Revitalizing Urban Neighborhoods through Creative Transportation Investments

Pennsylvania APA Annual Conference, October 2018
Introduction

• Introduction and Background
• Process
• Collaboration + Engagement
• Technical Design
• Lessons Learned
Introduction

SPEAKERS

Mike Campbell, RLA
Associate
WRA

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Vice President
WRA
Introduction

PROJECT LOCATION

Maplewood Mall
Germantown

Mantua Greenway
Mantua
ACKNOWLEDGMENTS
Planning and engineering phases

Multi-agency partnership

Community driven design
EXISTING CONDITIONS – GREENE STREET PLAZA
EXISTING CONDITIONS
1. DEVELOPMENT OF ALTERNATIVES

Past Studies + City Requirements

- Materials
- Parking
- Traffic
- Utilities
- Budgetary

= Alternatives
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
Maplewood Mall

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
- Less parking on the mall
- More parking on the mall
1. DEVELOPMENT OF ALTERNATIVES

2. REFINEMENT OF ALTERNATIVES

3. SELECTION OF PREFERRED ALTERNATIVE

4. FINAL DESIGN
Existing Conditions - Circulation

Legend:
- **Red** = Vehicle circulation
- **Yellow** = On-street parking
- **Blue** = Pedestrian circulation (public)
- **Gray** = Illegal parking
- **Dashed Blue** = Pedestrian circulation (private)
- **Orange** = Passenger or commercial loading zone
- **Light Blue** = Building access
- **Pink** = Bus route
- **Blue** = Bus stop

MAPLEWOOD MALL RECONSTRUCTION PROJECT

Phase 1 - Research and Preliminary Analysis

Task 2 - Roadway Alternatives Analysis

Figure 1 - Existing Access and Circulation
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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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.
**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

- Exposed Roots & Codominant Leaders
- Retaining Wall Removal May Be Detrimental To Tree Health
- Extensive Trunk Damage
- Severe Lean
- Large Unpruned Branches Over Street
- Exposed Roots
- Exposed Tree Roots
- Tree Has Overgrown Metal Guards

Legend:
- Good
- Medium
- Poor
- Pruning Needed
- Empty Tree Pit
Undated records of mill business from 1870 and 1875
OPTION A – GREENE STREET PLAZA
Maplewood Mall

OPTION B
OPTION B – GERMANTOWN AVENUE PLAZA
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

DESIGN THEME: REIMAGINED LUMBER YARD
Maplewood Mall

PROPOSED IMPROVEMENTS
Maplewood Mall

PLANK STYLE PAVING – GERMANTOWN AVENUE PLAZA
Maplewood Mall

BOARD FORMED CONCRETE SEATWALLS
PLAZA PLANTINGS

Maplewood Mall

GREENE STREET

ARMAT STREET
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)
- Liriope (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

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.
Maplewood Mall

1% FOR ART – TILE MOSAICS BY JENNIE SHANKER

Location of Knee Walls

Greene Street

Germantown Avenue
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

GREENWAY OVERVIEW

[Map showing the Mantua Greenway project limits and study area.]
EXISTING WEST BANK GREENWAY

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

RESIDENT ADVISORY COMMITTEE

“You can have anything you want if you are willing to give up the belief that you can’t have it.”
—Robert Anthony
Mantua Greenway

RESIDENT ADVISORY COMMITTEE
Mantua Greenway

PLANNING PROCESS

Pre-work
- Field Survey Interviews
- Committee Meetings
- Stakeholder Interviews

Design Month
- Technical Reviews
- Open House
- Community Build Day
- Progress Posts

Plan Finalization
- Agency Approvals
- Public Review / Meetings (2)
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
MANTUA GREENWAY COMMUNITY BUILD DAY - ROAD MURALS

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

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.
Mantua Greenway

DESIGN MONTH – COMMUNITY MURAL BUILD DAY
Mantua Greenway

DESIGN MONTH – COMMUNITY MURAL BUILD DAY
Mantua Greenway

DESIGN MONTH – COMMUNITY MURAL BUILD DAY
Mantua Greenway

DESIGN MONTH – COMMUNITY MURAL BUILD DAY
## TECHNICAL DESIGN – GOALS AND OBJECTIVES

<table>
<thead>
<tr>
<th>Category</th>
<th>Objective</th>
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<tbody>
<tr>
<td>Transportation</td>
<td>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</td>
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<tr>
<td>Beautification / Public Space</td>
<td>Make beautiful and vibrant public spaces in Mantua that create a positive identity and attract positive activity, including local economic opportunities in the community</td>
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<tr>
<td>Stormwater</td>
<td>Minimize environmental impacts on the community, promote a healthy urban ecosystem, and minimize costs of stormwater management</td>
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<tr>
<td>Community Engagement</td>
<td>A process that promotes ownership of the plan and project by the local community and other stakeholders</td>
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<tr>
<td>Maintenance / Management</td>
<td>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</td>
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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
OVERVIEW OF STREET SEGMENTS AND RECOMMENDATIONS
Mantua Greenway

PLANNING AND DESIGN – MEMORIAL PARK

Stone walkway
Carter family memorial plaque
Seating
Community plant beds
Mantua Greenway

PLANNING AND DESIGN – 37TH STREET PARK
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
Lessons Learned

• 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
I stepped back to put things into perspective, and before I knew it I was out of the picture altogether.