CREATIVE PLACEMAKING in FRANKFORD, Philadelphia

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Destination Frankford

www.DestinationFrankford.com

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.

Philadelphia City Planning Commission

COMMUNITY DESIGN COLLABORATIVE
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

Rival Bros Coffee Roasters

Manufacturing Alliance of Philadelphia

Birchtree Catering

Cupcake Wonderland

ErectorSets

Design. Fabrication.

Amuneal Manufacturing Corp.
GLOBE DYE WORKS
HENRY RIEHL / OLD MILL BUILDING
BUILDING ON FRANKFORD’S STRENGTHS

Parks

Wilmot Park
Meadow Street Garden
BUILDING ON FRANKFORD’S STRENGTHS

Parks

Hedge Street Park
BUILDING ON FRANKFORD’S STRENGTHS

Imagining Frankford Murals
Philadelphia2035
Lower Northeast District Plan
ArtPlace
Grant Application
Grant Structure
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

Educate and Empower
Plan and Envision
Remap and Reszone

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
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**.
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
DESTINATION FRANKFORD is an arts-based initiative using MARKETING and CREATIVE PLACEMENT 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
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
$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 Art

RECLAIM  |  Dumpster Divers
DESTINATION FRANKFORD GALLERY

REDISCOVER | Photography
DESTINATION FRANKFORD GALLERY The Art

REANIMATE | Philadelphia Sculptors
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  Events

**Art Exhibition:** 8 art pieces

**Market:** 9 vendor tents (10’x10’)

**Movie:** 180 people reclining

**Concert:** 615 people standing
FRANKFORD PAUSE Activities

- Relax
- Garden
- Perform
- Play
Design Process
Menu of Sign Types
Gateway Signage
Frankford Pause Signage
Pedestrian Directional Signage
El Signs
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
Gateway Signage

Identity + Wayfinding Signage

- Illuminated sign cabinet
- 1" thick Acrylic Letters, pin mount & weld to I-Beam
- Aluminum I-Beam with opening for illumination
- Aluminum I-Beam 17" x 19" x .75" wall
- Base: Aluminum tube to fit inside I-beam, capped at top. Mechanically fastened. Tamper resistant hardware.

- 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?