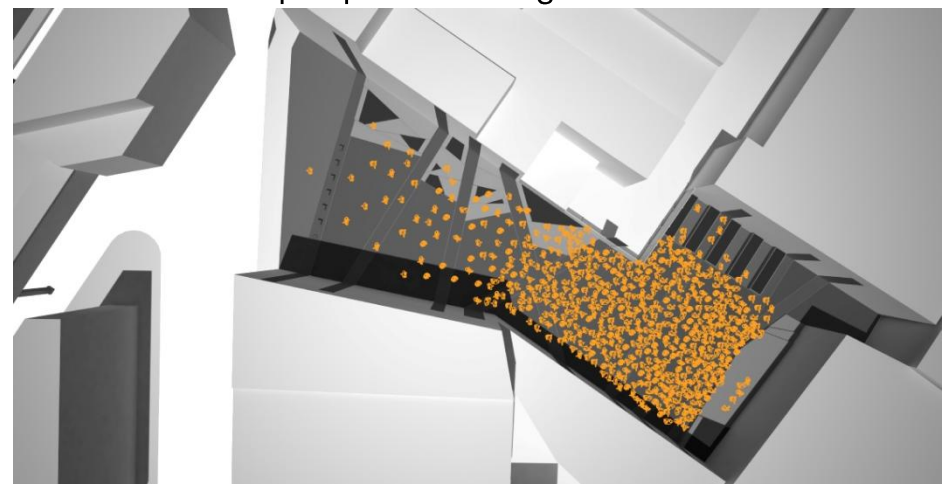
Market: 9 vendor tents (10'x10')



Movie: 180 people reclining

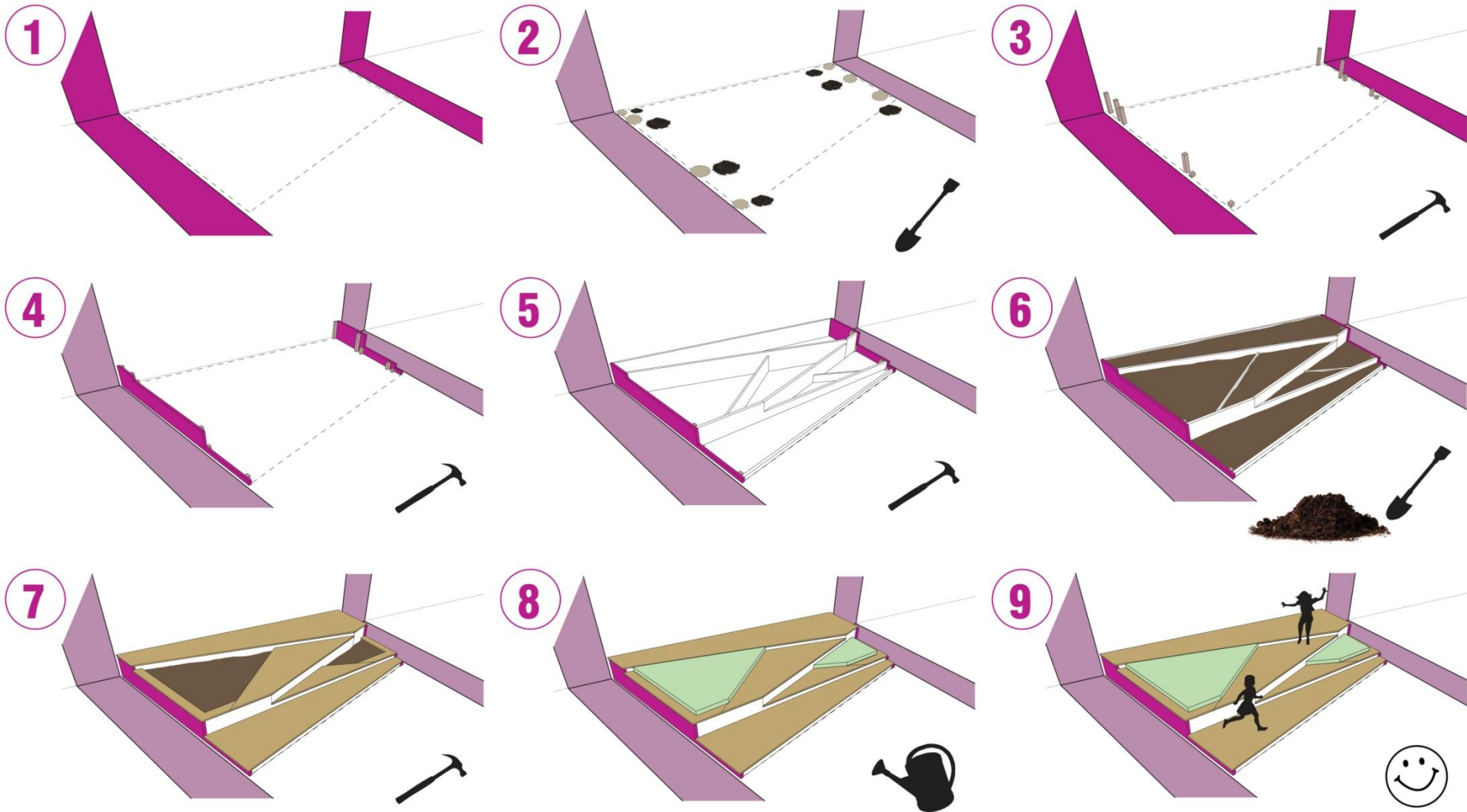


Concert: 615 people standing

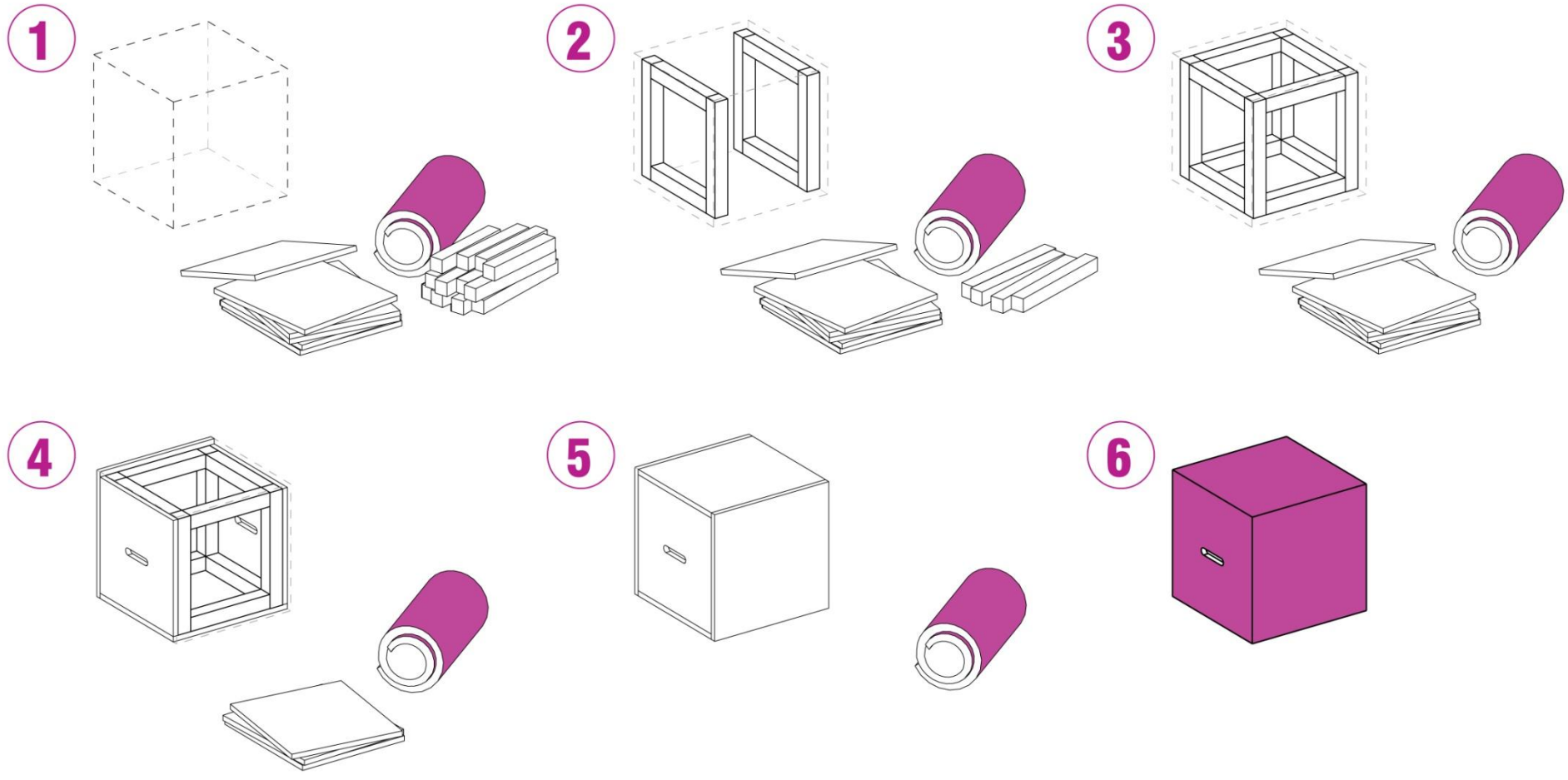


FRANKFORD PAUSE

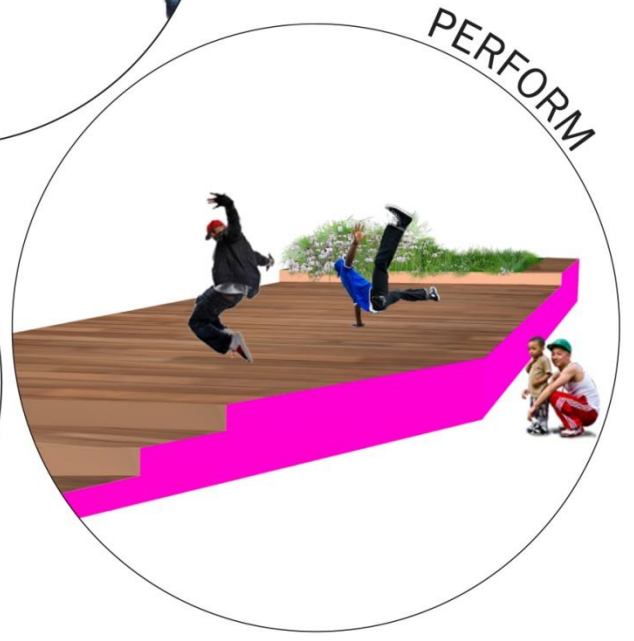
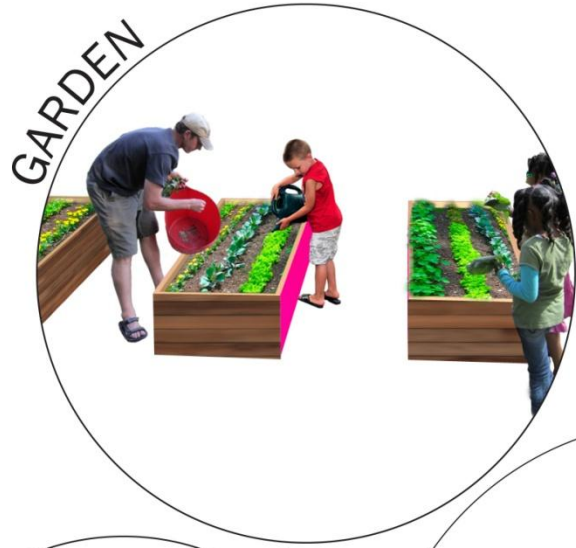
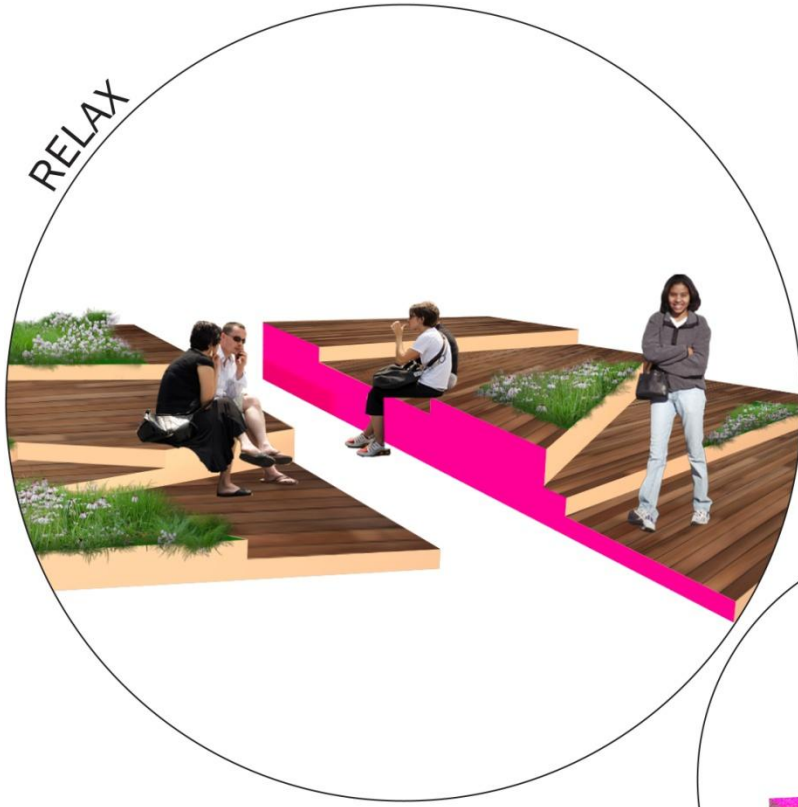
Construct-ability



FRANKFORD PAUSE Construct-ability



FRANKFORD PAUSE Activities



IDENTITY + WAYFINDING SIGNAGE

Design Process

Menu of Sign Types

Gateway Signage

Frankford Pause Signage

Pedestrian Directional Signage

El Signs



IDENTITY + WAYFINDING SIGNAGE Design Process

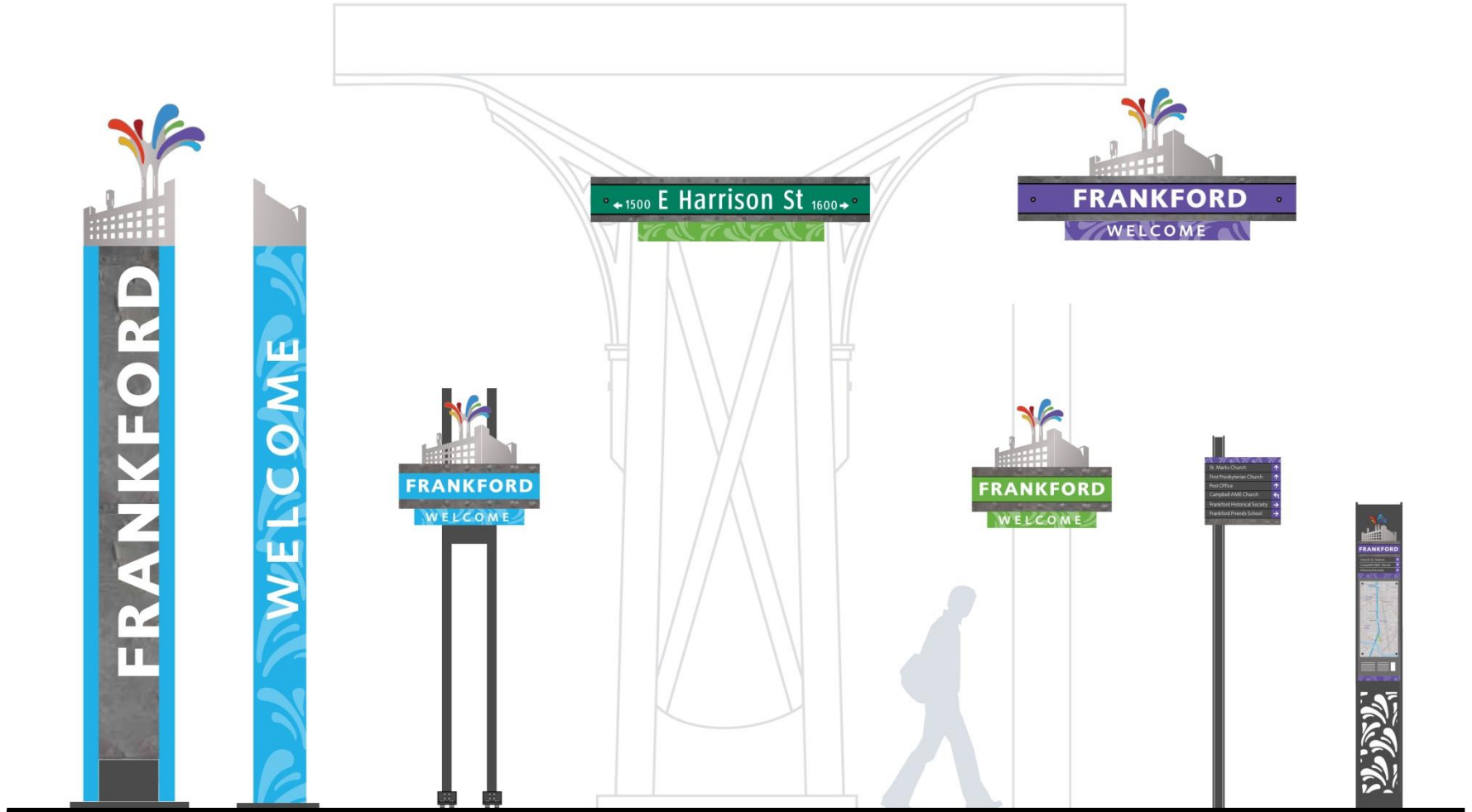


Incorporate Destination Frankford's logo, which represents Frankford's **industrial past**, its **bright future in the creative economy**, and its rich **cultural diversity** in one, powerful image.

- > I-beams to represent Frankford's industrial past
- > Bright colors to represent diversity and creativity
- > Simple, modern typography



IDENTITY + WAYFINDING SIGNAGE Menu of Sign Types



PRIMARY
GATEWAY

SECONDARY
GATEWAY

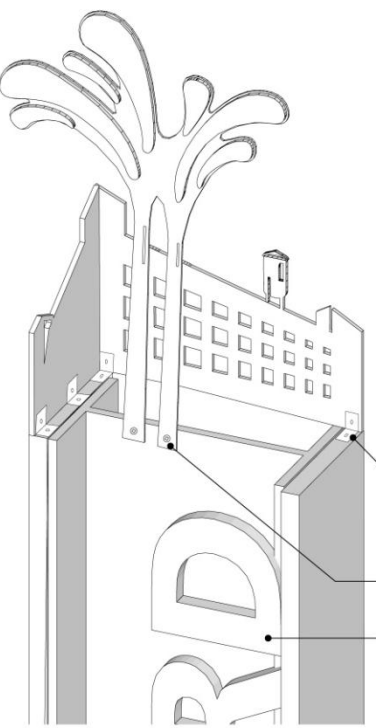
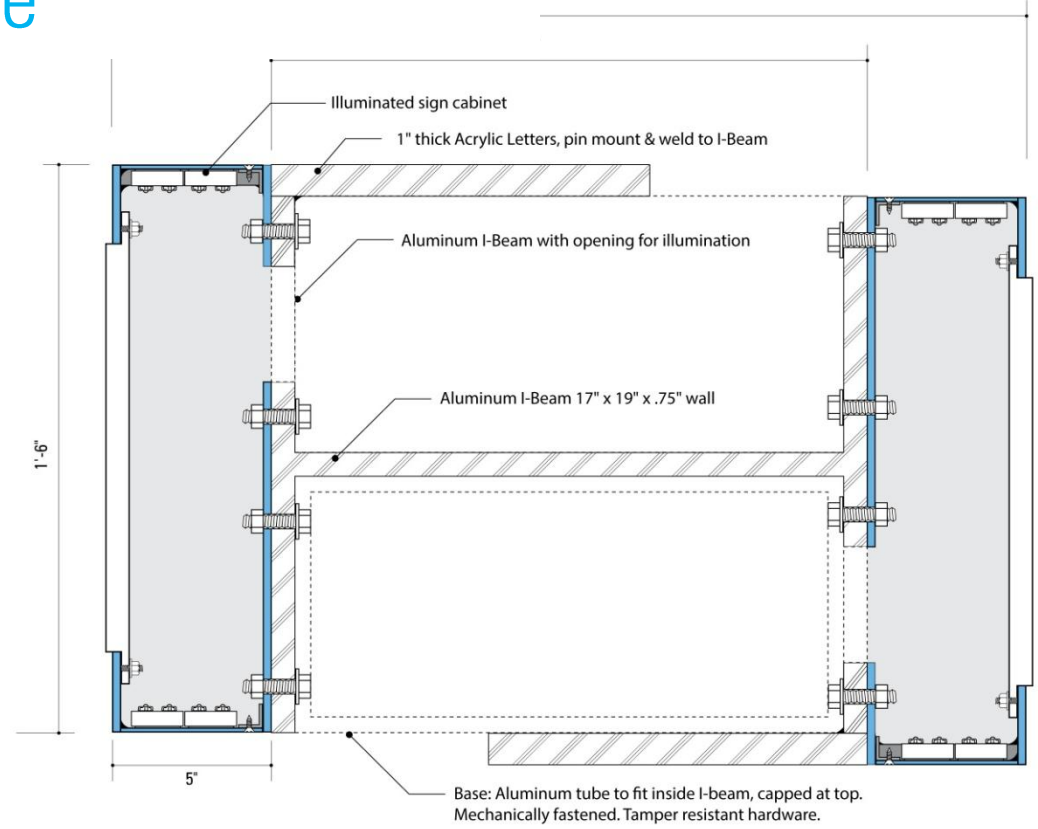
MFL
STREET

MFL
GATEWAY

PEDESTRIAN
DIRECTIONAL

IDENTITY + WAYFINDING SIGNAGE

Gateway Signage

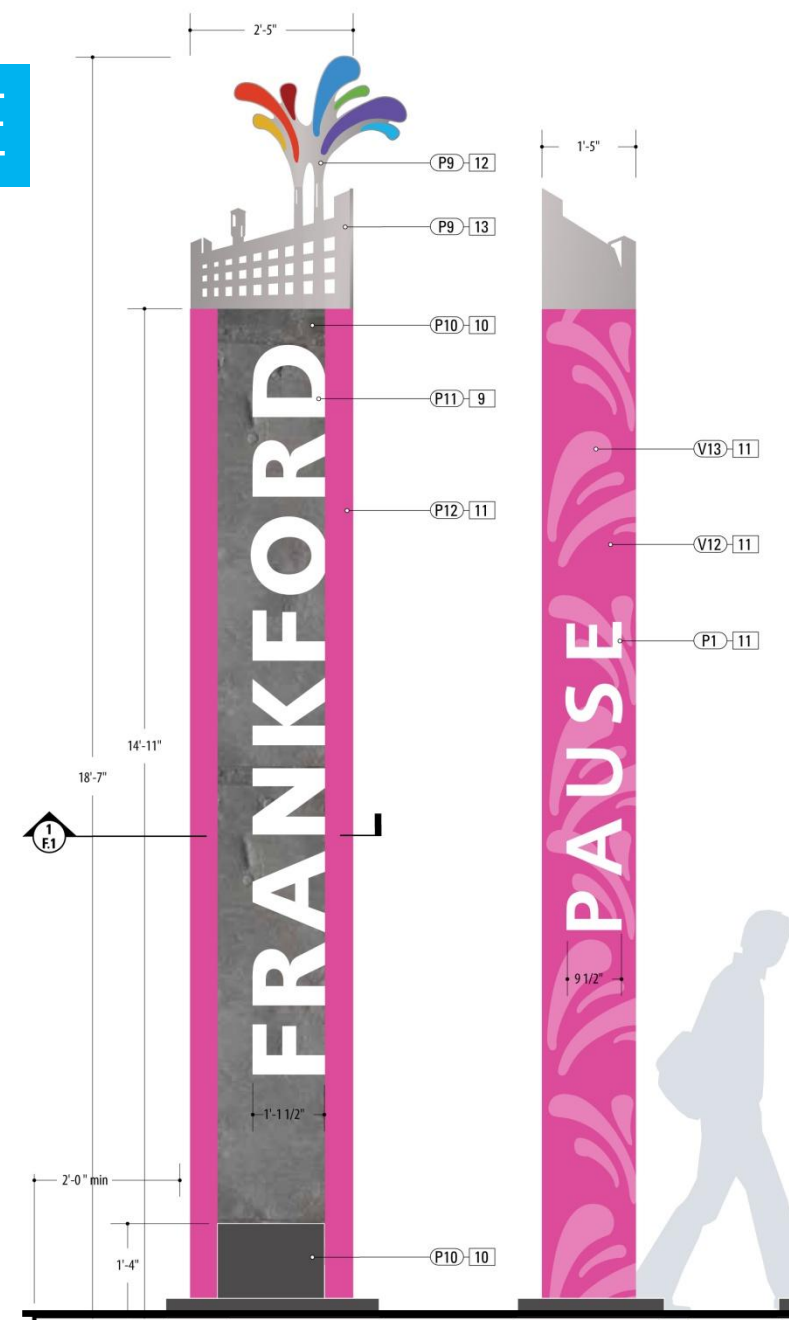
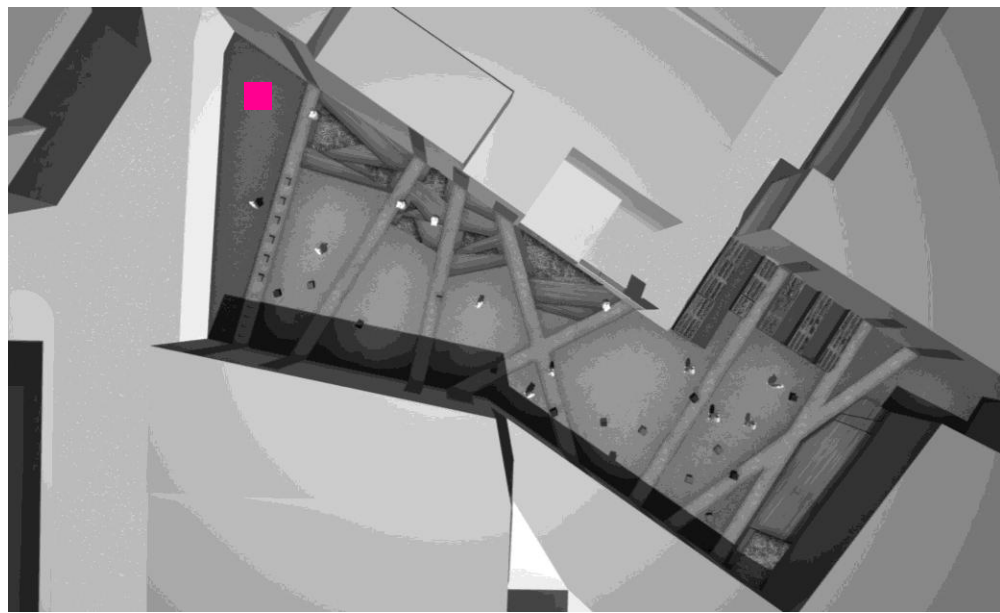


- SS "L" Brackets attach to building panel and top of sign cabinet. Color to match building panel.
- 1/4" Splash panel mechanically fastened to I-Beam. Tamper resistant hardware.
- 1" Acrylic Letters mechanically fastened to I-Beam & sign cabinet. Tamper resistant hardware.



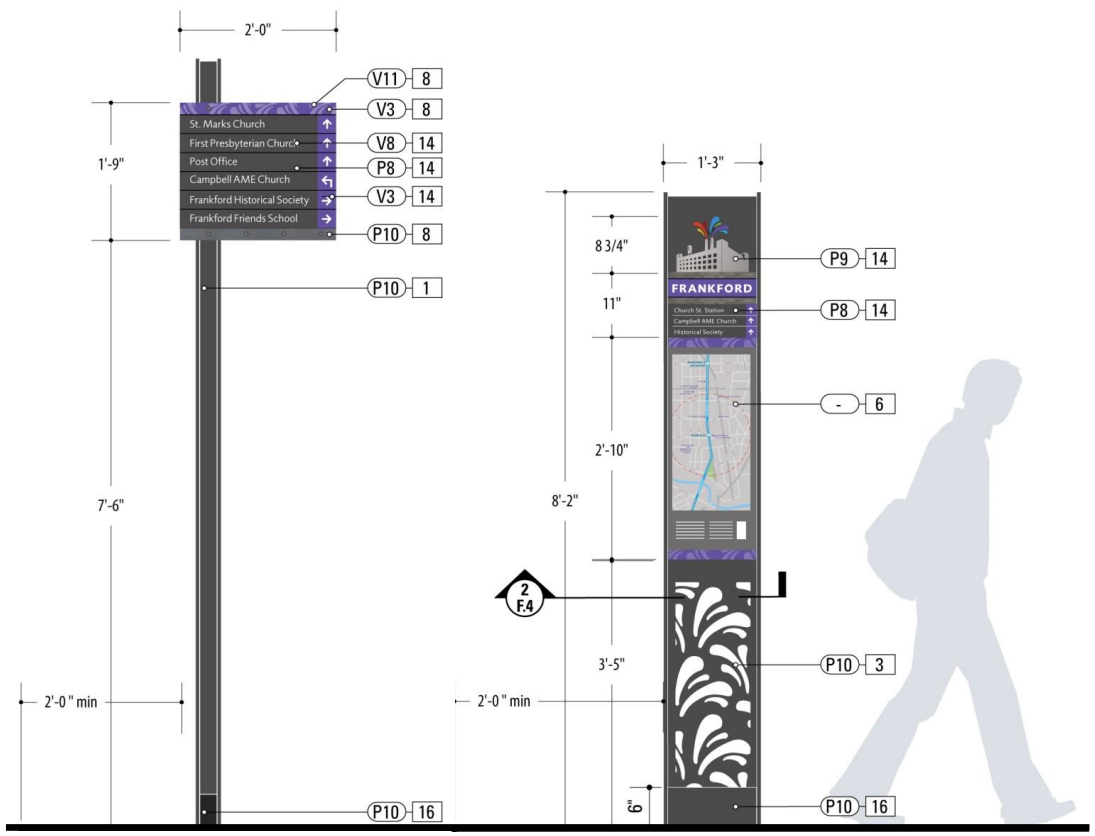
IDENTITY + WAYFINDING SIGNAGE

Frankford Pause Signage



IDENTITY + WAYFINDING SIGNAGE

Pedestrian Directional Signage



IDENTITY + WAYFINDING SIGNAGE

Market-Frankford El Signs

SEPTA to provide dimensions



IDENTITY + WAYFINDING SIGNAGE

Market-Frankford El Signs



THE FUTURE OF PLACEMAKING IN FRANKFORD



CREATIVE PLACEMAKING in
FRANKFORD, Philadelphia

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Questions?