



Revitalizing Urban Neighborhoods through Creative Transportation Investments

Pennsylvania APA Annual Conference, October 2018

AGENDA

- **Introduction and Background**
- **Process**
- **Collaboration + Engagement**
- **Technical Design**
- **Lessons Learned**



SPEAKERS



Mike Campbell, RLA

Associate
WRA



Jeff Riegner, AICP, PE

Vice President
WRA

CITY OF PHILADELPHIA



PROJECT LOCATION



Maplewood Mall
Germantown

Mantua Greenway
Mantua

Maplewood Mall



ACKNOWLEDGMENTS

PROJECT STAKEHOLDERS



Department of Commerce
CITY OF PHILADELPHIA
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DESIGN TEAM



Ground Reconsidered



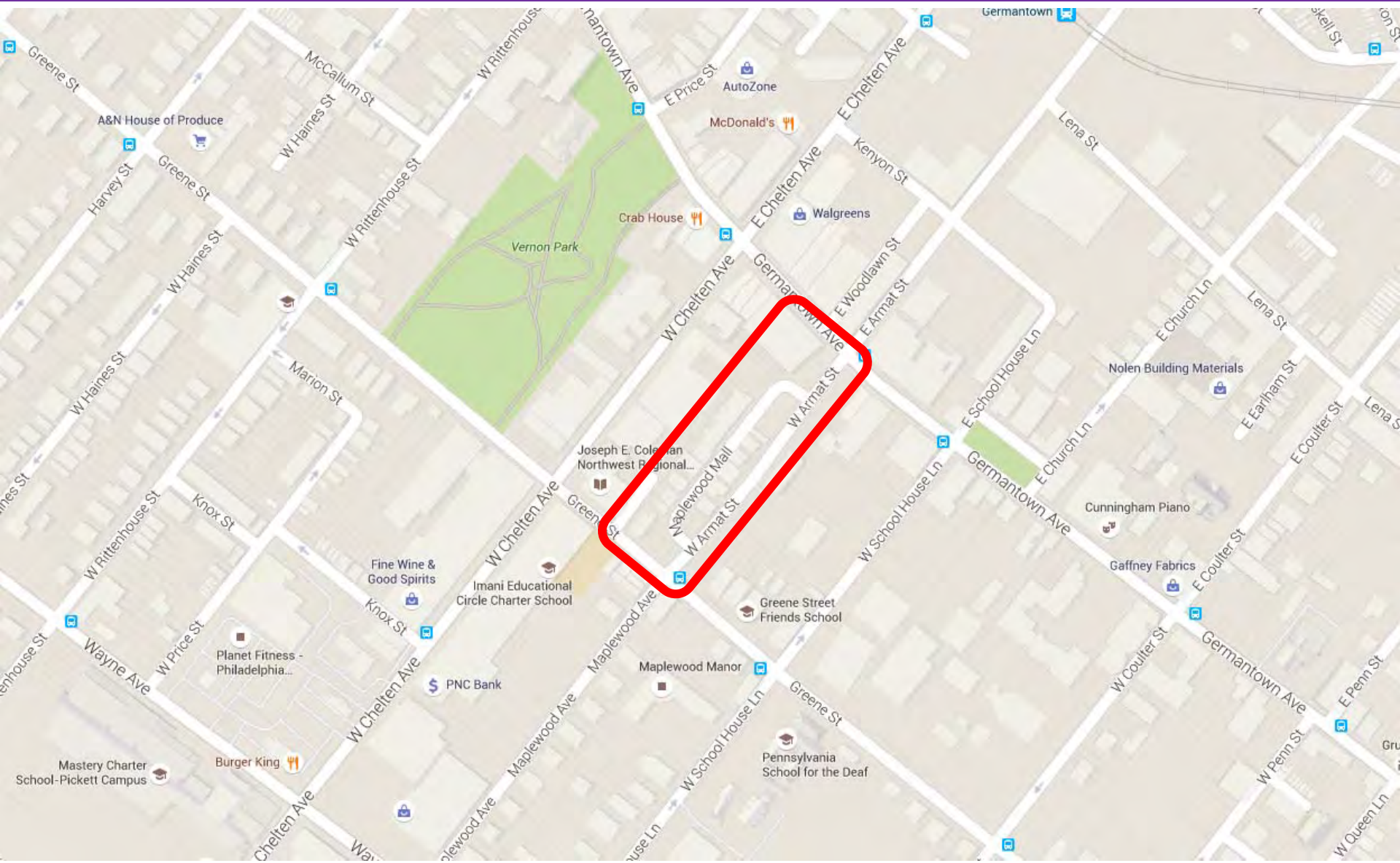
PROJECT DESCRIPTION

- Planning and engineering phases
- Multi-agency partnership
- Community driven design



Maplewood Mall

LOCATION MAP



Maplewood Mall

EXISTING CONDITIONS – GREENE STREET PLAZA



Maplewood Mall



EXISTING CONDITIONS



PUBLIC OUTREACH



1. DEVELOPMENT OF ALTERNATIVES

Past Studies + City Requirements

- Materials
- Parking
- Traffic
- Utilities
- Budgetary

= Alternatives



1. DEVELOPMENT OF ALTERNATIVES – PAST STUDIES

Maplewood Mall: Conceptual Design for Revitalization
(Community Design Collaborative, 2010)

Maplewood Mall Revitalization: Sustainable Design Solutions
(Philadelphia University Landscape Architecture Program,
2010)

Central Germantown Business District Beautification Plan
(Philadelphia City Planning Commission, 2012)

Philadelphia 2035 Comprehensive Plan (Philadelphia City
Planning Commission, 2012)

Maplewood Mall Reconstruction Public Outreach Summaries
(Philadelphia City Planning Commission, 2013)

Maplewood Mall as envisioned by the Maplewood Mall Action
Committee

1. DEVELOPMENT OF ALTERNATIVES

2. REFINEMENT OF ALTERNATIVES

Stakeholder Feedback:

Maintain
character of the
Mall

Improve visibility
day & night

Pedestrian
friendly

Repurpose
bollards

Use aesthetics that
articulate our
history

More parking on
the mall

Less parking on
the mall



1. DEVELOPMENT OF ALTERNATIVES

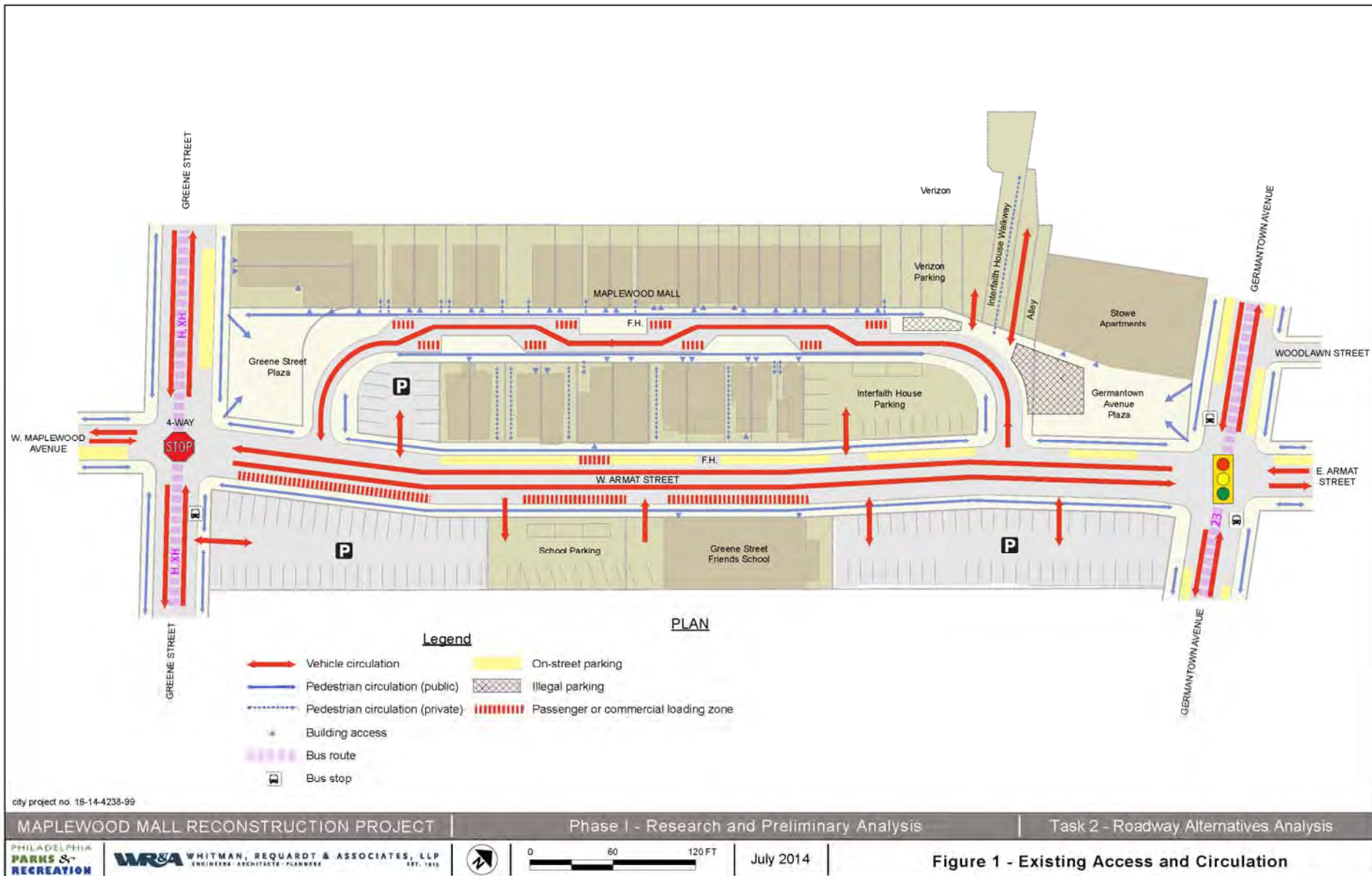
2. REFINEMENT OF ALTERNATIVES

3. SELECTION OF PREFERRED ALTERNATIVE



4. FINAL DESIGN

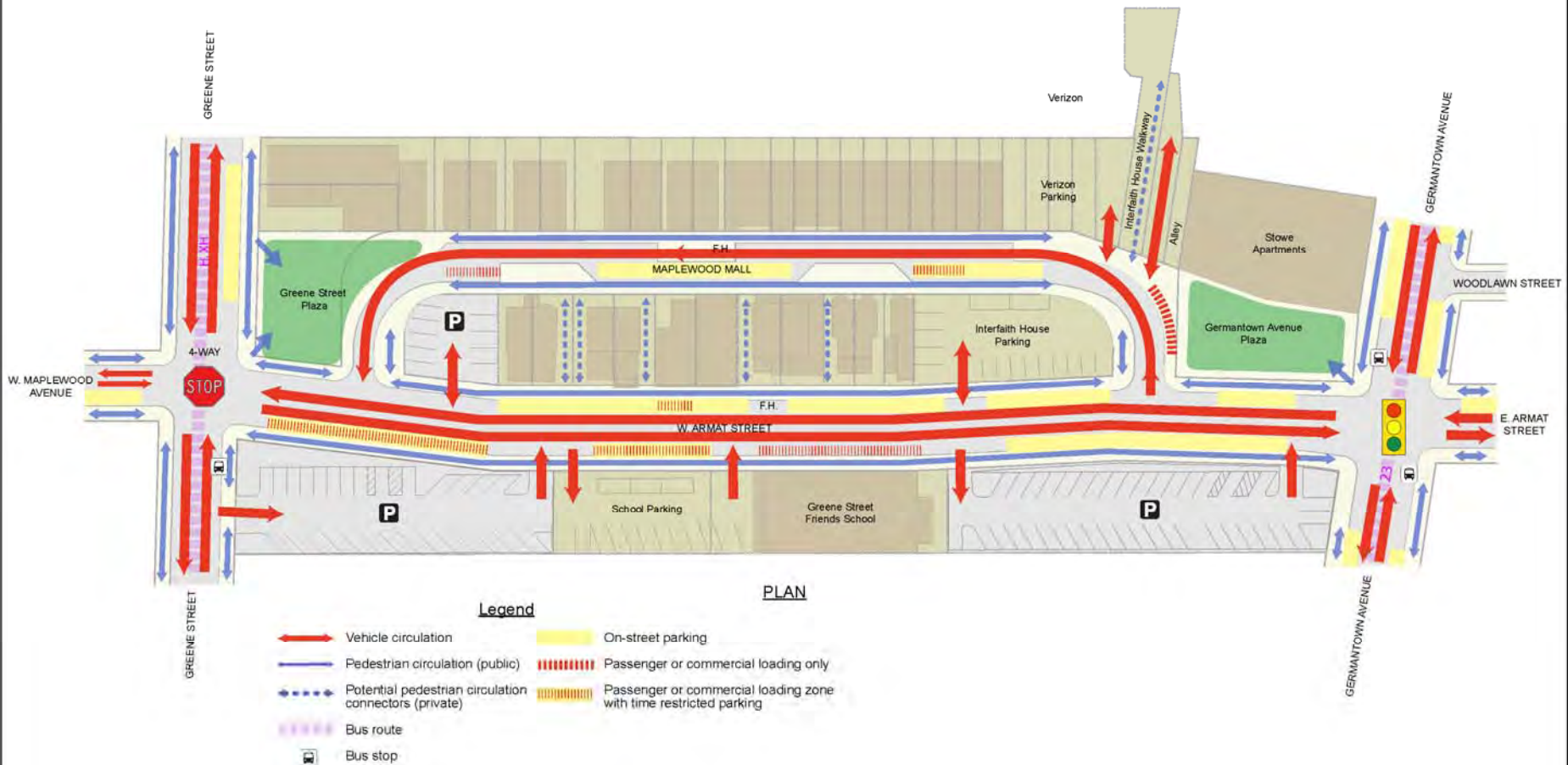
Existing Conditions - Circulation



Circulation Alternatives

Note:

The purpose of this drawing is to show vehicular and pedestrian circulation schematics only. The design and placement of streetscape elements will determine the location of pavement edges, parking, and sidewalks.



city project no. 16-14-4238-99

MAPLEWOOD MALL RECONSTRUCTION PROJECT

Phase 1 - Research and Preliminary Analysis

Task 2 - Roadway Alternatives Analysis

PHILADELPHIA
PARKS &
RECREATION

WMRA WHITMAN, REQUARDT & ASSOCIATES, LLP
ENGINEERS ARCHITECTS PLANNERS



0 60 120 FT

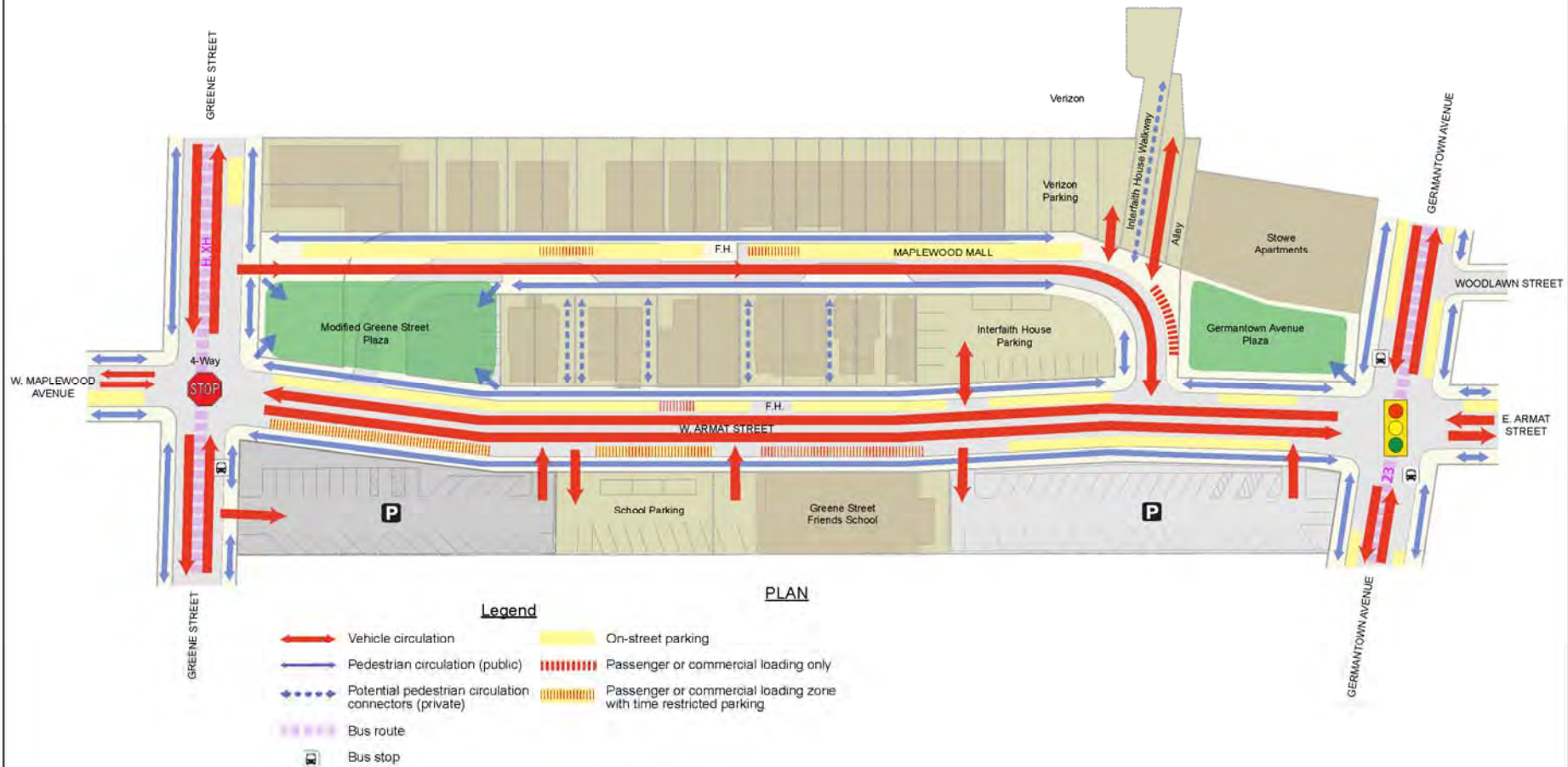
September 2014

Circulation Alternative A - Modified Existing

Circulation Alternatives

Note:

The purpose of this drawing is to show vehicular and pedestrian circulation schematics only. The design and placement of streetscape elements will determine the location of pavement edges, parking, and sidewalks.



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MAPLEWOOD MALL RECONSTRUCTION PROJECT

Phase I - Research and Preliminary Analysis

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PHILADELPHIA
PARKS & RECREATION

WR&A WHITMAN, REQUARDT & ASSOCIATES, LLP
ENGINEERS ARCHITECTS PLANNERS
EST. 1913



0 60 120 FT

September 2014

Circulation Alternative B - Mapewood Mall Eastbound

PARKING ANALYSIS – NO NET LOSS OF SPACES

	STREET					PARKING LOT				TOTAL
	Armat St North Side	Armat St South Side	Maplewood Mall	Greene St	Total Street	PPA meter lot	PPA Germantown lot	PPA Greene lot	Total Off-street Lot	
Existing	17	0	0	4	21	10	45	43	98	119
A. Modified Existing	16	13	8	4	41	10	40	28	78	119
B. Maplewood Mall eastbound	21	13	15	2	51	0	40	28	68	119

Option A

- Lose 1 parking space on North side of Armat from addition of crosswalk
- Gain 13 parking spaces on South side of Armat Street (10 time restricted)
- Gain 8 legal parking spaces on Maplewood Mall
- Lose 20 parking spaces in free lots from conforming to zoning requirements

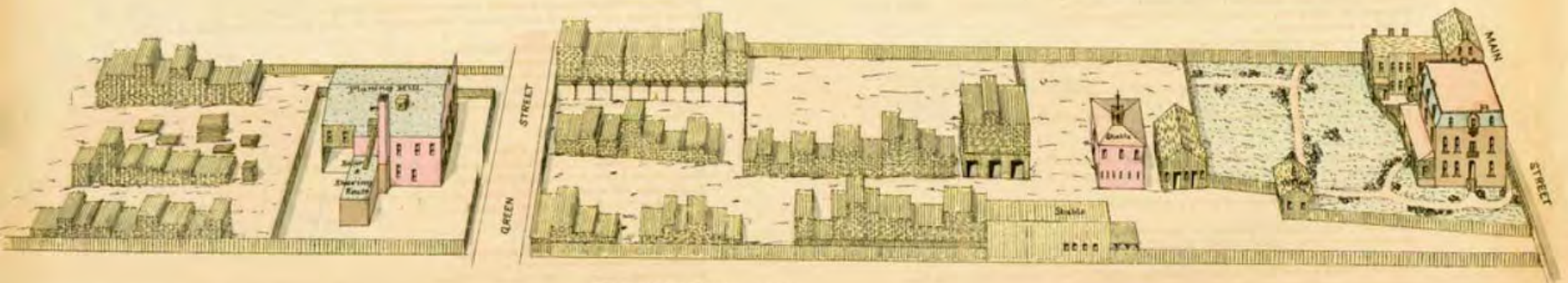
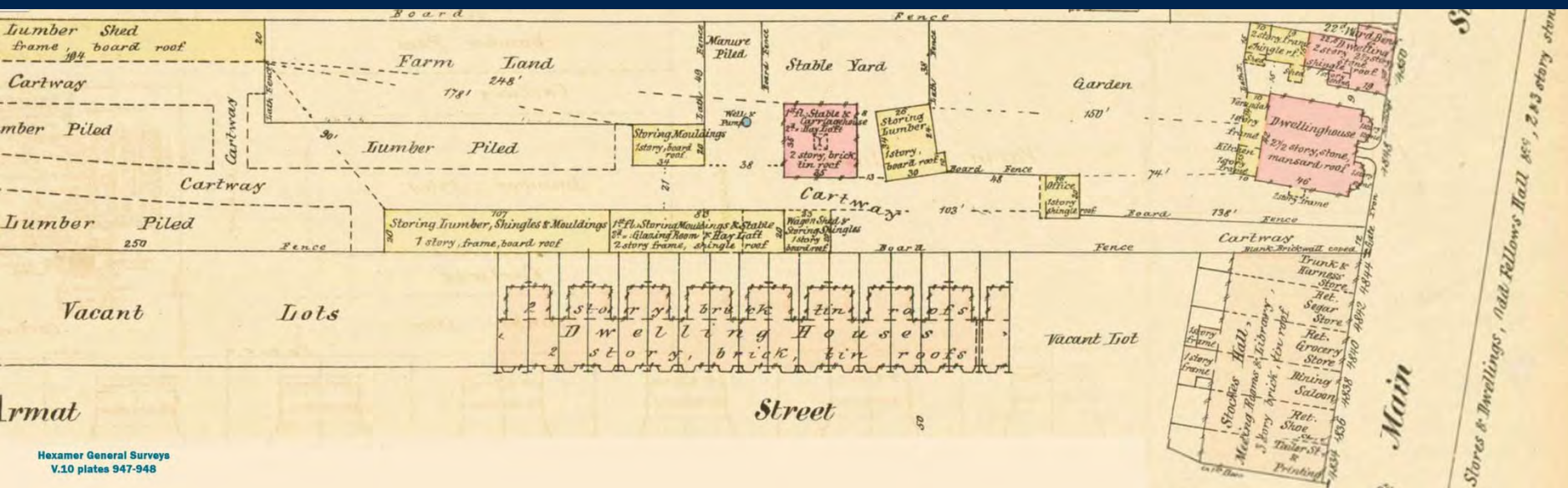
Option B

- Gain 4 parking spaces on North side of Armat Street from eliminating parking lot driveway
- Gain 13 parking spaces on South side of Armat Street (10 time restricted)
- Gain 15 legal parking spaces on Maplewood Mall
- Lose 2 parking spaces on Greene Street for new curb cut
- Lose 20 parking spaces in free lots from conforming to zoning requirements
- Lose 10 parking spaces from conversion of meter lot to plaza space

SITE ANALYSIS – TREE HEALTH



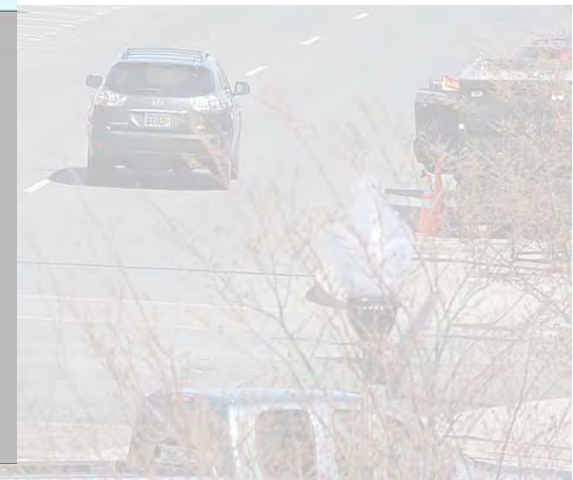
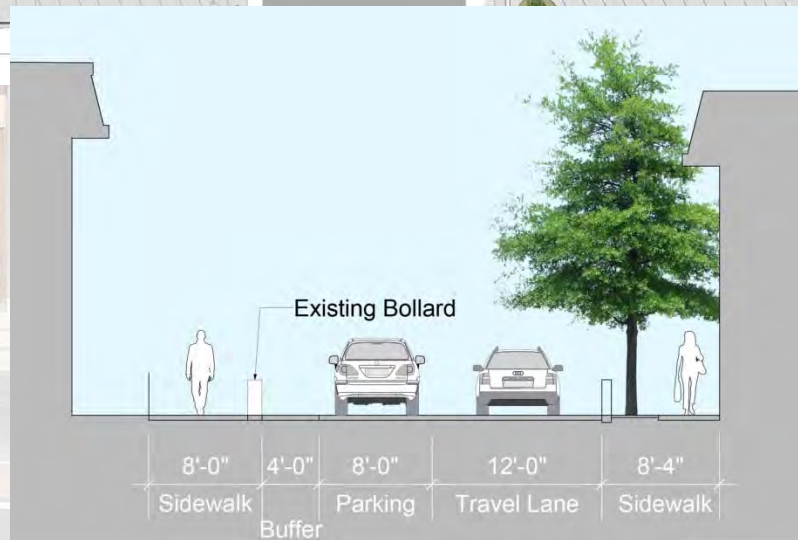
Site Analysis — History



Ashmead & Langstroth
 Windows/Doors/Mouldings
 Chelton, Main, Armat and Mapelwood
 Hexamer General Survey V.10 Plate 947-948

Maplewood Mall

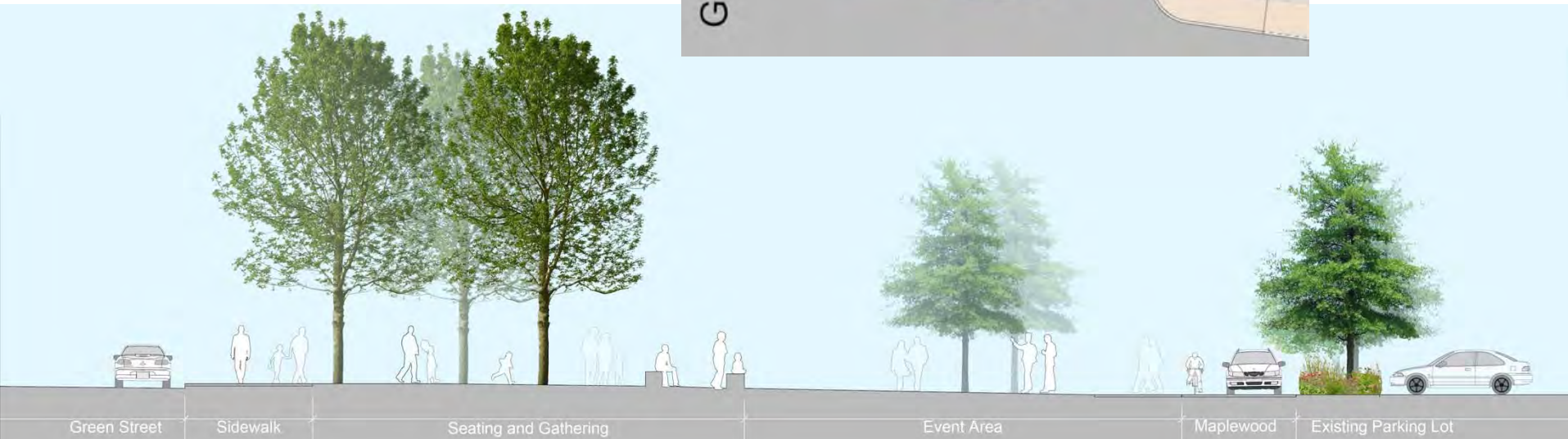
OPTION A



American Planning Association
Delaware Chapter

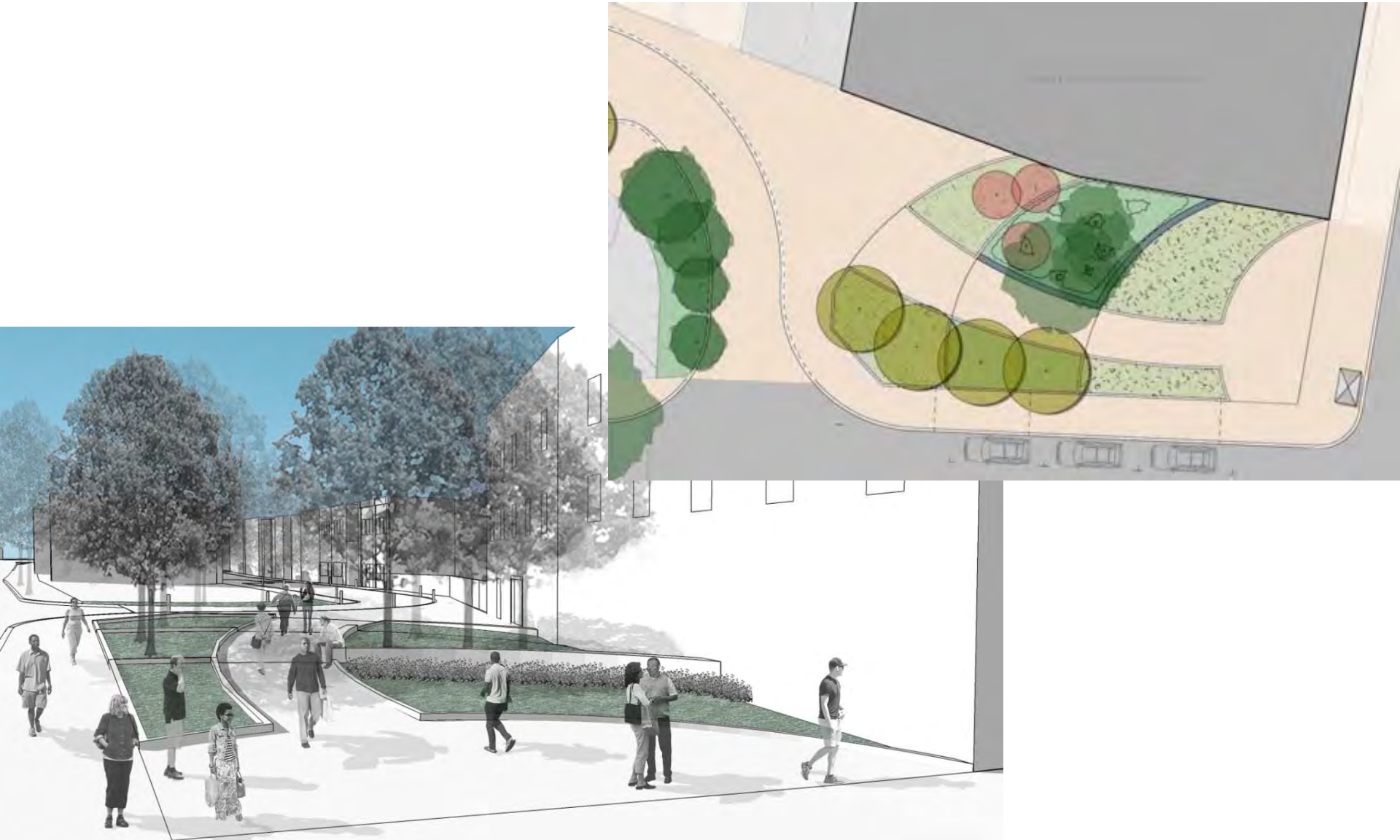
Making Great Communities Happen

OPTION A – GREENE STREET PLAZA



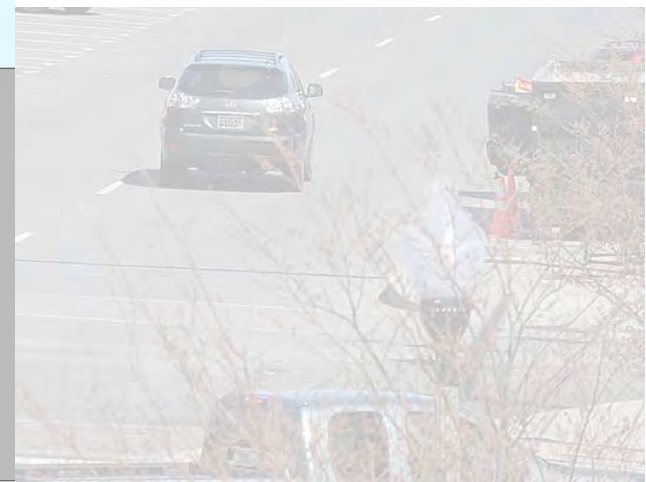
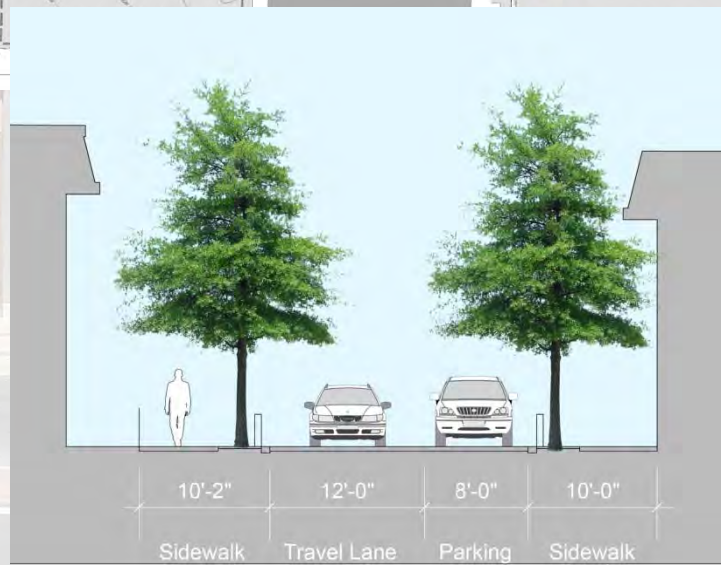
Maplewood Mall

OPTION A – GERMANTOWN AVENUE PLAZA



Maplewood Mall

OPTION B

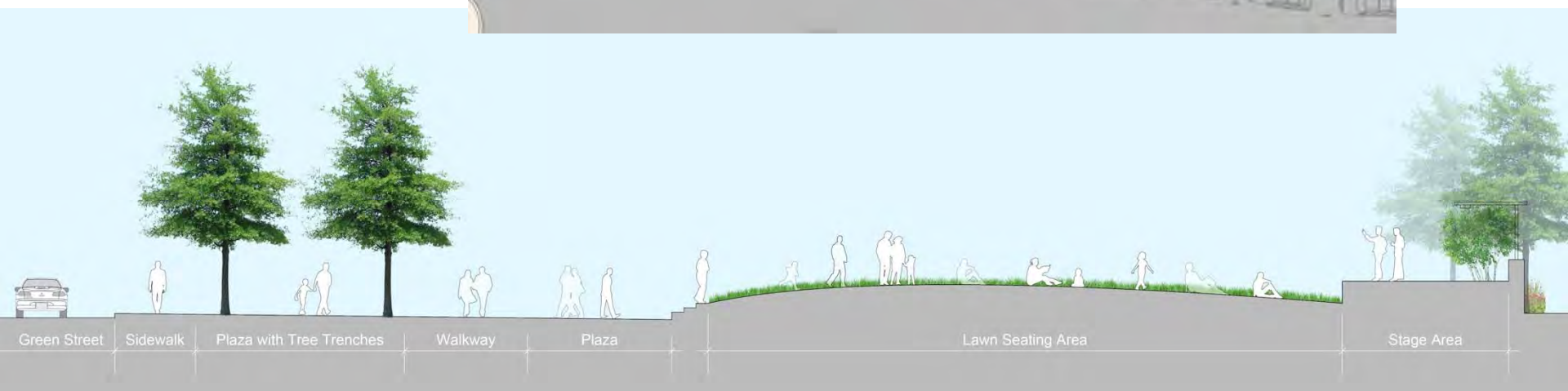
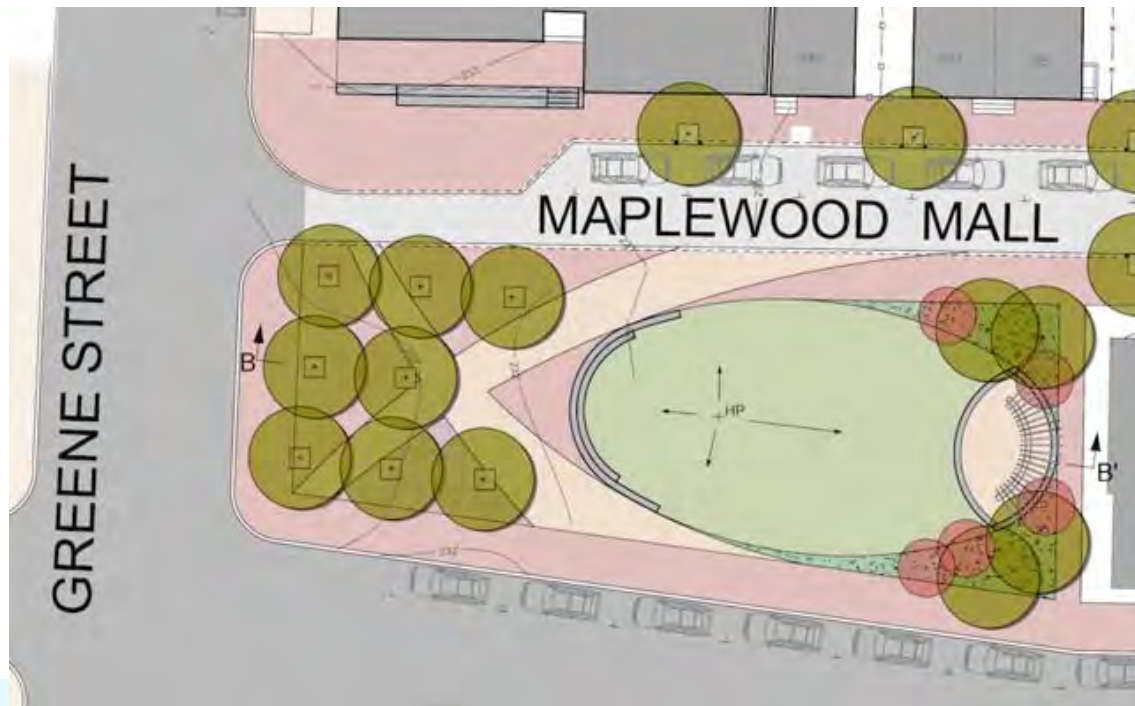


American Planning Association
Delaware Chapter

Making Great Communities Happen

Maplewood Mall

OPTION B – GREENE STREET PLAZA

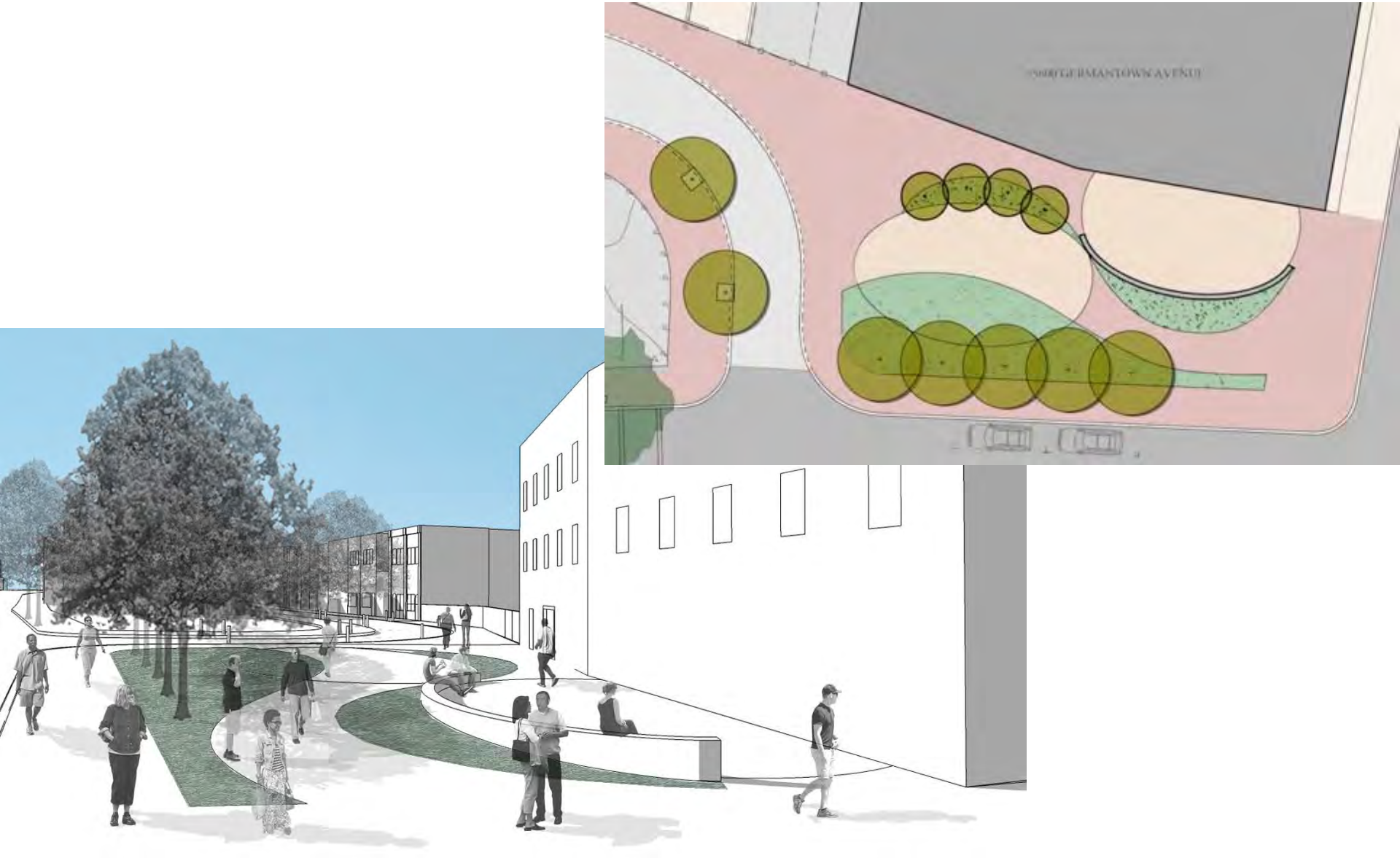


OPTION B – GREENE STREET PLAZA



Maplewood Mall

OPTION B – GERMANTOWN AVENUE PLAZA



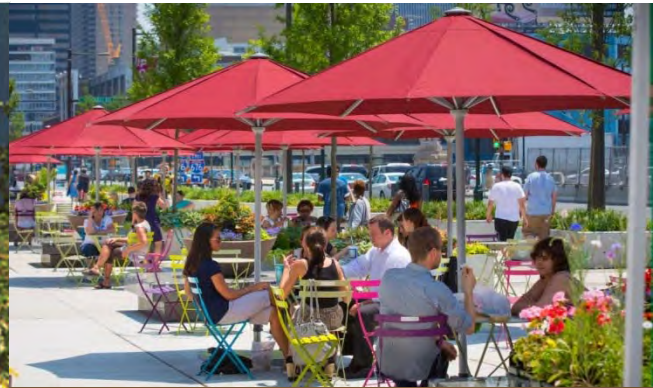
City Standards



Theme 1: Reimagined Lumber Yard



Theme 2: Contemporary Play



Theme 3: Sleek & Modern



SELECTING THE PREFERRED ALTERNATIVE

- Sensitivity to budget
- Creativity (art component)
- Balancing diverse user needs

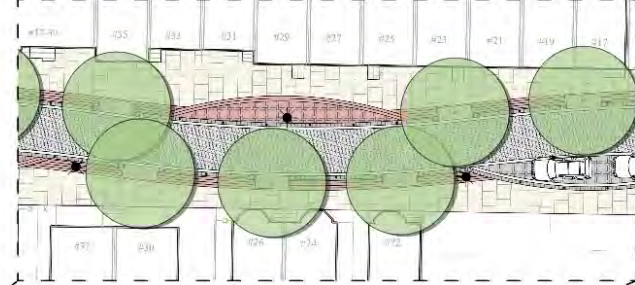


PROPOSED IMPROVEMENTS

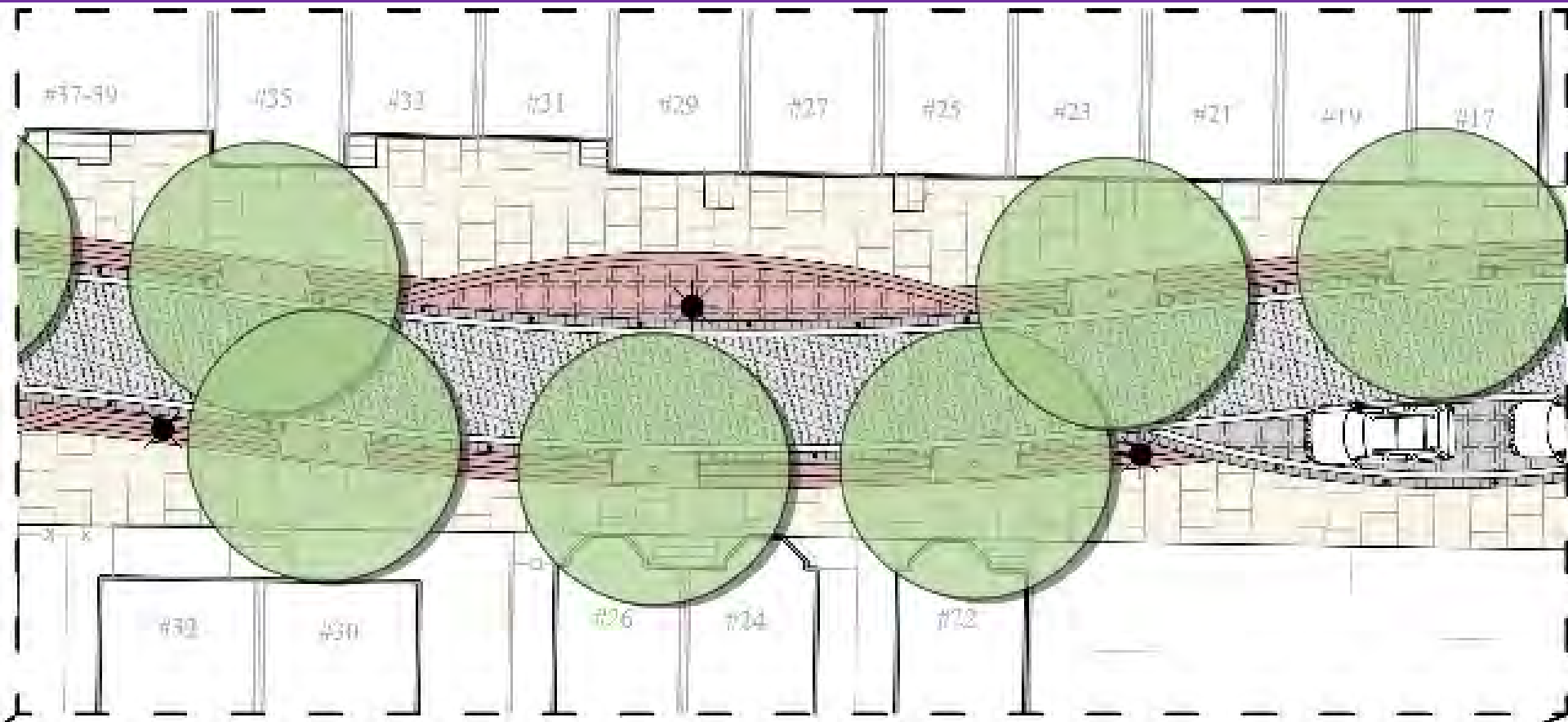
LEGEND

- Existing Tree
- Proposed Tree
- Proposed Ornamental Tree
- Proposed Plant Bed
- Proposed Wall
- Proposed Flush Curb
- Proposed Detectable Warning Pavers
- Proposed Concrete Paving
- Proposed Brick Boardwalk Pavers-Running Bond Pattern- Color Blend
- Proposed Brick Boardwalk Pavers-Running Bond Pattern
- Proposed Brick Boardwalk Pavers-Herringbone Pattern
- Proposed Brick-Style Permeable Paver System
- Proposed Brick-Style Vehicular Pavers-Herringbone Pattern

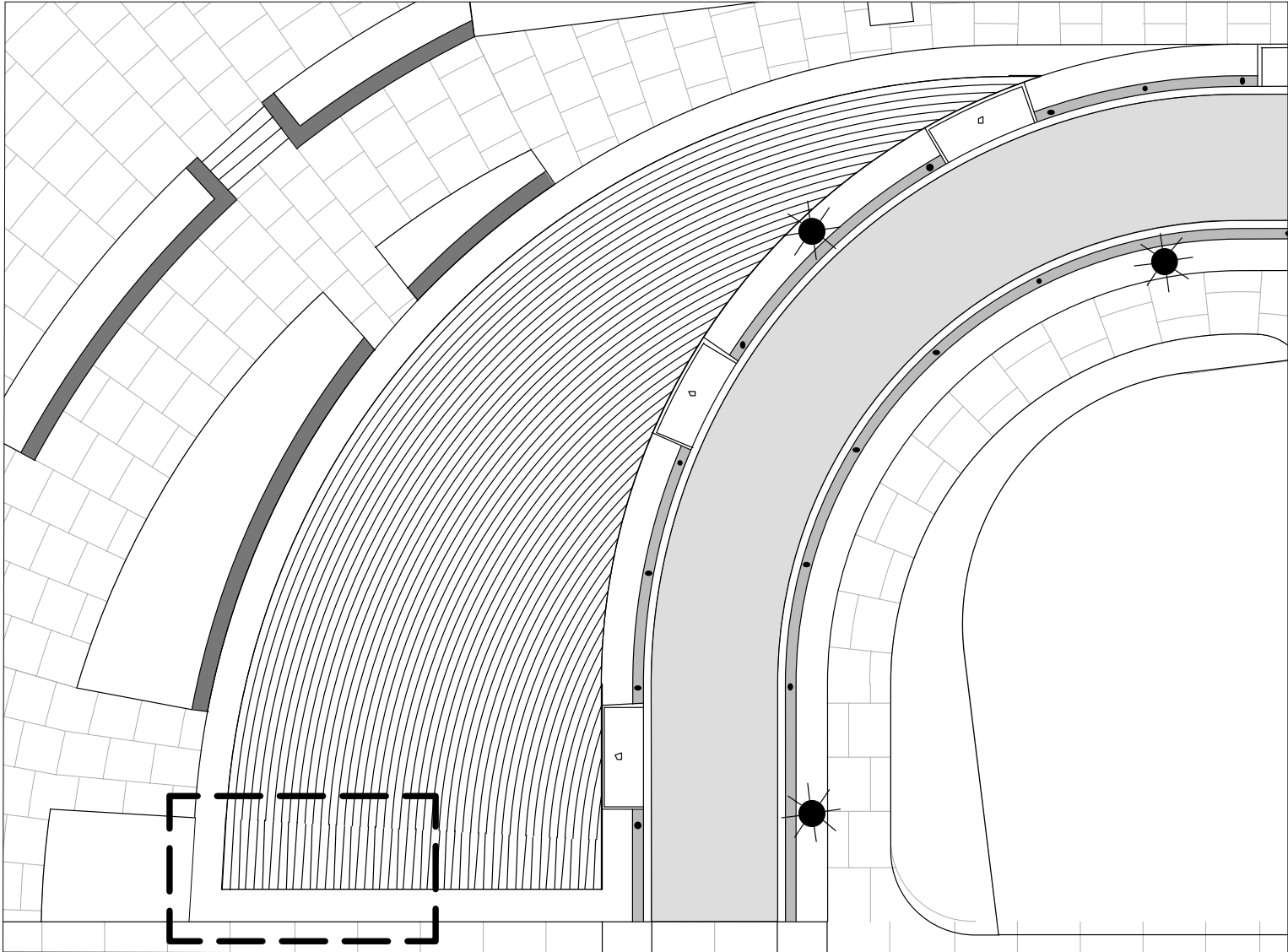
PLAN DETAIL



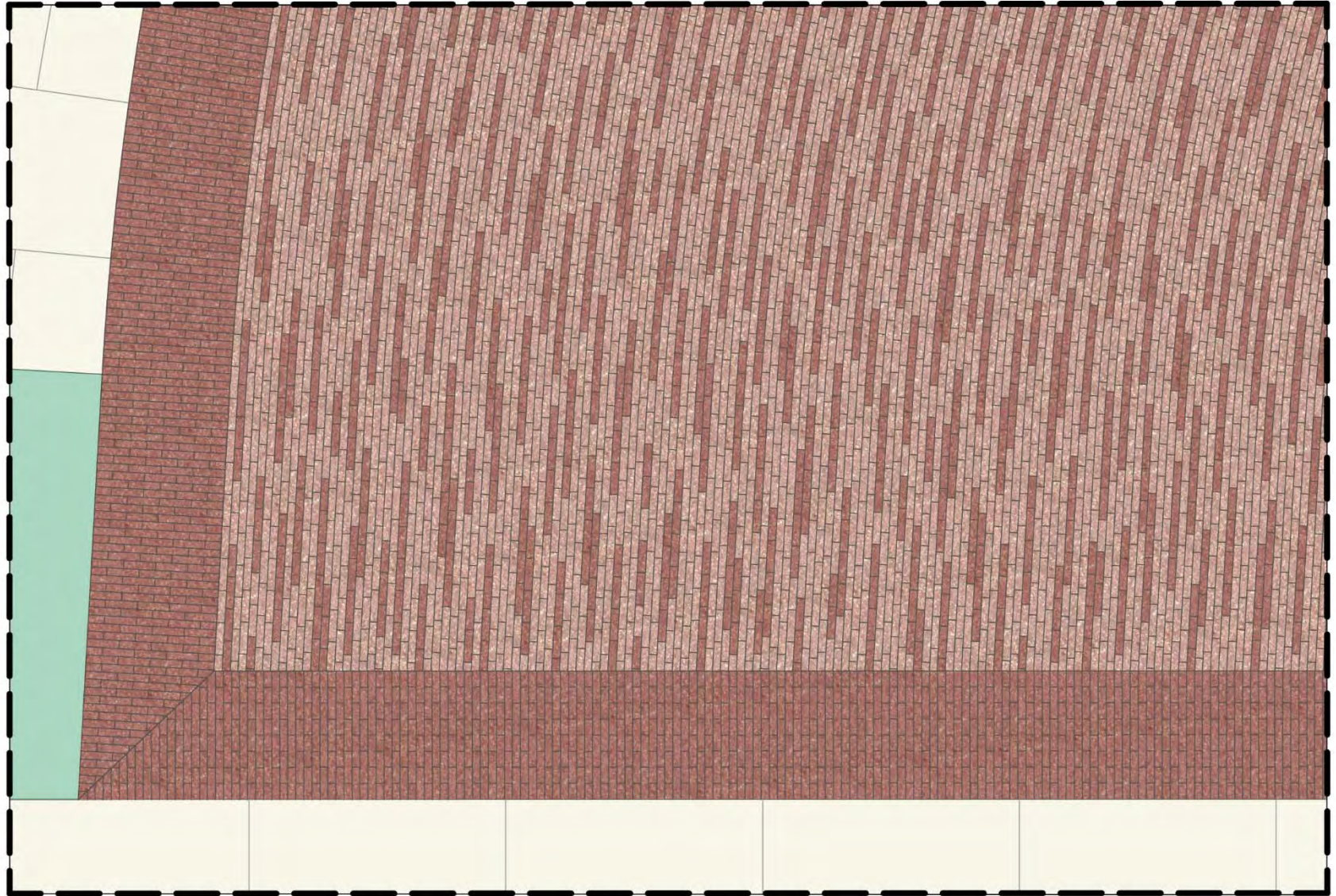
PROPOSED IMPROVEMENTS



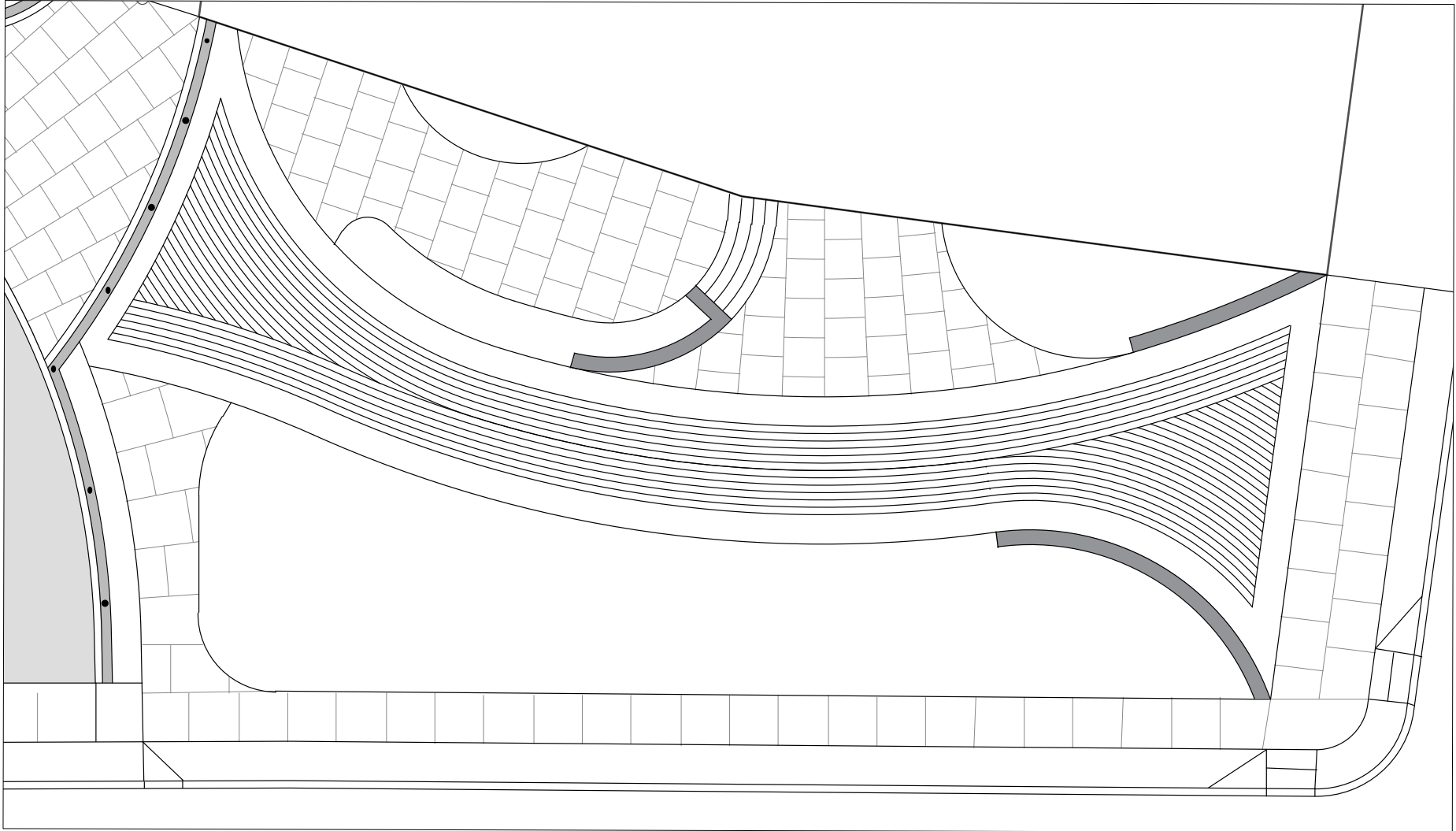
PLANK STYLE PAVING – GREENE STREET PLAZA



PLANK STYLE PAVING – GREENE STREET PLAZA



PLANK STYLE PAVING – GERMANTOWN AVENUE PLAZA

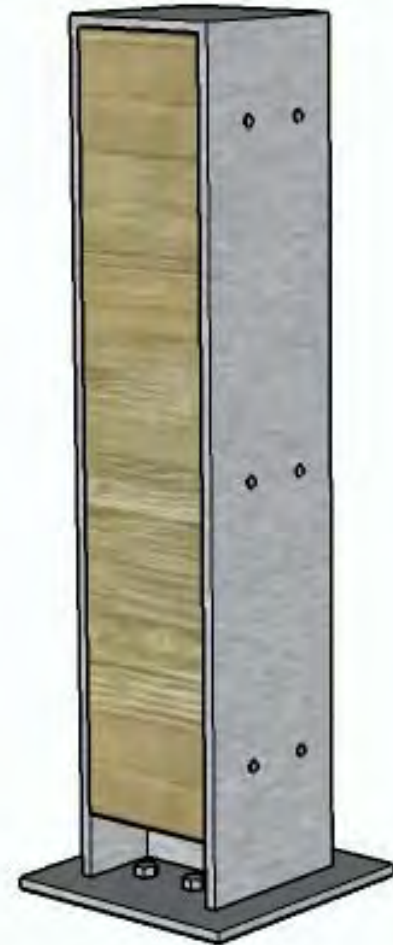
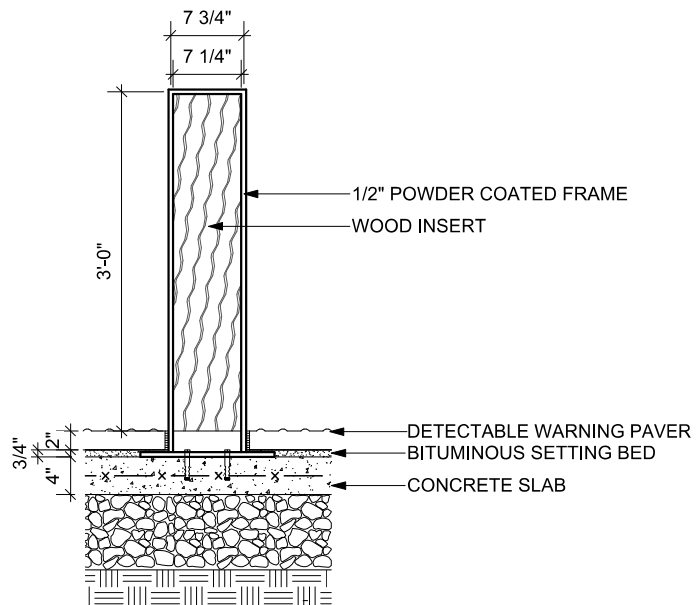
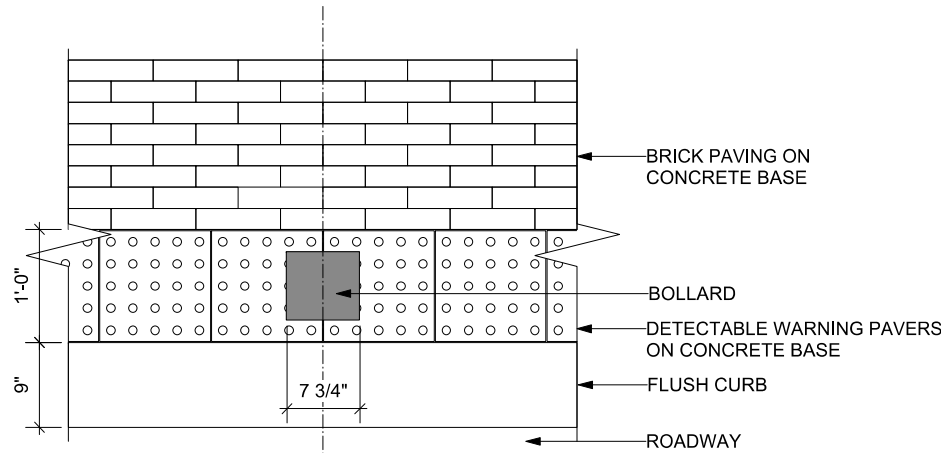


Maplewood Mall

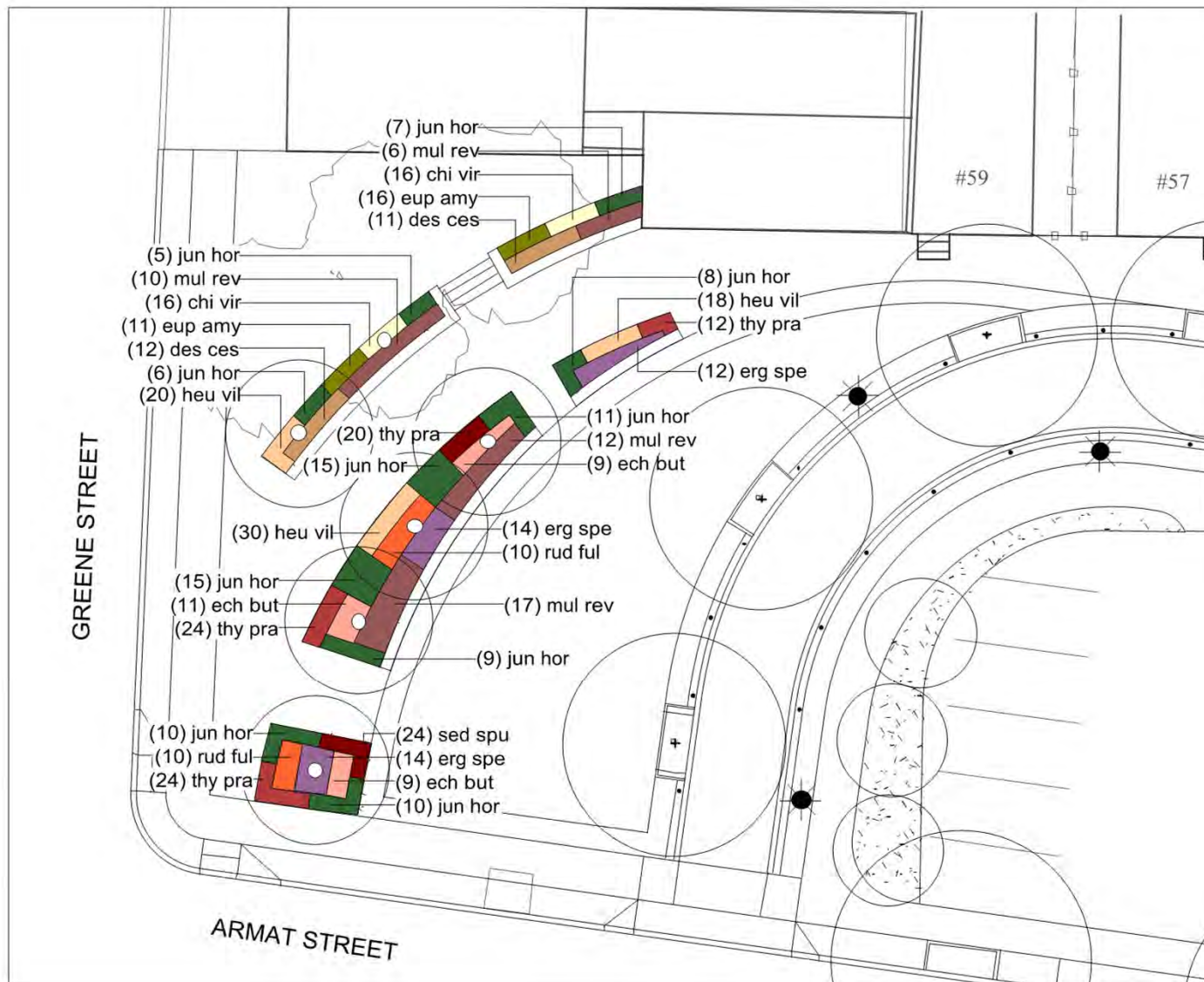
BOARD FORMED CONCRETE SEATWALLS



COMPRESSED WOOD BOLLARD



PLAZA PLANTINGS



PLAZA PLANTINGS

GRASSES



Tufted Hairgrass
Deschampsia cespitosa 'Goldtau'



Ruby Muhly Grass
Muhlenbergia reverchonii 'Undaunted'



Purple Lovegrass
Eragrostis spectabilis

PERENNIALS



Coneflower
Echinacea Butterfly 'Julia'



Black-eyed Susan
Rudbeckia fulgida var *fulgida*

GROUNDCOVER



Goldenstar
Chrysogonum virginianum
var. *australe*



Creeping Juniper
juniperus horizontalis



Coral Bells
Heuchera villosa 'Caramel'



Red Creeping Thyme
Thymus praecox 'Coccineus'



Wood Spurge
Euphorbia amygdaloides var.
robbiae

BULBS



Dutch Master Daffodil
Narcissus 'Dutch Master'

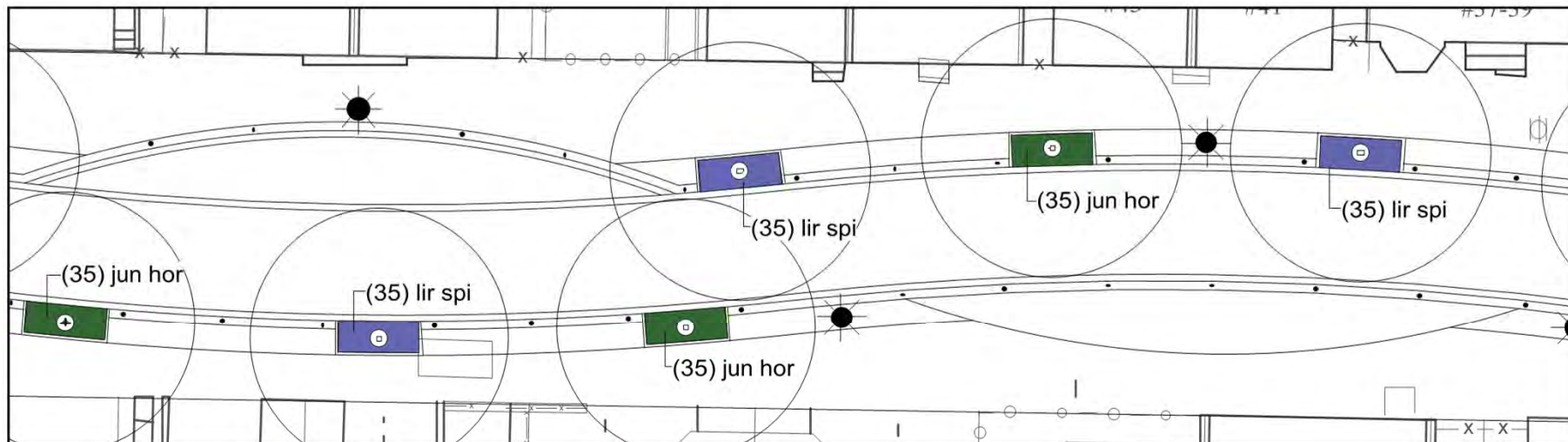


Nodding Wild Onion
Allium cernuum



Summer Bells
Allium bulgaricum

MALL PLANTINGS



GROUNDCOVERS



Creeping Juniper
Juniperus horizontalis



Lilyturf
Liriope spicata

BULBS



Lemon Drops Daffodil
Narcissus 'Lemon Drops'



Nodding Wild Onion
Allium cernuum



Lemon Drops Daffodil
Narcissus 'Lemon Drops'



Chives
Allium schoenoprasum



Spring Crocus
Crocus vernus

Maplewood Mall

1% FOR ART – TILE MOSAICS BY JENNIE SHANKER

Maplewood Mall

Grout gradient

ex: white to yellow

Tile gradient

Ex: yellow to white

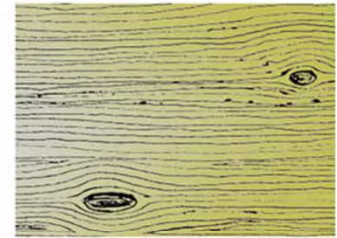
Community tiles

Concept:

-Tile dimensions follow standard lumber measurements. All tiles embossed with wood grain texture.

-Tile color shifts gradually across the length of the knee walls from one color to another. The grout uses similar colors and shifts in the opposite direction from the tile across the wall.

-Tile placement refers to logs floating down river



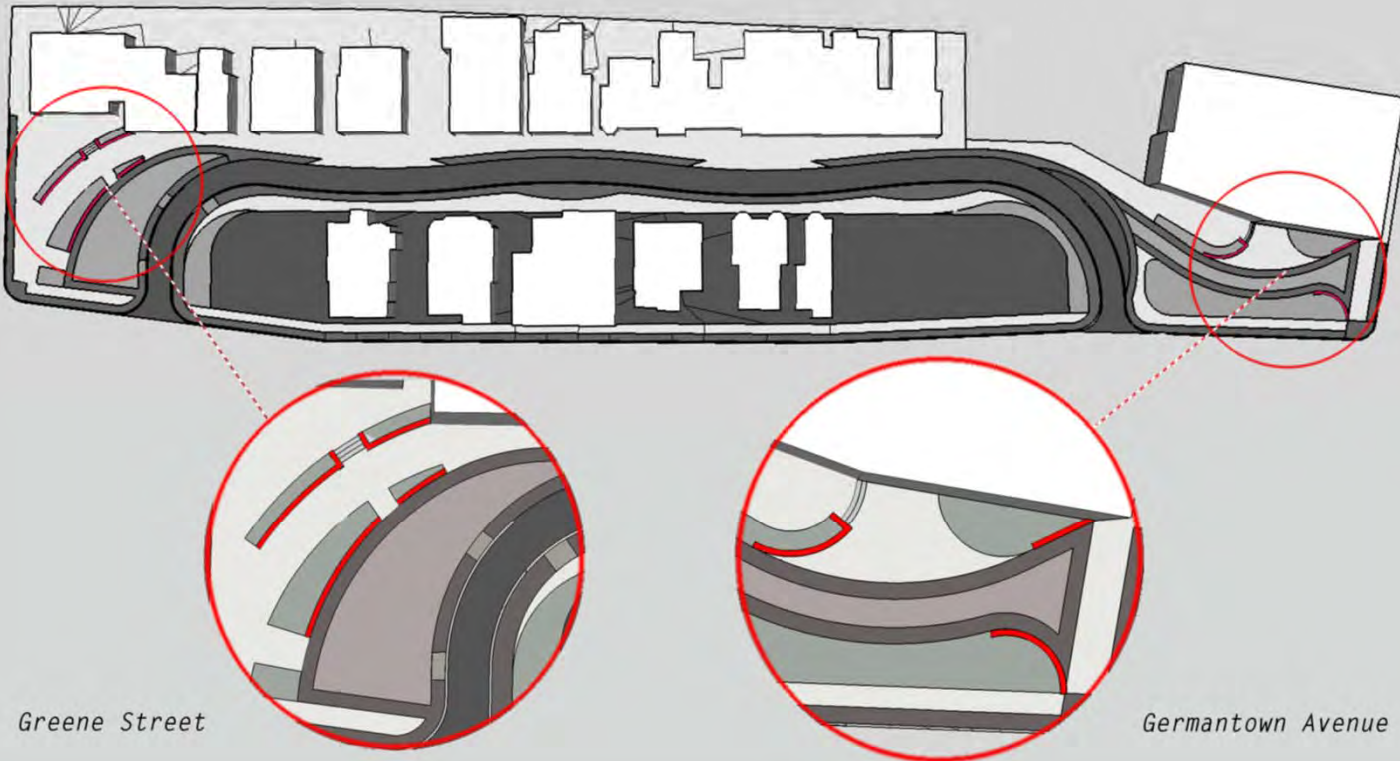
-Tiles of community members' silhouettes inset in tiles, like knots on lumber.



1% FOR ART – TILE MOSAICS BY JENNIE SHANKER

Maplewood Mall

Location of Knee Walls



MAINTENANCE RESPONSIBILITIES

Department of Parks and Recreation

- Plaza components and pavement of various types

Streets Department

- Lighting, utilities, signing and striping

Water Department

- Drainage

Germantown United Community Development Corporation

- Plaza landscape beds, tree pit groundcover, bollards, bike racks

Office of Art, Culture and Creative Economy

- Art components

Mantua Greenway



ACKNOWLEDGMENTS

PROJECT STAKEHOLDERS



PROJECT FUNDERS

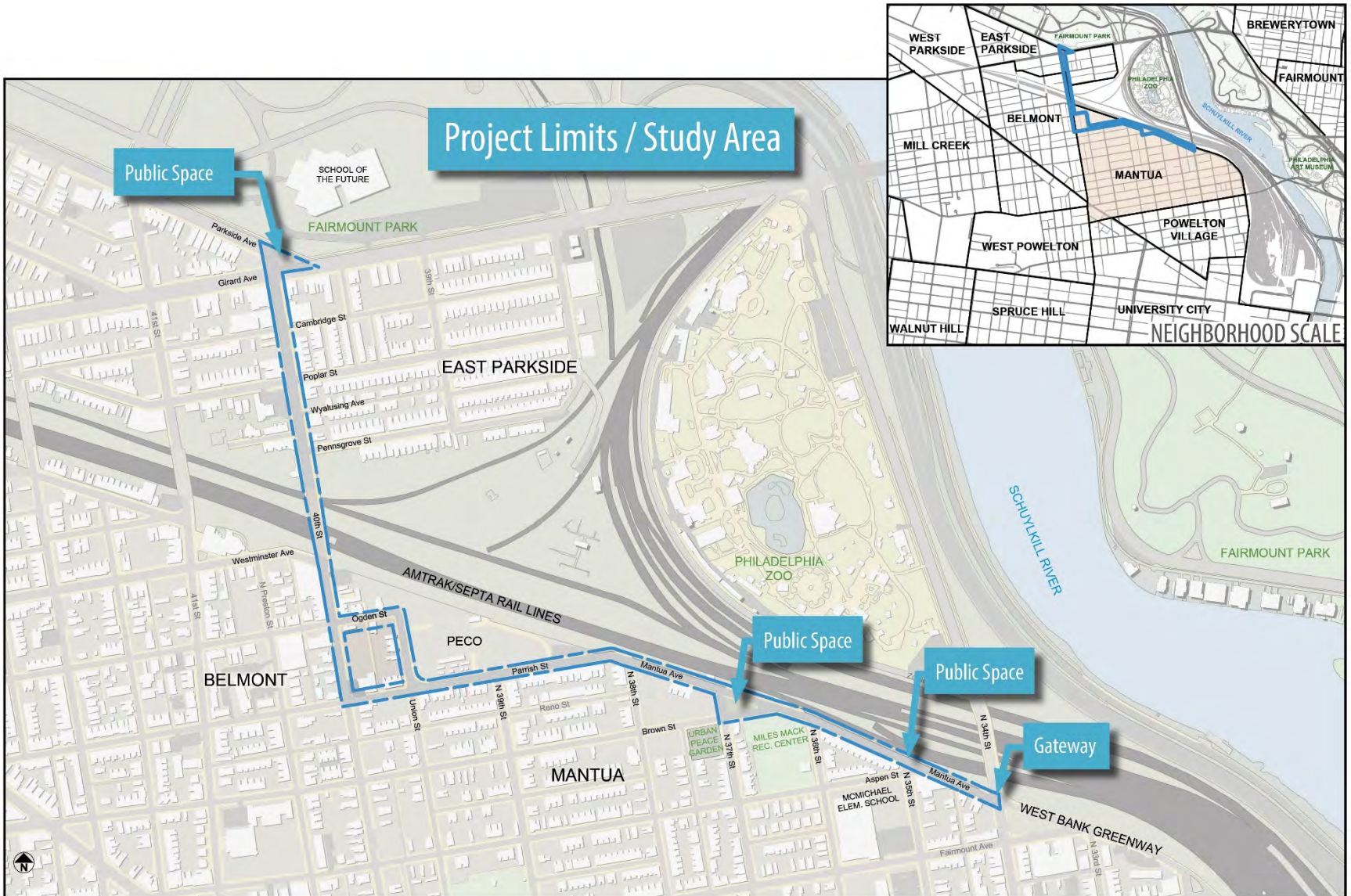


DESIGN TEAM



Mantua Greenway

GREENWAY OVERVIEW



EXISTING WEST BANK GREENWAY



Spring Garden & 31st St to Mantua Ave & 34th St

GREENWAY OVERVIEW – PARKSIDE AVENUE BIKE LANES



Mantua Greenway

MS. BESSIE CARTER WASHINGTON



Mantua Greenway

MS. BESSIE CARTER WASHINGTON



RESIDENT ADVISORY COMMITTEE



RESIDENT ADVISORY COMMITTEE



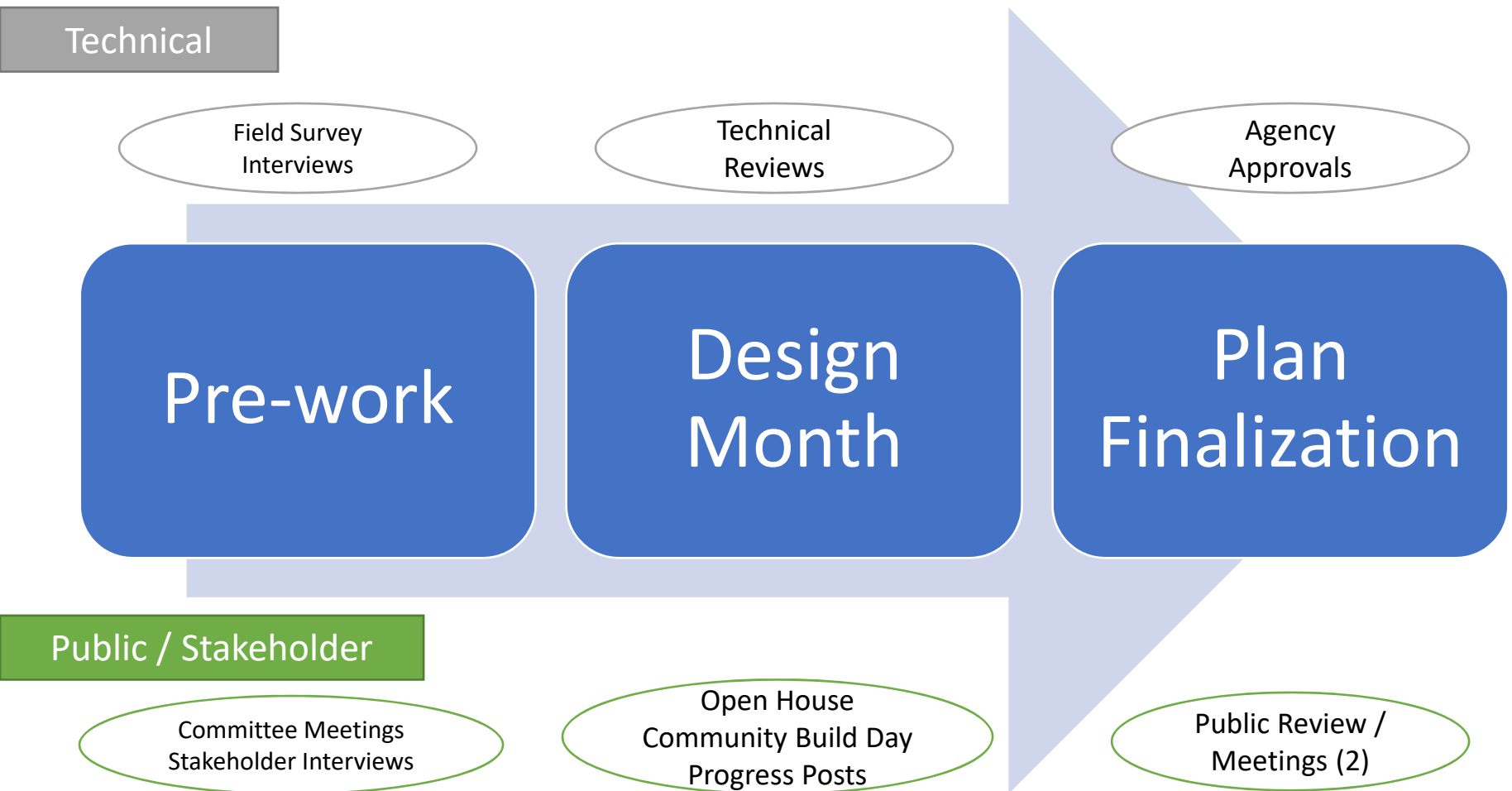
RESIDENT ADVISORY COMMITTEE



COLLABORATION + ENGAGEMENT



PLANNING PROCESS



COMMUNITY ENGAGEMENT

DESIGN MONTH KICK-OFF OPEN HOUSE

Date: April 5, 5-7pm

Location: Mantua Haverford Community Center

COMMUNITY MURAL BUILD DAY

Date: April 16, 10am-2pm

Location: 37th St and Mantua Ave

DESIGN PRESENTATION + CELEBRATION

Date: April 26, 6-8pm

Location: Grace Lutheran Church

DESIGN MONTH – KICK-OFF OPEN HOUSE



DESIGN MONTH – COMMUNITY MURAL BUILD DAY

MANTUA GREENWAY COMMUNITY BUILD DAY -ROAD MURALS

March 2016

Crosswalk Murals

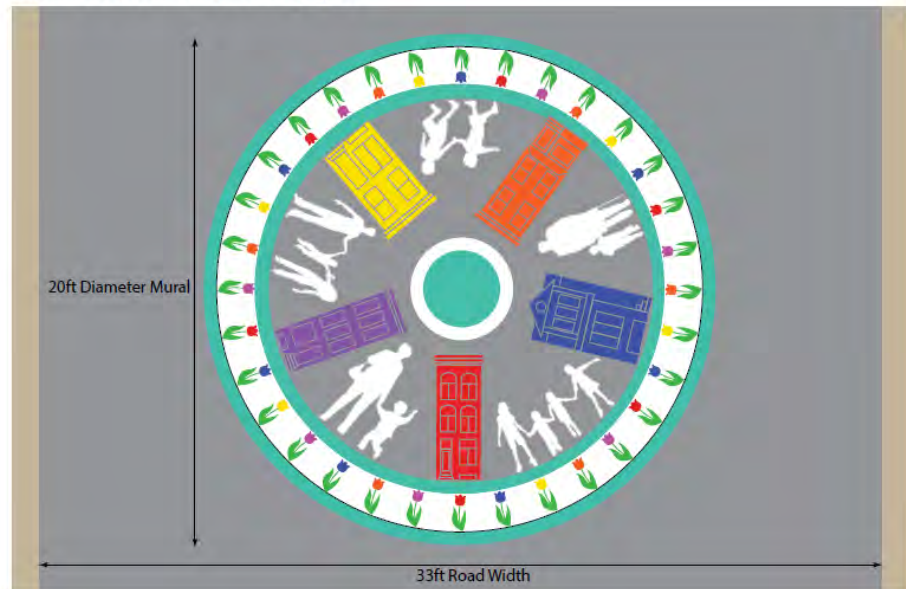
A crosswalk across Mantua Avenue (figure B) and a crosswalk across 37th Street (figure C) would be painted with this pattern.



Proposed Installation locations

Roadway Mural

A roadway mural will be painted in the center of 37th Street between Mantua Ave and Brown St as shown by Figure D



DESIGN MONTH – COMMUNITY MURAL BUILD DAY



DESIGN MONTH – COMMUNITY MURAL BUILD DAY



DESIGN MONTH – COMMUNITY MURAL BUILD DAY



DESIGN MONTH – COMMUNITY MURAL BUILD DAY



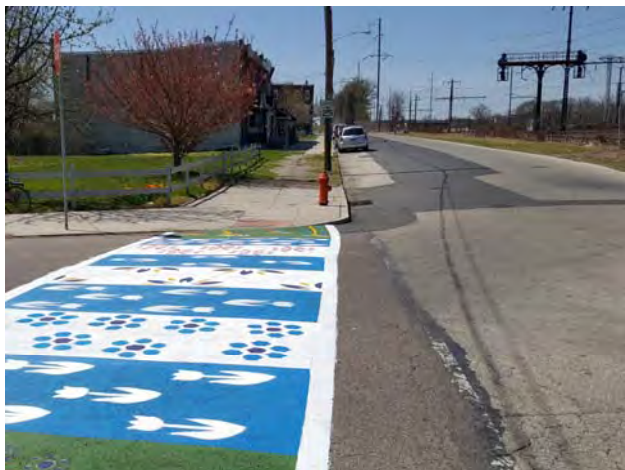
Mantua Greenway

DESIGN MONTH – COMMUNITY MURAL BUILD DAY

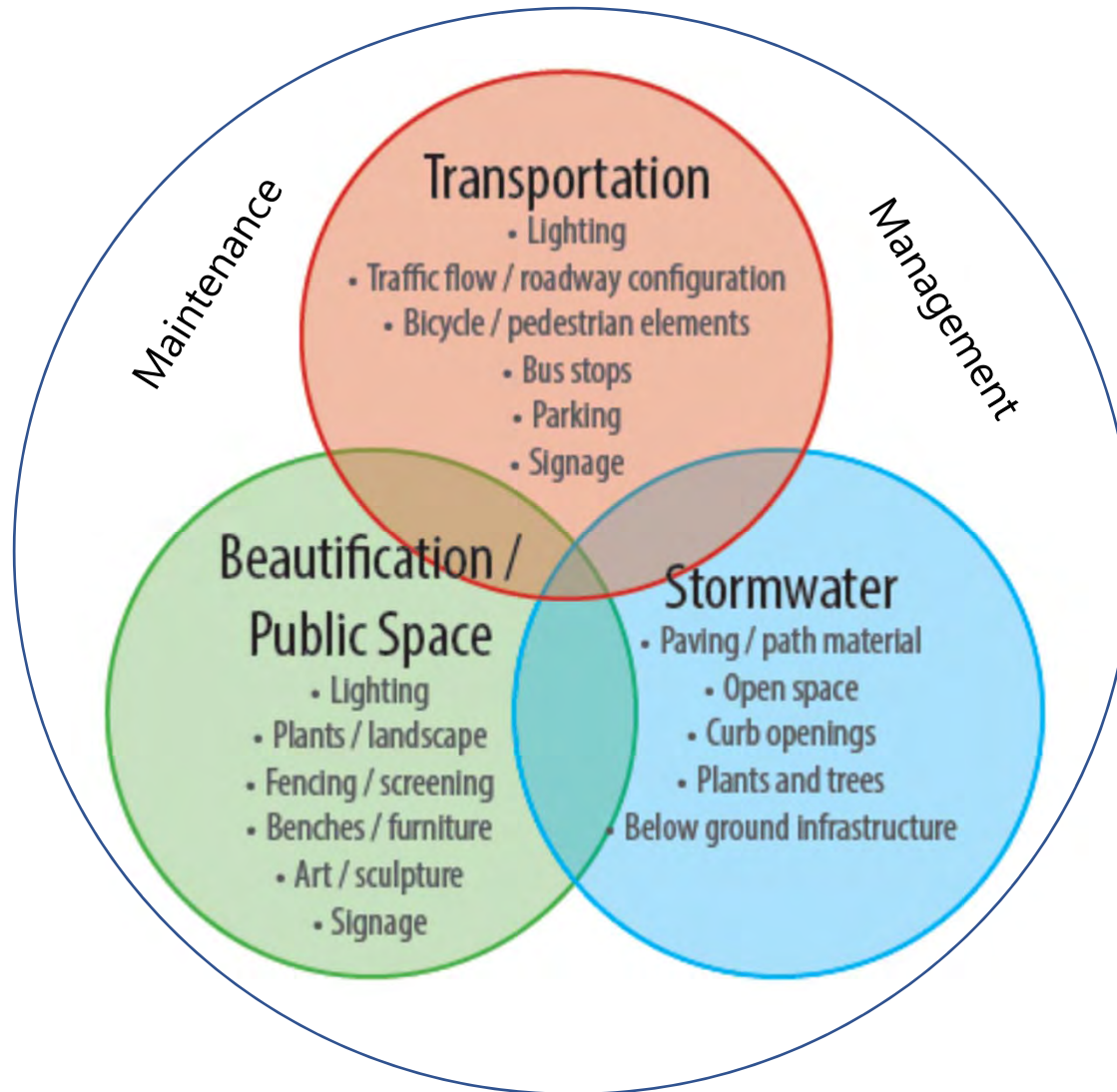


Mantua Greenway

DESIGN MONTH – COMMUNITY MURAL BUILD DAY



TECHNICAL DESIGN – DESIGN FRAMEWORK



TECHNICAL DESIGN – GOALS AND OBJECTIVES

Transportation	Achieve comfortable, safe access and travel to and through the Mantua Greenway for walkers, bicyclists, and other non-motorized modes, while balancing the needs of automobile travelers
Beautification / Public Space	Make beautiful and vibrant public spaces in Mantua that create a positive identity and attract positive activity, including local economic opportunities in the community
Stormwater	Minimize environmental impacts on the community, promote a healthy urban ecosystem, and minimize costs of stormwater management
Community Engagement	A process that promotes ownership of the plan and project by the local community and other stakeholders
Maintenance / Management	Preserve community facilities and investments to maintain the benefits over the long-term and ensure the facilities remain safe, comfortable, and attractive for the local community and other stakeholders

TRAIL DESIGN PARAMETERS

Design Standards

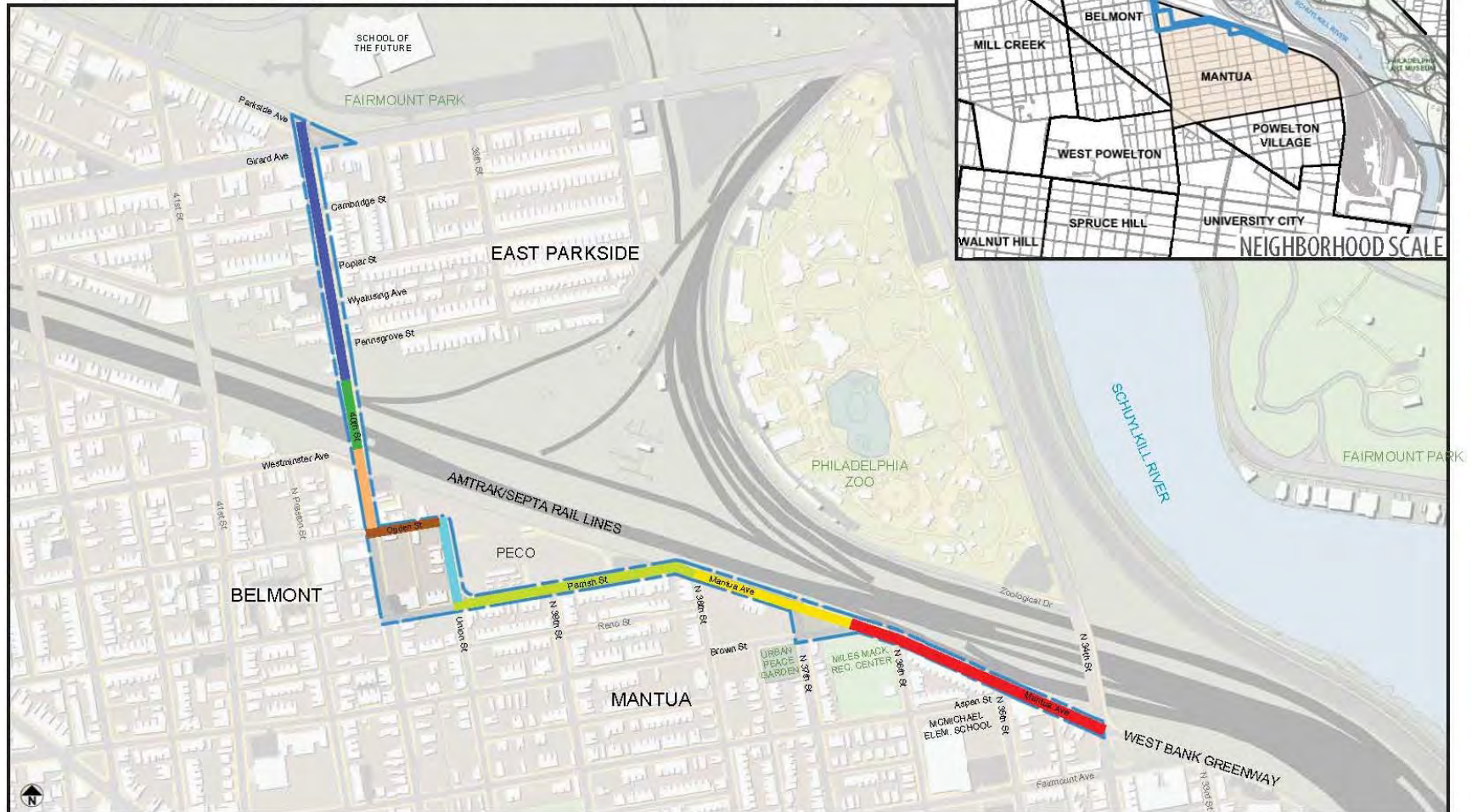
- Philadelphia Complete Streets Design Handbook
- American Association of State Highway and Transportation Officials (AASHTO) Guide for the Development of Bicycle Facilities
- Federal Highway Administration (FHWA) Separated Bike Lane Planning and Design Guide
- National Association of City Transportation Officials (NACTO) Urban Street Design Guide
- NACTO Urban Bikeway Design Guide
- Pennsylvania Department of Conservation and Natural Resources (DCNR) Pennsylvania Trail Design & Development Principles
- Various City, State, and Federal requirements

Mantua Greenway

TRAIL SEGMENTS

MANTUA GREENWAY

OVERVIEW OF STREET SEGMENTS AND RECOMMENDATIONS



TRAIL SEGMENTS

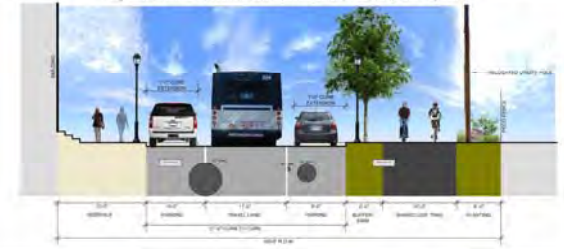
Segment 1- Mantua Avenue from 34th Street to Brown Street (Proposed - Option 1)



Segment 2- Mantua Avenue from Brown Street to 38th Street (Proposed - Option 1)



Segment 3- Parrish Street from 38th Street to Union Street (Proposed - Option 1)



Segment 4 - Union Street from Parrish Street to Ogden Street (Proposed - Option 1)



Segment 5 - Ogden Street from Union Street to 40th Street Option 1



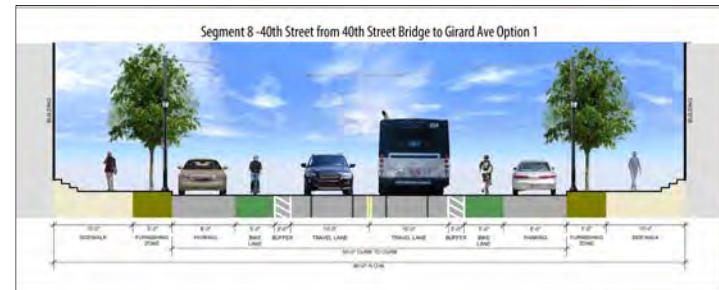
Segment 6- 40th Street from Ogden Street to 40th Street Bridge Option 1



Segment 7- 40th Street Bridge Option 1



Segment 8 -40th Street from 40th Street Bridge to Girard Ave Option 1



Mantua Greenway

PLANNING AND DESIGN – 34TH STREET GATEWAY



PLANNING AND DESIGN – MEMORIAL PARK

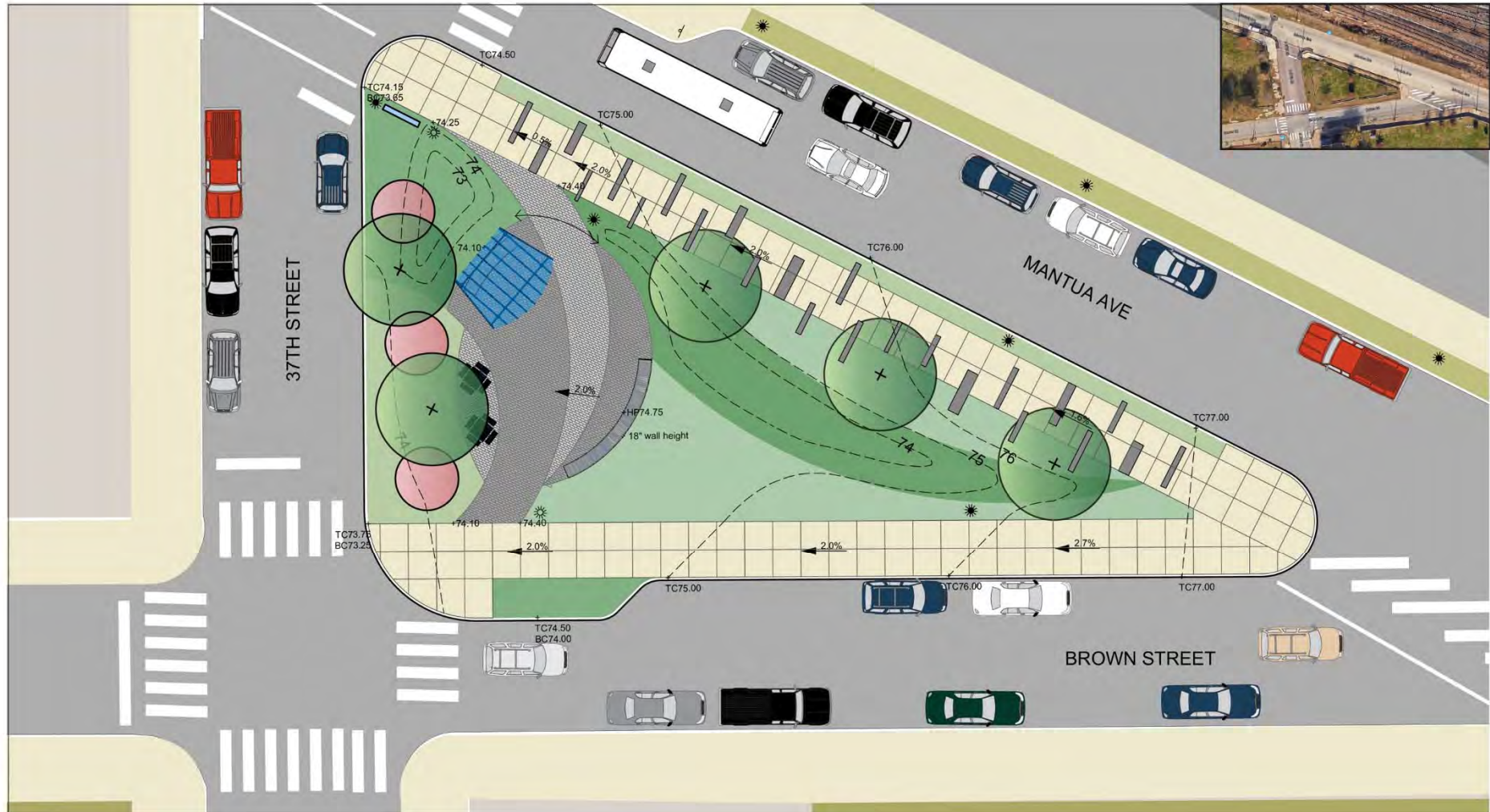


Mantua Greenway

PLANNING AND DESIGN – 37TH STREET PARK



PLANNING AND DESIGN – 37TH STREET PARK



MANAGEMENT AND MAINTENANCE

Goals of the Management Plan

Public Safety

- Provide a greenway that is sustainable and designed to national best practices

Visitor Experience

- Provide a greenway that creates a high quality visitor experience for a variety of trail users
- Provide greenway experiences that share the historic, cultural and recreational significance of the community

Partnerships

- Encourage cooperative partnerships with volunteer organizations, adjacent landowners, local communities, and other government agencies

Economic Impact

- Provide a new community amenity
- Encourage trail-related business services

Fiscal Responsibility

- Ensure financial stability and foster public-private partnerships

MANAGEMENT TASKS

- Maintenance: Routine and Remedial
- User Safety and Risk Management
- Programming and Events
- Resource Stewardship and Enhancement
- Marketing and Promotion
- Oversight and Coordination

- Balancing needs/wants/desires
 - Directly impacted property owners/tenants
 - The greater community
- Navigating multiple agency standards/processes
 - Water/Streets/Parks
- Keeping the momentum
- Implementing innovative designs
- Integrating public art into planning

Questions?

FRANK & ERNEST

I STEPPED BACK TO PUT THINGS
INTO PERSPECTIVE,
AND BEFORE I
KNEW IT I WAS
OUT OF THE PIC-
TURE ALTOGETHER.

E-mail: FandEBobT@aol.com
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6/4

THAVES

Sign on Maplewood Mall