



FRANKFORD NEIGHBORHOOD PLAN

SPRING 2020

FRANKFORD NEIGHBORHOOD PLAN

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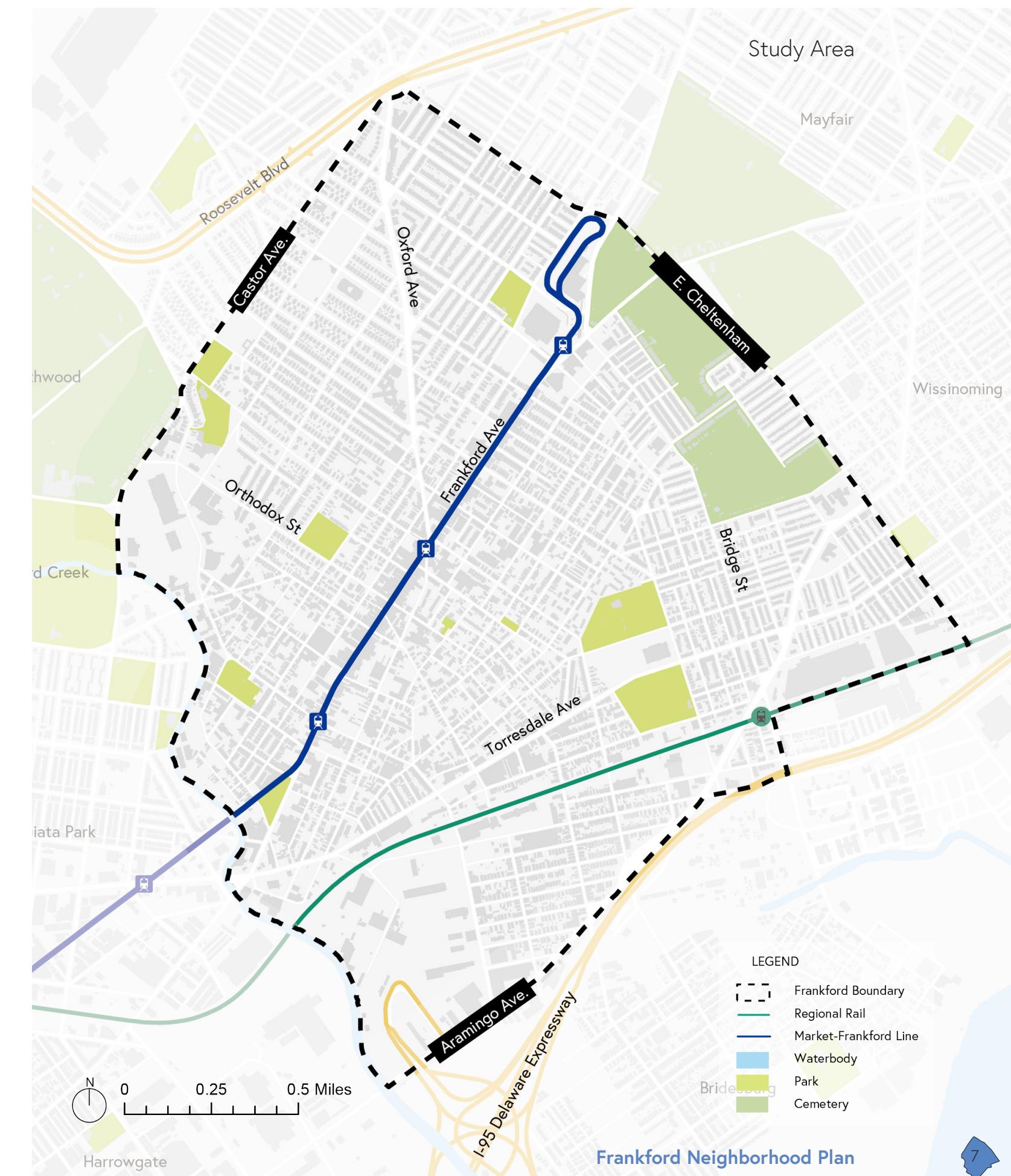


EXISTING CONDITIONS

GEOGRAPHY

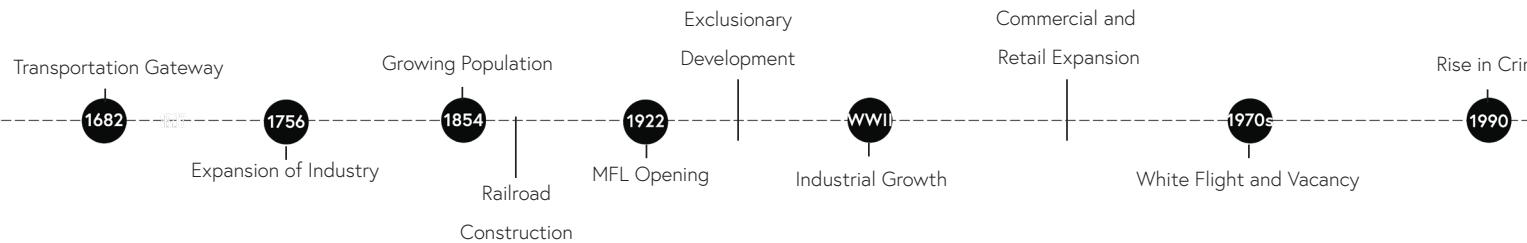
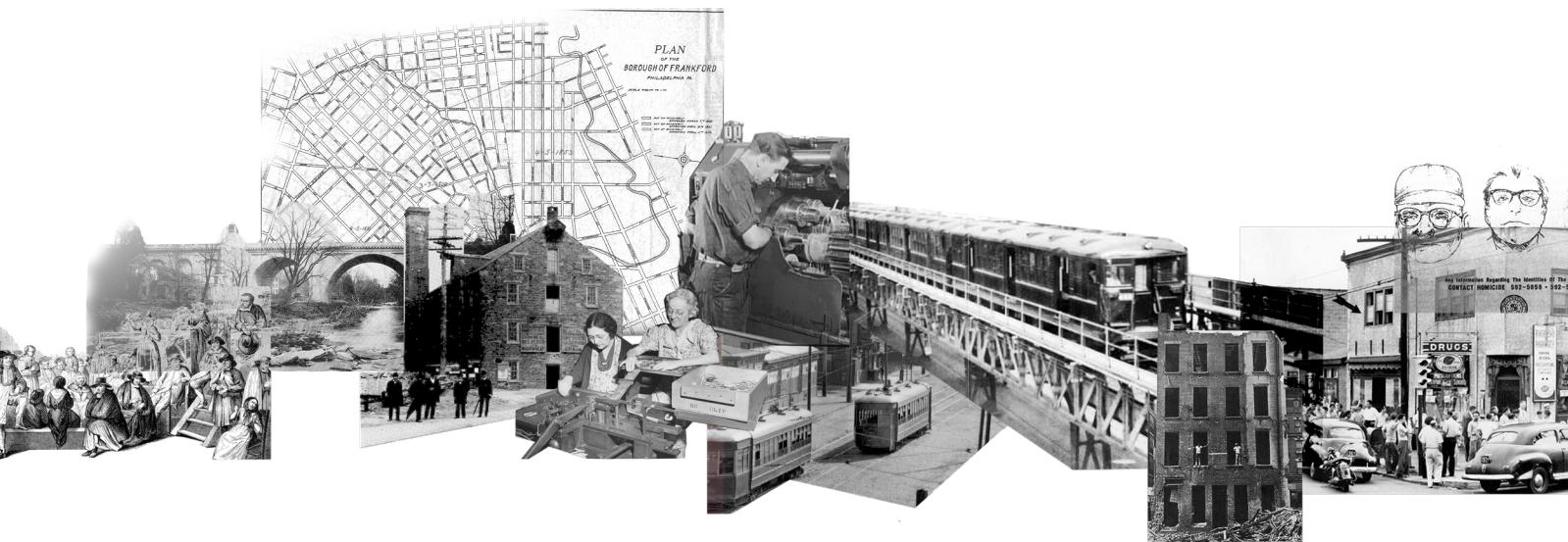
Frankford is located in the Lower Northeast section of Philadelphia, about seven miles north of Center City. The neighborhood is bound by Roosevelt Boulevard, a twelve-lane major arterial road, to the west and Interstate-95 (I-95) to the east. Frankford Creek, a tributary to the Delaware River, functions as the neighborhood's southern border and is a significant environmental asset to the neighborhood. The Southeastern Pennsylvania Transportation Authority's (SEPTA) Market-Frankford Line (MFL), an elevated rapid transit line, runs above Frankford Avenue and physically divides Frankford into two sub-communities: East Frankford and Northwood.

Frankford residents and commuters have access to three MFL rail stops and an additional Regional Rail stop located in the neighborhood, located on Frankford's eastern boundary. The Frankford Transportation Center (FTC), located in the northern section of the neighborhood, is the MFL terminus and major transit hub for people commuting into Center City.



EXISTING CONDITIONS

HISTORIC TIMELINE



Long before Frankford became an incorporated Philadelphia neighborhood, the area functioned as a major eastern corridor for travel and trade in the United States. Frankford Avenue has served as a transportation artery for centuries, first as a trail for Native Americans in the region, and then as a commercial trade route for colonists in the 17th century. This eventually became part of a 1,300-mile road running from South Carolina to Massachusetts. An economic asset, the corridor's accessibility triggered industrial and commercial expansion into the 20th century.

The MFL's opening in 1922 was critical to the area's growth, allowing for the corridor to commercialize with a variety of restaurants and retail options for residents and visitors alike. Industrial advancement came at an

environmental cost as Frankford Creek became heavily polluted due to the lack of regulation on local factory owners. The creek's degraded state and increased flooding in the area from the 1920s to the middle of the 1940s eventually led to a major flood control project to realign the creek bed to where it sits today.

The East Frankford and Northwood communities began to see economic and cultural divides due to newly implemented deed restrictions in the early 20th century. Exclusionary zoning measures exclusively allowed for the development of single-family homes in the Northwood area. Divides between East Frankford and Northwood have deepened over the years, contributing to starkly different economic and educational outcomes, as well as differing resident policy priorities.

Similar to trends seen across Philadelphia, white residents fled Frankford for the suburbs in the 1970s, leaving properties vacant and the neighborhood economically strained. As primary commercial corridors struggled with increased vacancies and dilapidated buildings, crime rates began to rise in the 1990s. Trends of vacancy, increased poverty and crime, as well as community divides between Northwood and East Frankford have had lasting effects on the neighborhood.

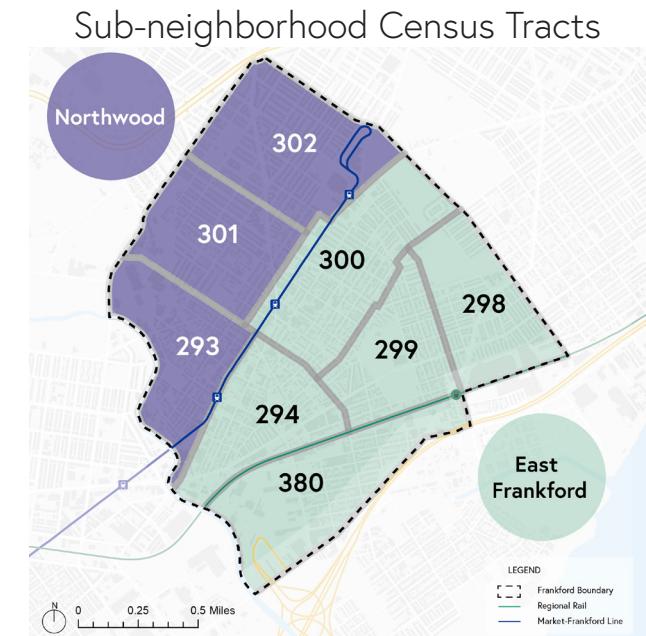
DEMOGRAPHICS

Racial Composition

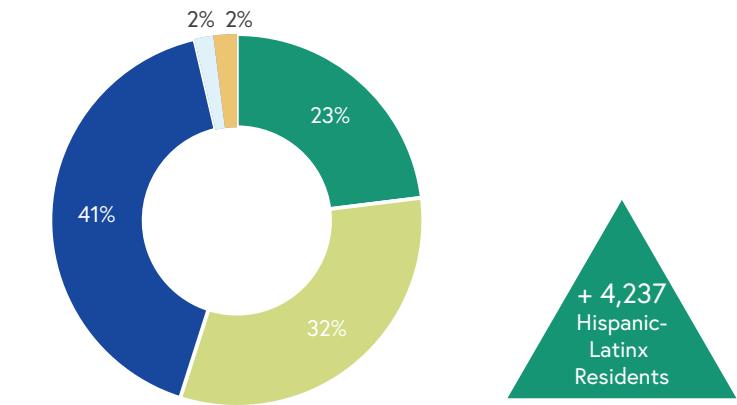
Frankford is home to approximately 40,000 residents, with minimal population change seen over the last ten years. As of 2018, Frankford's population was 43% Black, 34% Hispanic or Latinx, and 18% white. The neighborhood's racial composition has shifted over the same time period, adding more than 4,000 Hispanic and Latinx residents, and losing over 5,000 non-Hispanic white residents.

While these trends are generally consistent with the greater Philadelphia area, Frankford has lost white residents at a significantly faster rate than the city as a whole. Frankford also has a concentration of Hispanic and Latinx residents 2.5 times higher than Philadelphia.

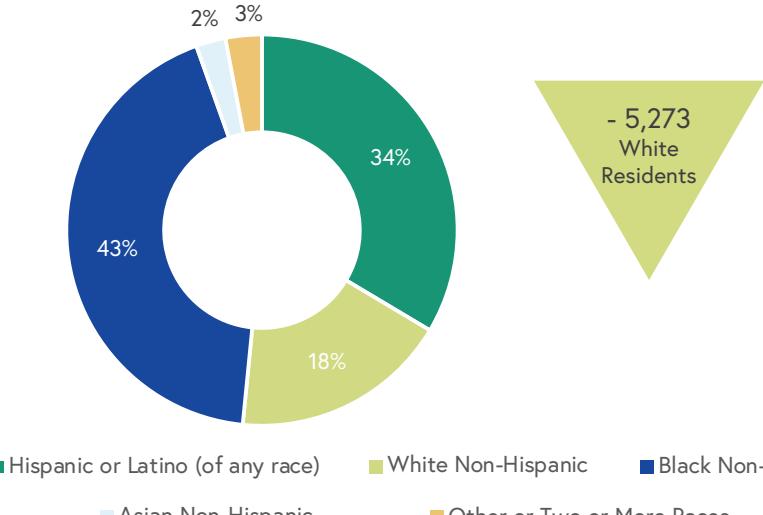
While these population changes are consistent throughout the neighborhood, Northwood census tracts have seen greater losses in the percentage of white residents and higher increases in the percentage of Hispanic residents.



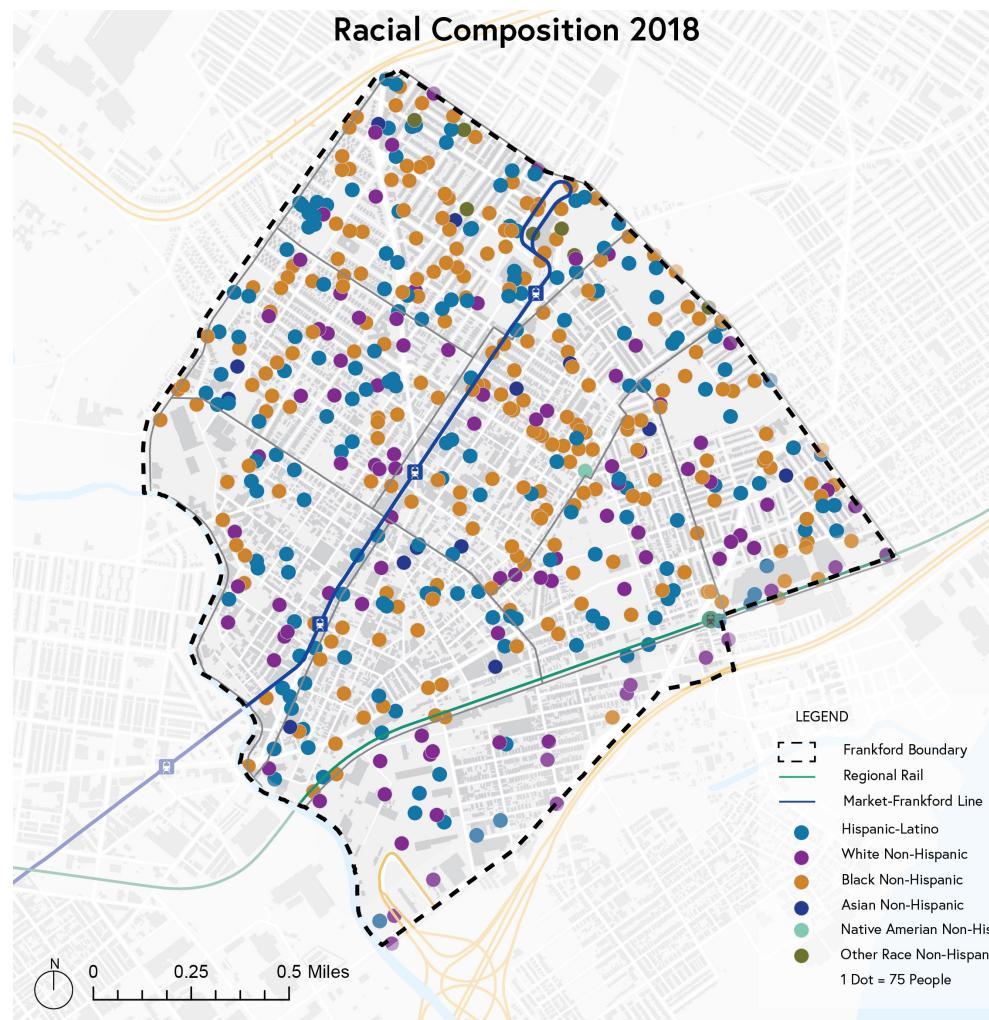
Frankford 2009 Racial Composition



Frankford 2018 Racial Composition

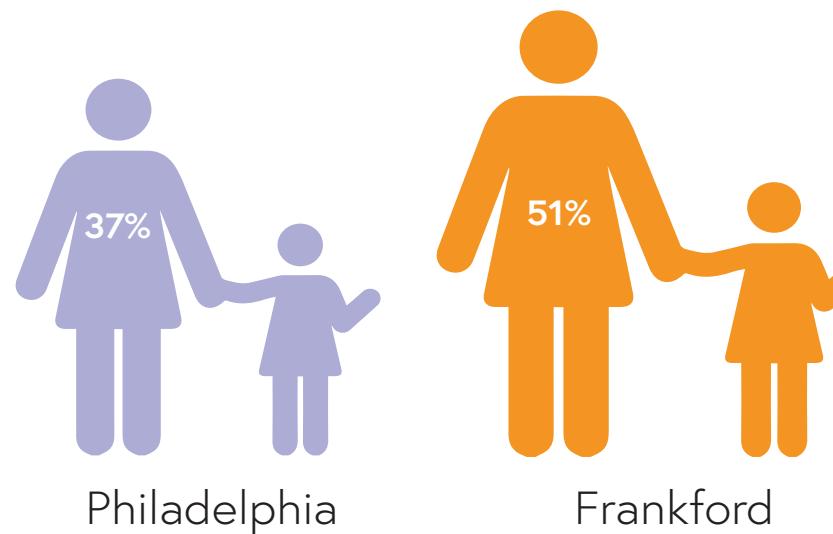


Racial Composition



Families make up nearly 60% of total households in Frankford, with a growing concentration of single-mother households in the neighborhood. Single-mother households make up more than 50% of total households, a concentration nearly 40% higher than the rest of Philadelphia.

Single Mother Family Households 2018

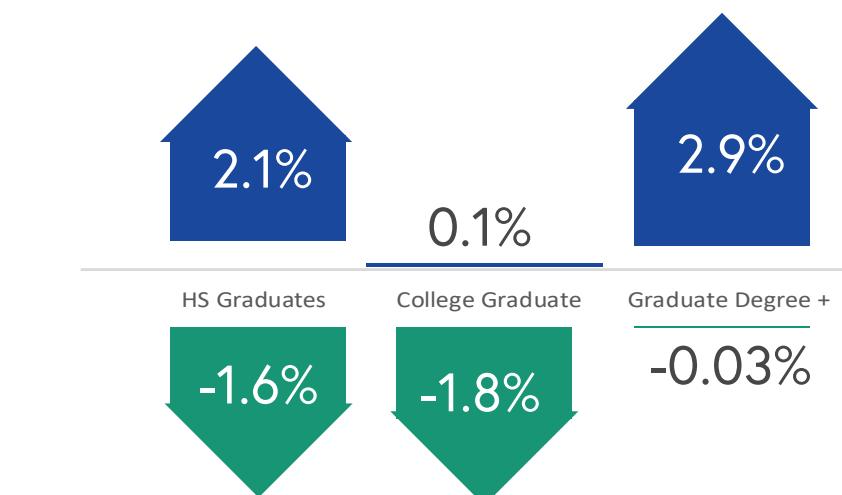


Education Attainment

Education levels have remained stagnant within the neighborhood since 2009, as just over 40% of the adult population has a high school degree and less than 6% have a bachelor's degree.

In general, the minor educational improvements seen within Frankford have been concentrated in the Northwood section of the neighborhood while East Frankford has seen decreasing education levels across all categories.

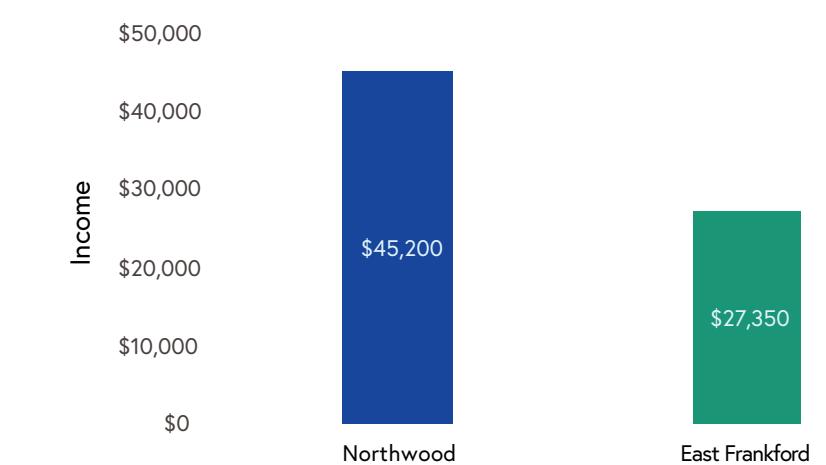
Change in Education Attainment since 2009



Median Household Income

Frankford's median household income has stagnated at approximately \$35,000 compared to Philadelphia's \$44,000. There is a wide discrepancy of incomes between census tracts within the neighborhood, ranging from under \$20,000 to more than \$60,000. There is a clear concentration of wealth on the western side of the neighborhood as Northwood accounts for three of the four highest income census tracts.

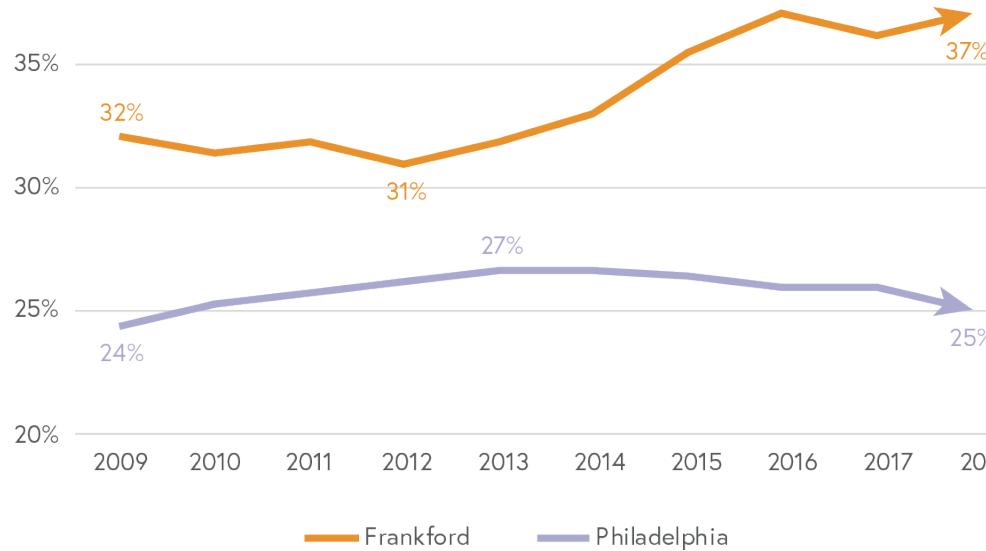
2018 Median Household Income





Poverty

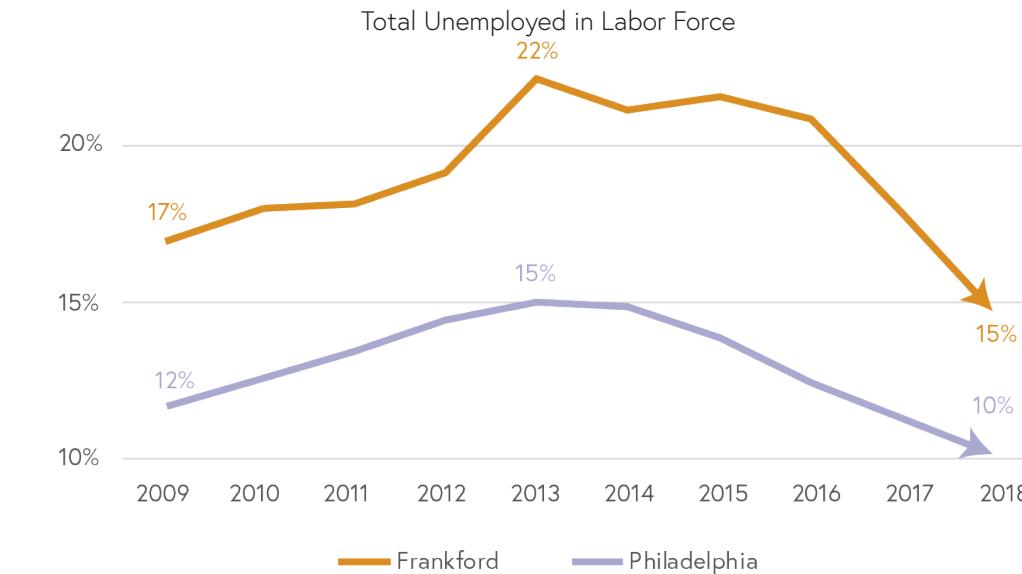
Poverty Rate from 2009 to 2018



Frankford's poverty rate is 1.9 times higher than Philadelphia's rate as approximately 38% of neighborhood residents live in poverty. In contrast to Philadelphia's stagnant poverty rate at 20%, Frankford's poverty rate has increased by 9%, or 1,600 residents, since 2010. Although poverty impacts residents of all races, Frankford's Black and Hispanic populations both experience elevated poverty rates of 39% compared to white residents at 32%.

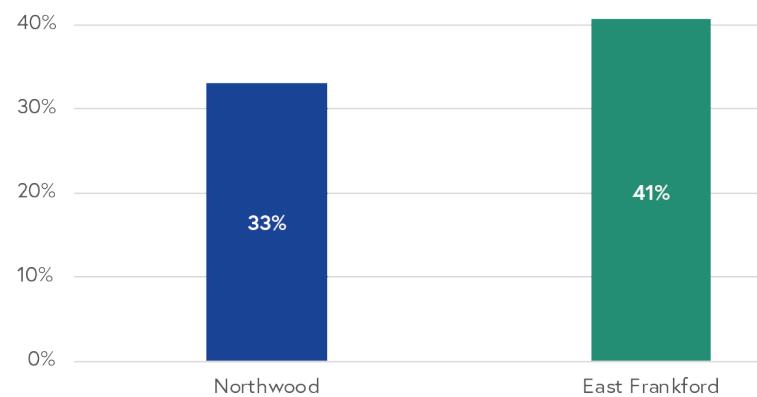
Unemployment

Unemployment Rate from 2009 to 2018



Since 2009, unemployment trends in Frankford have stayed consistent with the greater Philadelphia area. Despite positive trends since 2013 showing a 7% decrease in unemployment over five years, Frankford's overall unemployment of 15% remains 5% higher than Philadelphia's rate.

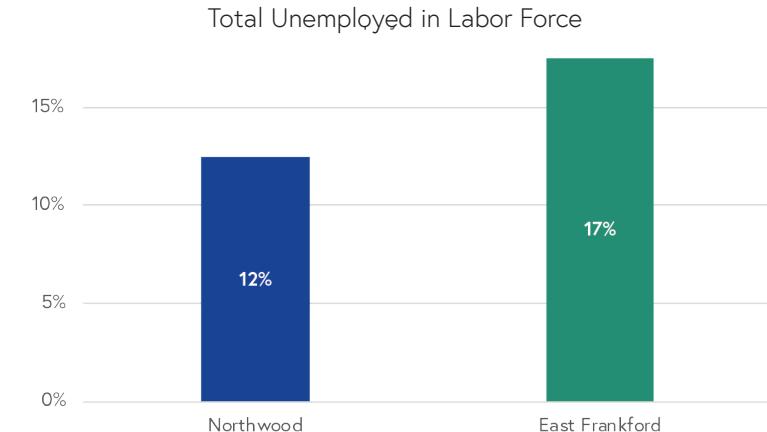
Poverty Rate in 2018



While poverty is on the rise in Frankford as a whole, poverty is still more concentrated in East Frankford as compared to Northwood. As of 2018, the poverty rate in Northwood was at 33%, compared to 41% in East Frankford. Historically, Northwood has been wealthier than East Frankford, and this likely has influence over the current divide in poverty rates between the sub-neighborhoods.

Within the neighborhood, unemployment rates vary significantly. Across census tracts, unemployment rates are as low as 10% and as high as 26%. Unemployment data has similar trends to poverty in the neighborhood. The Northwood section of the neighborhood has consistently lower unemployment rates than East Frankford. With Northwood having a 12% unemployment rate, and East Frankford 17%, both sub-neighborhoods are slightly higher than Philadelphia's unemployment rate of 10%.

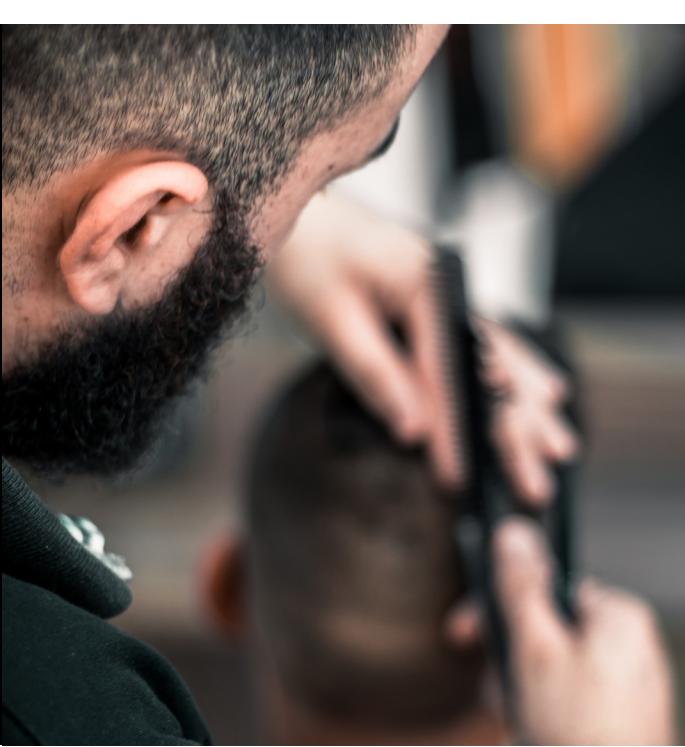
Unemployment Rate in 2018



ECONOMICS

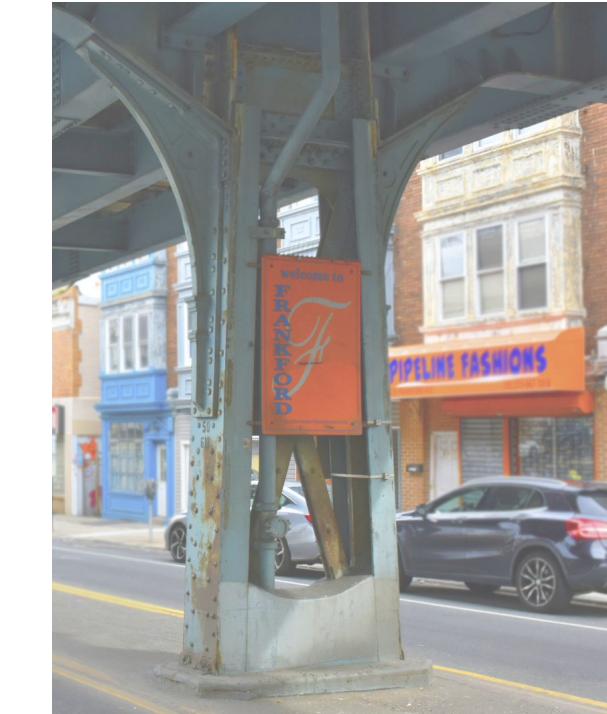
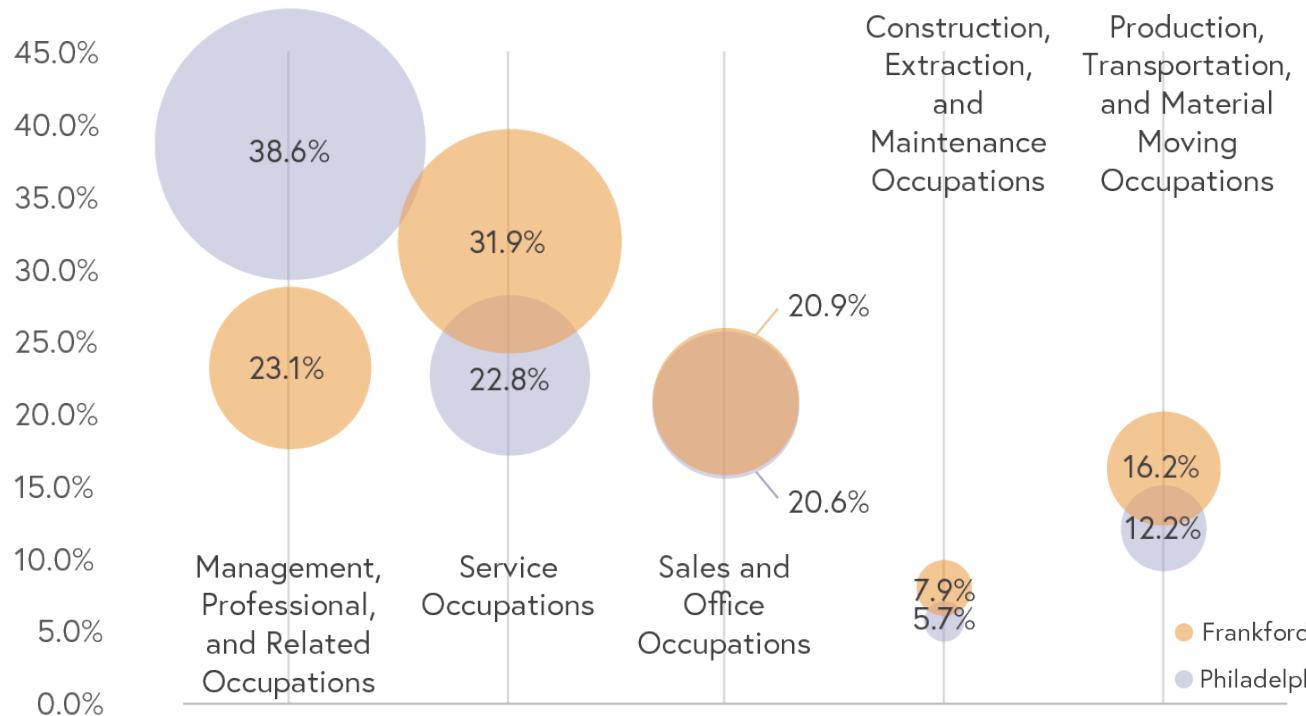
Occupations

Frankford residents are largely employed across four occupational sectors: service, management and professional, sales and office, and production and transportation. While the employment breakdown in these sectors is generally consistent with Philadelphia's, the percentage of Frankford residents working in the service industry is 9% higher than its parent geography. Further, the percentage of Frankford residents in management or professional occupations is 16% lower than Philadelphia's rate in this sector.



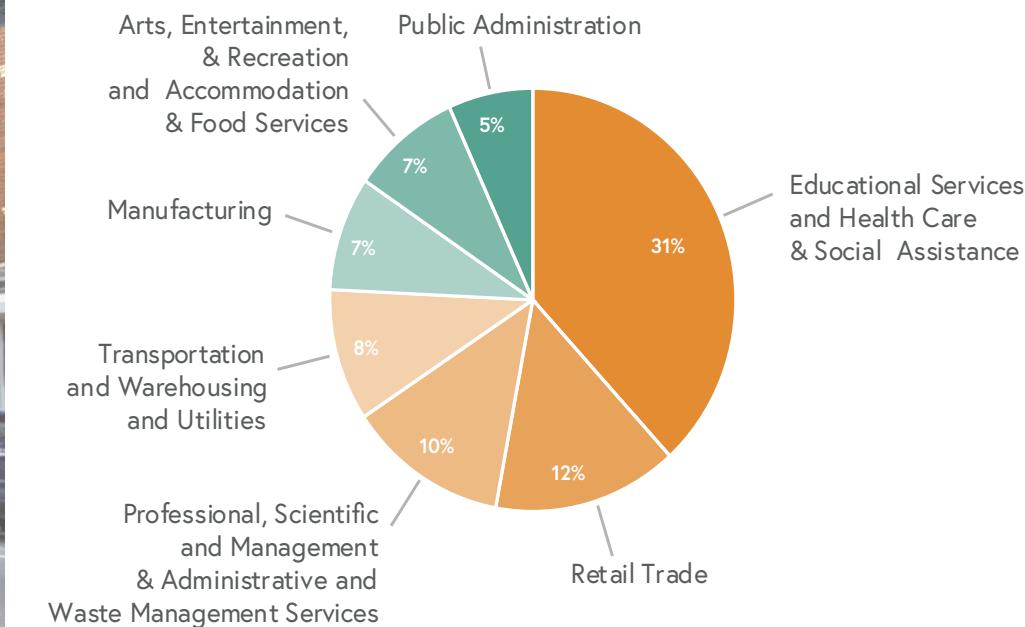
Source: Pexels - Nick Demou

Occupations for Employed Civilian Population 2018



Industries in 2018

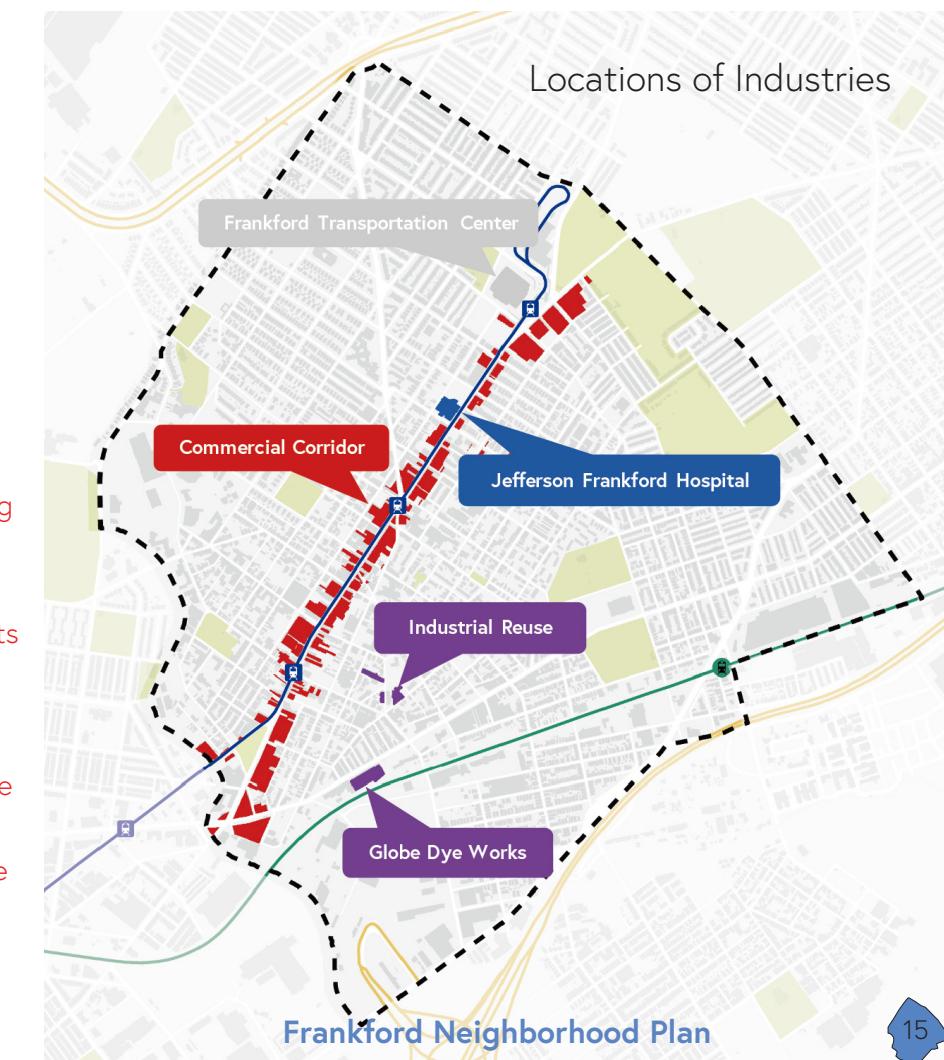
excludes industries that count for less than 5%



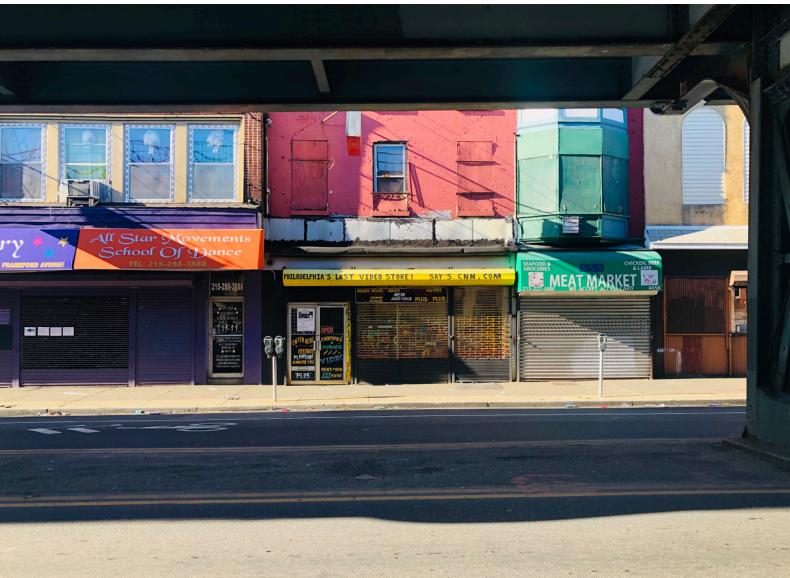
Industry

Two major anchor employers in Frankford are the Frankford Transportation Center and the Jefferson Frankford Hospital. While these institutions employ hundreds of people, the Frankford Community Development Corporation (CDC) indicated that there is an educational and skills disconnect between Frankford residents and the anchor employers. The skills mismatch within the neighborhood aligns with transit data showing that 28% of residents have a daily commute of sixty minutes or more, double that of the Philadelphia average. Many Frankford residents commute to Center City and University City for work.

The primary industries located in Frankford are educational services, healthcare, and social assistance services. These are followed by the retail trade industry located primarily along Frankford and Oxford Avenues.



Vacancy

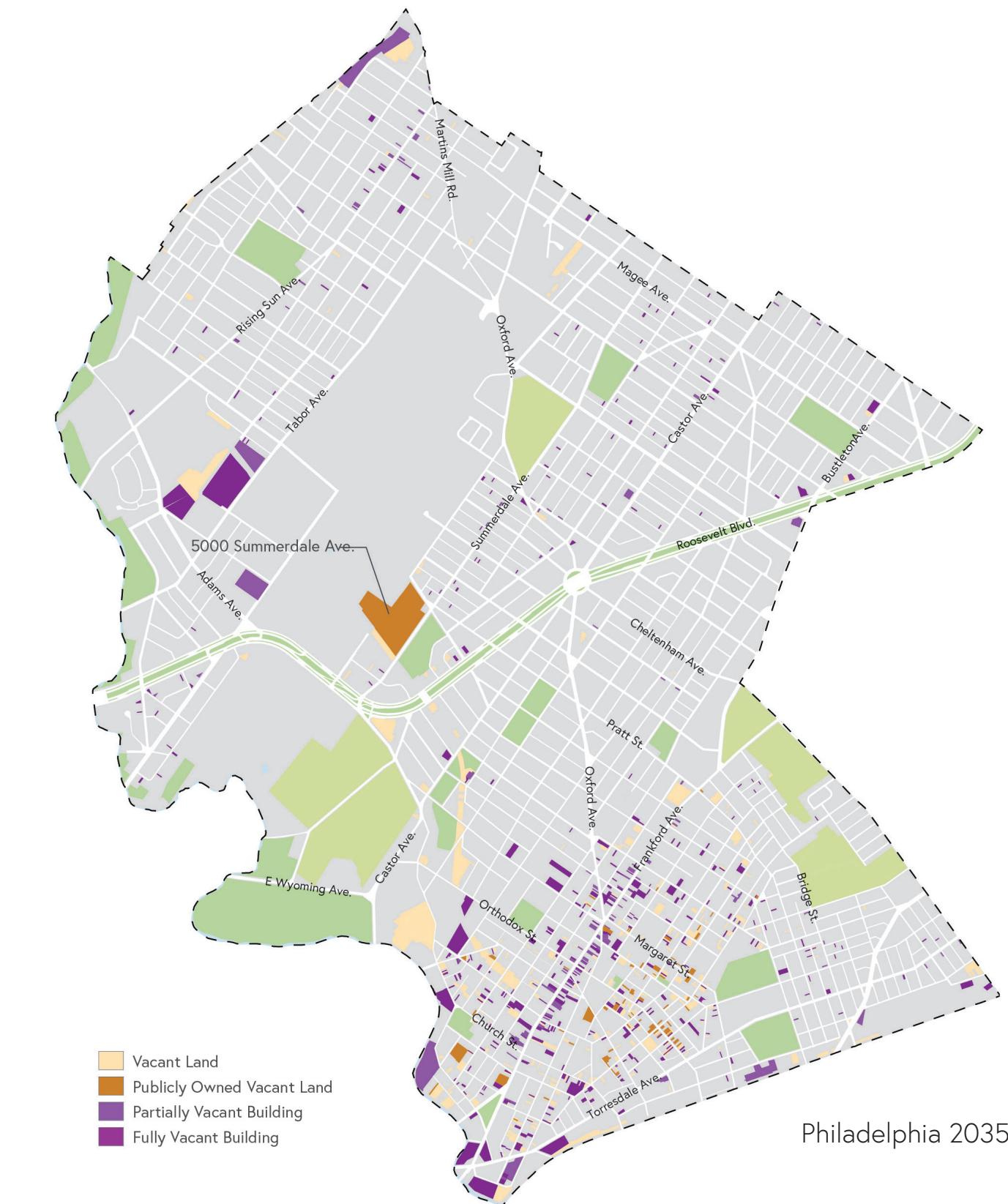


Right Storefronts Under the El
Down The Frankford Ave. Commercial Corridor



Frankford Avenue is the central commercial corridor in Frankford. It runs directly beneath SEPTA's Market Frankford Line, making the corridor easily accessible by residents and visitors alike. Despite having once been a thriving economic corridor, Frankford Avenue currently suffers from high vacancy rates and a lack of diverse retailers. Along Frankford Avenue alone there is **705,000 square feet of vacant**, leasable commercial space, accounting for the vast majority of the total commercial vacancies in the Lower Northeast region of Philadelphia. What was once a lively commercial corridor and a destination for shopping, dining, and entertainment in the late 1970's has since struggled to retain local businesses and make use of second floor residential space.

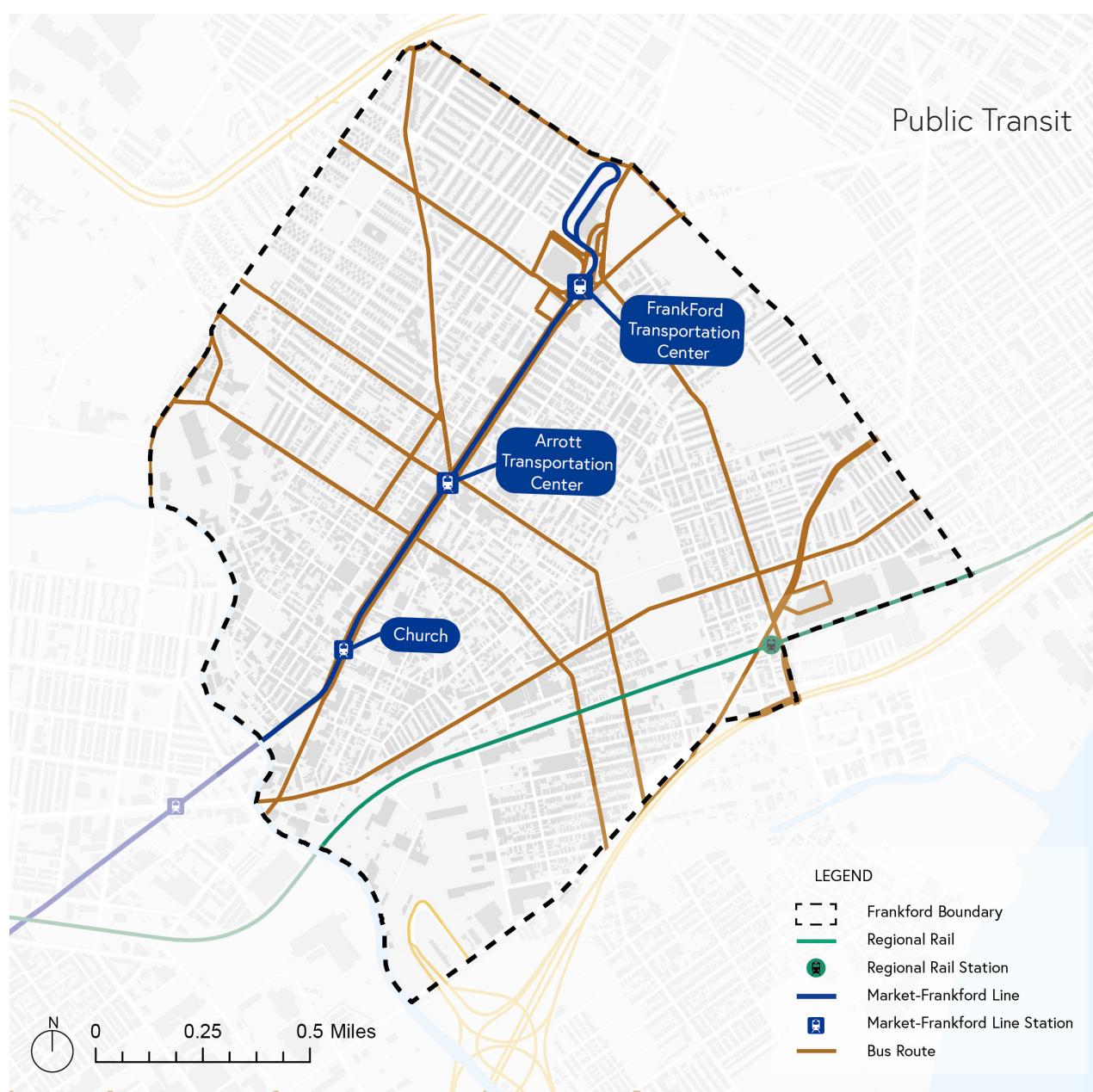
Vacant Land and Structure





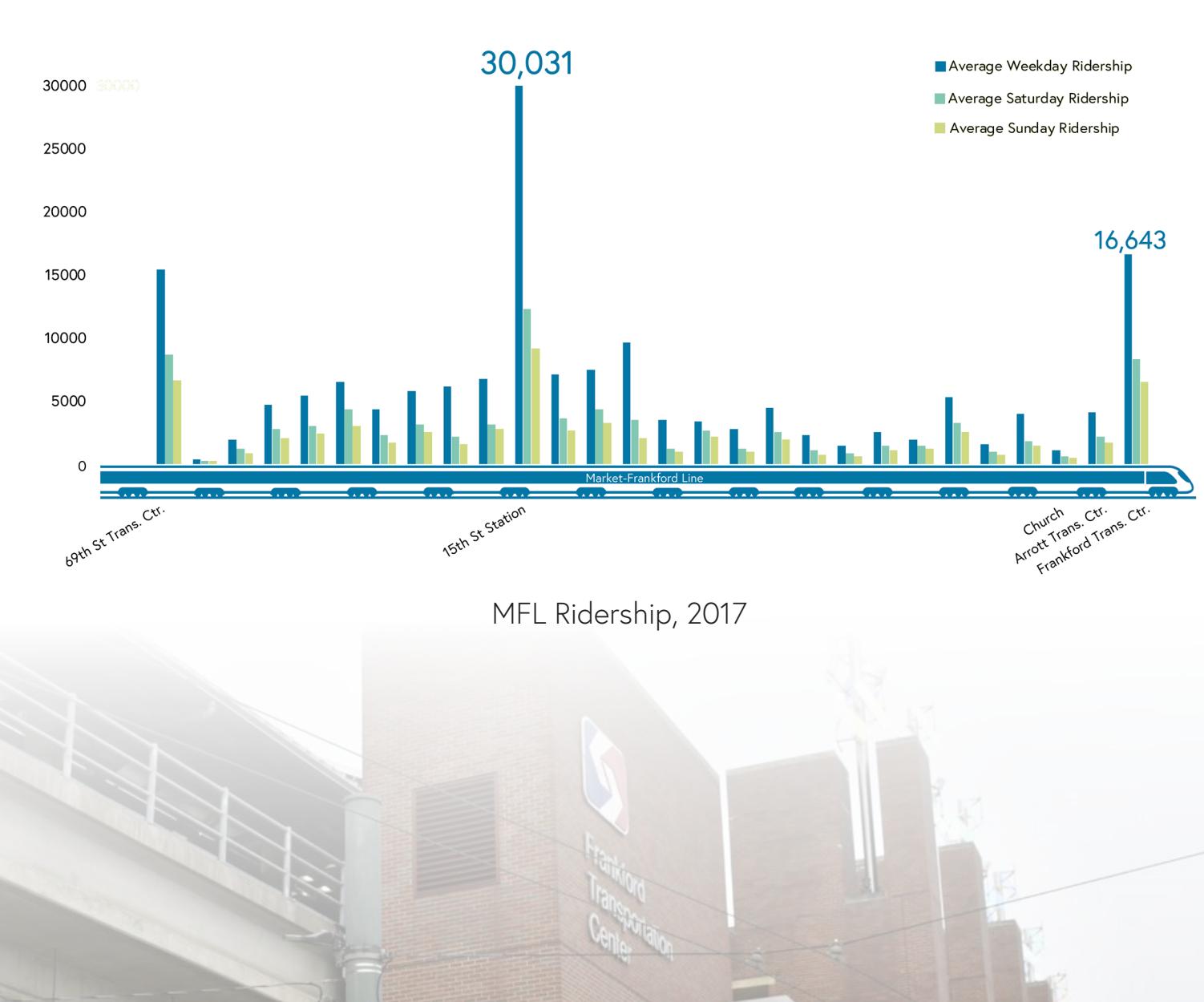
EXISTING CONDITIONS

TRANSPORTATION



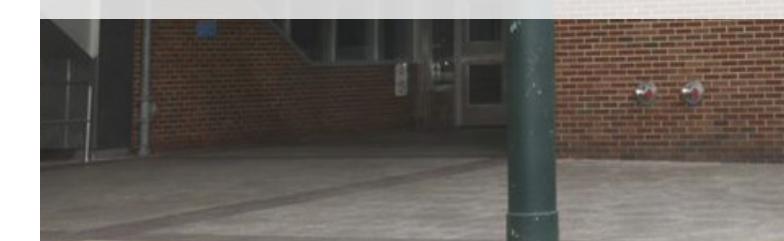
TRANSPORTATION

Frankford is well served by various transit modes. With frequent rail and bus service throughout Frankford, the neighborhood functions as a transportation hub for Northeast Philadelphia and surrounding counties. The Market Frankford Line (MFL) runs through the center of the neighborhood, elevated above Frankford Avenue, and terminates at the Frankford Transportation Center (FTC) on the northern end of Frankford Avenue. Two other stops along the MFL, Church Street and the Arrott Transportation Center, are also within Frankford's boundaries. In addition to the MFL, Frankford is serviced by regional rail. The Trenton Line runs through the eastern part of the neighborhood, and its Bridesburg stop is located in Northeast Frankford.



Frankford Transportation Center

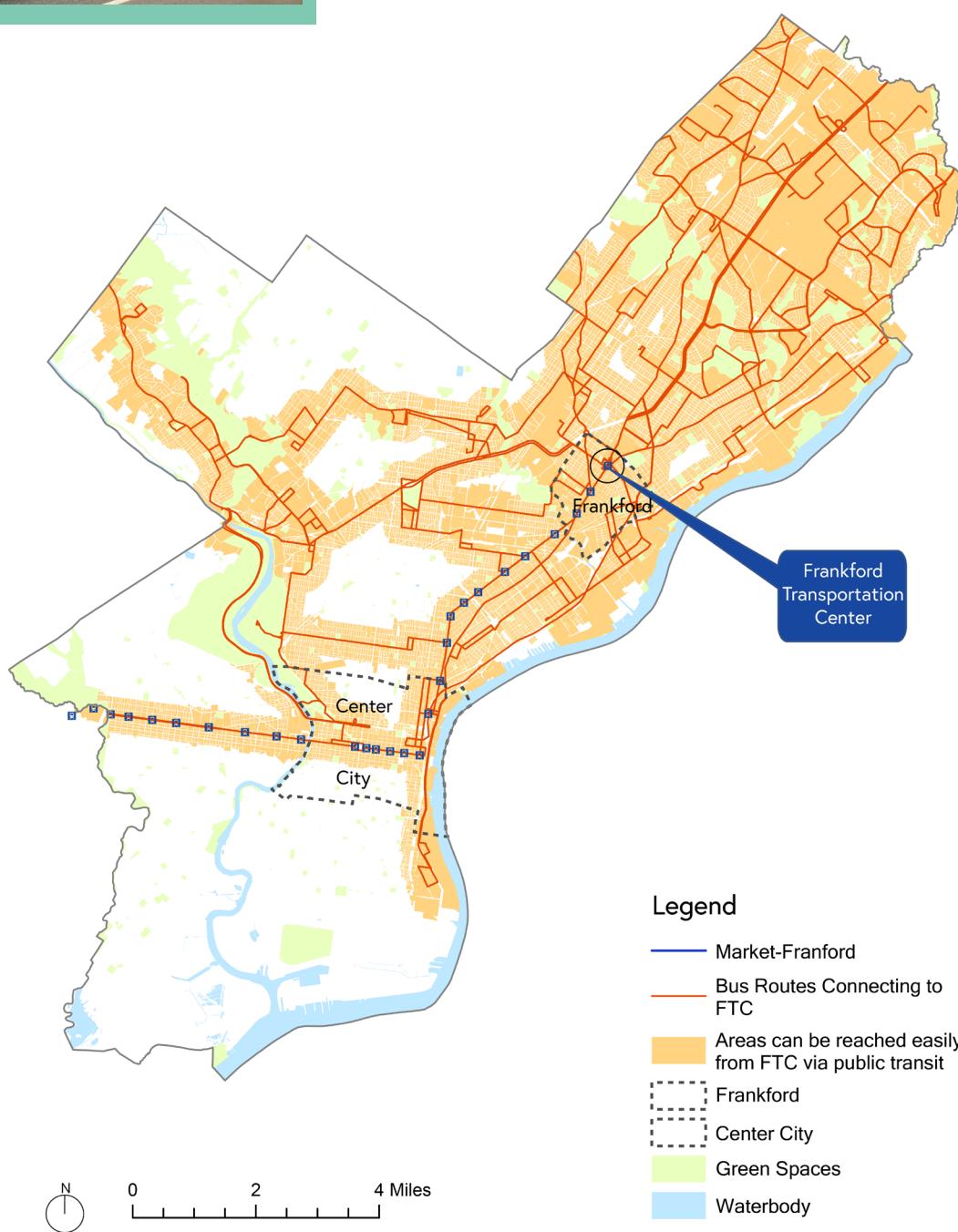
The FTC is the second busiest station on the MFL, second only to the 15th Street station at City Hall. On an average weekday, approximately 16,600 people pass through the FTC. SEPTA also owns and manages a large parking garage located behind the FTC, allowing commuters living outside of Frankford to drive into the neighborhood and take the MFL into the city.



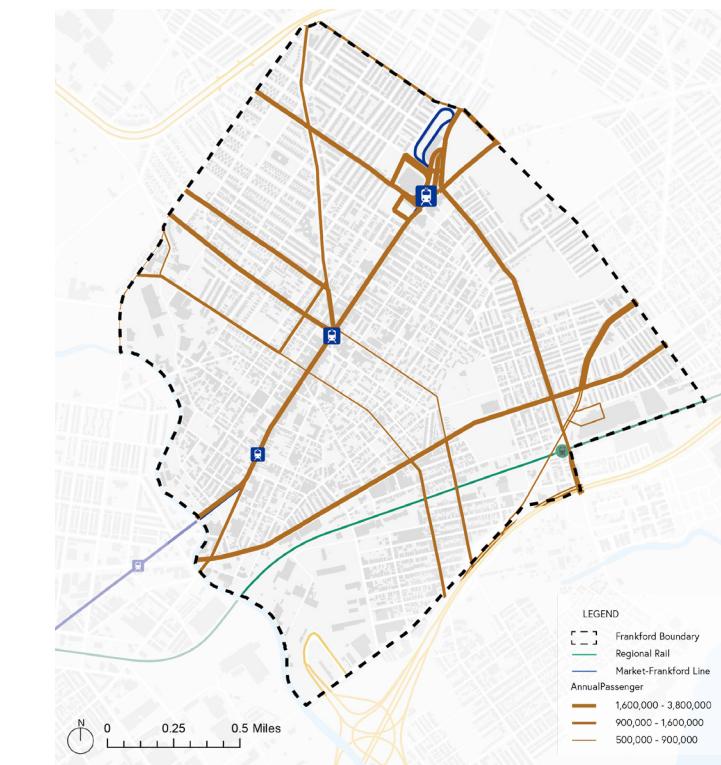


■ Accessibility

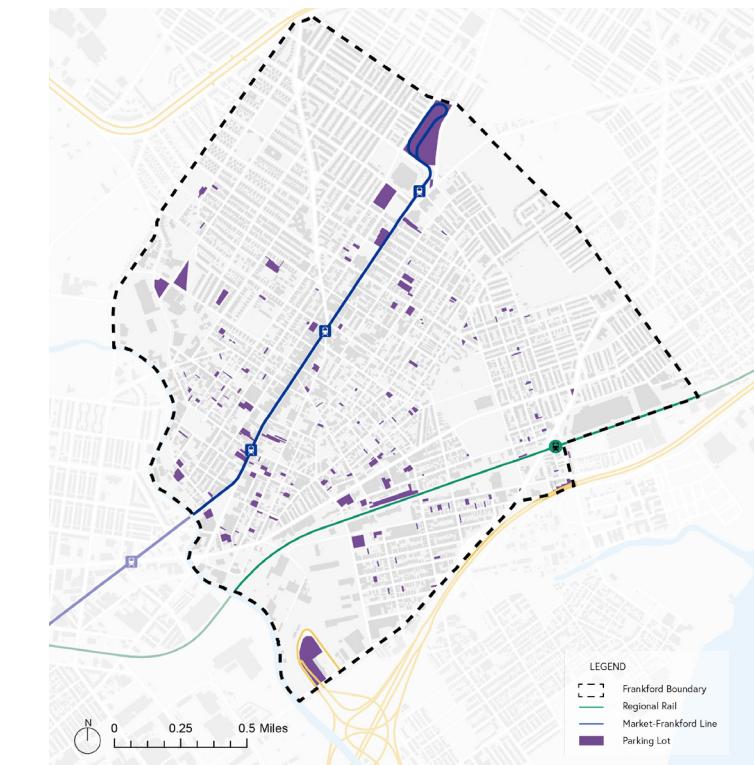
The FTC is a major access point for Frankford residents and outside commuters to get into the city. Both the MFL and a series of buses depart from the FTC on a regular schedule. The map below identifies all one-seat ride routes departing from the FTC. Much of North Philadelphia and Center City is accessible without transfer from available bus and train routes.



Bus Routes Ridership and Frequency



Parking in Frankford



■ Bus Routes

Buses run frequently with stops located throughout the neighborhood. Along three of the major arterial roads, Frankford Avenue, Torresdale Avenue, and Orthodox Avenue, there are a variety of bus options running every 15 minutes. Other connecting roads are serviced by busses running every 30 to 60 minutes.

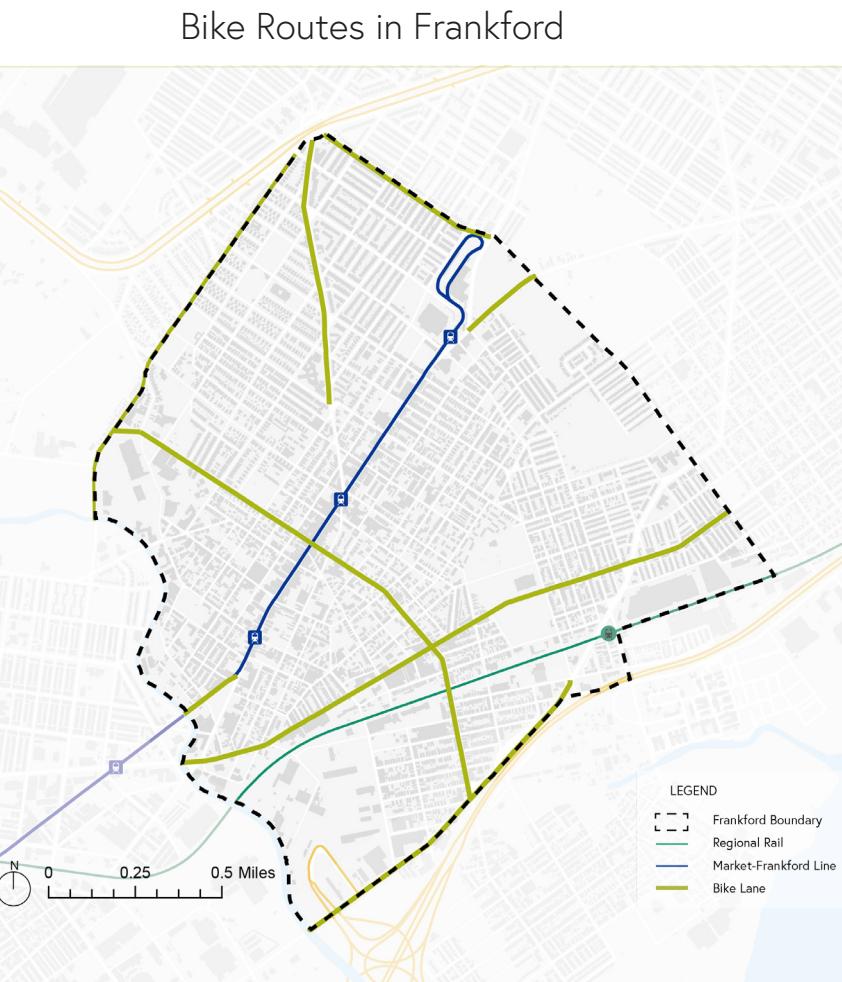
■ Roadways

In addition to public transit, Frankford is also very accessible by motor vehicle. Two major highways, I-95 and Roosevelt Boulevard border the neighborhood on the east and west respectively.

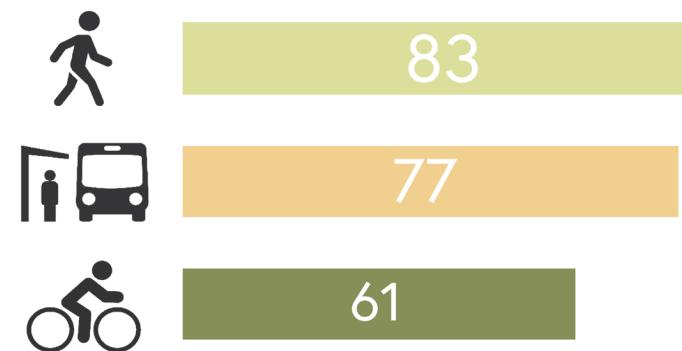
Within the neighborhood, Frankford Avenue is a major arterial road that also acts as a physical divider between Northwood and East Frankford. As Frankford's main commercial corridor, Frankford Avenue also offers ample metered street parking to those accessing the neighborhood via car. Other major arterial roads include Torresdale Avenue, Bridge Street, Orthodox Street, and Oxford Avenue.

Bike Network and Walkways

Frankford is considered to be very pedestrian-friendly, with a walk score of 83 out of 100. This, in theory, allows for most errands in Frankford to be accomplished on foot. Bike infrastructure is comparably limited as only two arterial roads (Orthodox and Torresdale Avenues) have complete bike lanes. There are a few other fragmented bike lanes scattered through the neighborhood, but Frankford generally lacks reliable and safe bike infrastructure.



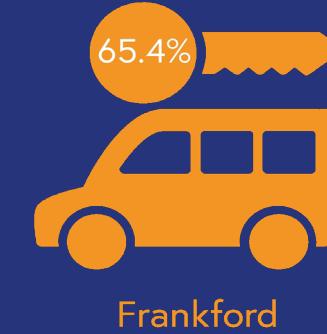
Walk, Public Transit and Bike Score



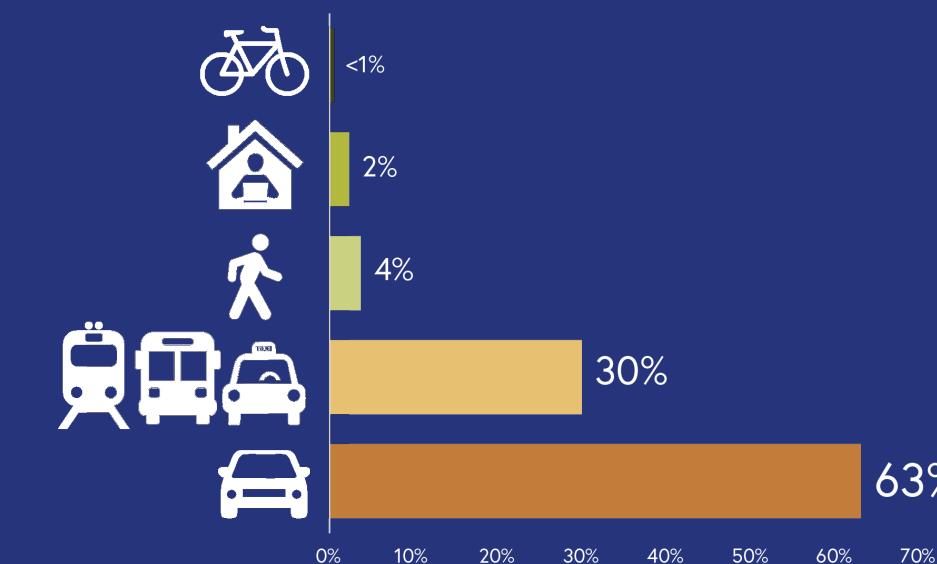
Ways to Commute

Despite Frankford's excellent transit connectivity, more than 60% of workers living in Frankford commute by car. Car ownership is slightly lower in Frankford than in Philadelphia, with about 65% of Frankford households owning a car, compared to about 70% in Philadelphia.

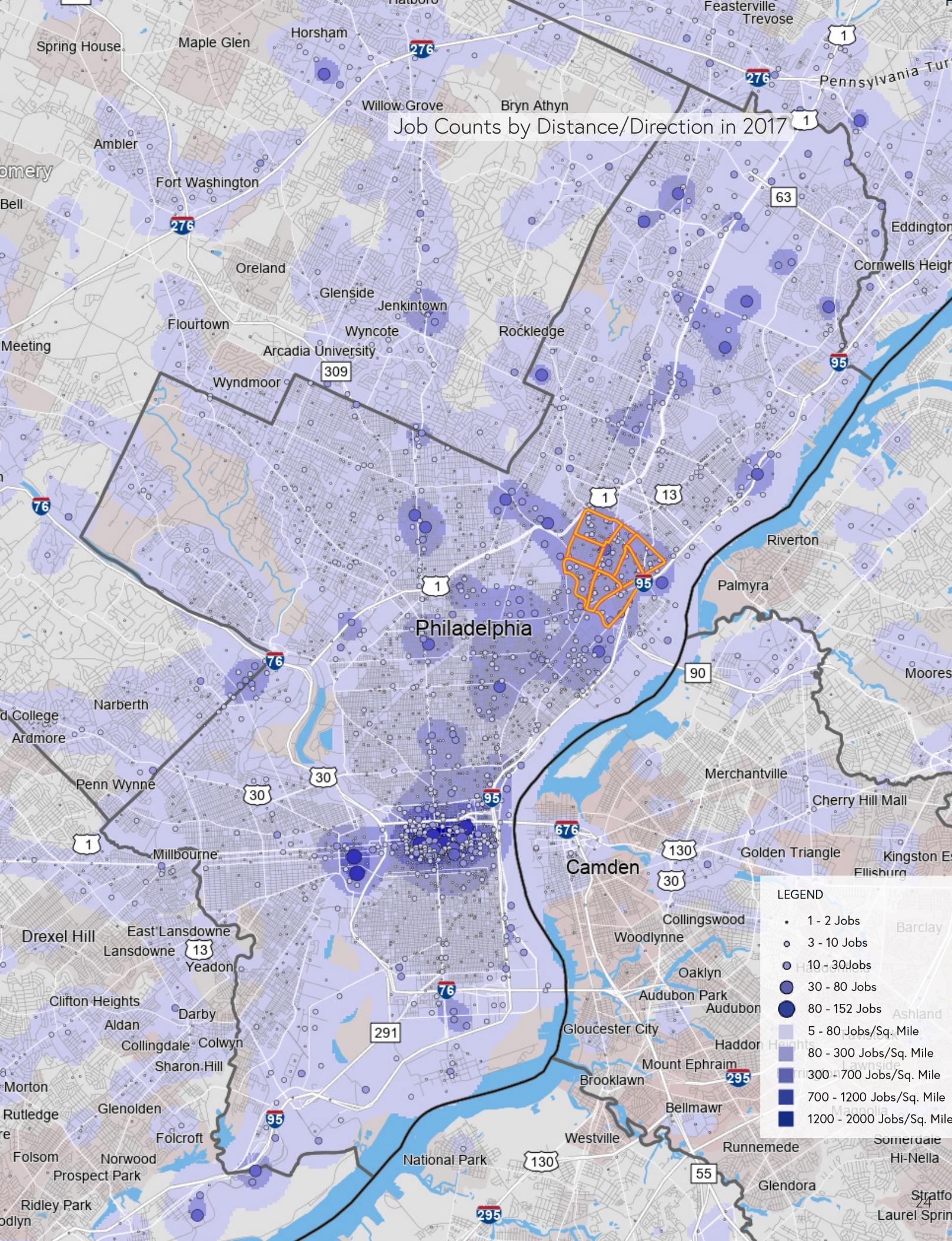
Car Ownership



Ways to Commute



Public transit accounts for about 30% of commutes by Frankford residents, which is only slightly higher than Philadelphia averages (about 25% of Philadelphians commute on transit). Less than 5% of people living in Frankford walk to work, even fewer work from home, and less than 1% bike to work.



■ Commuting Outside Frankford

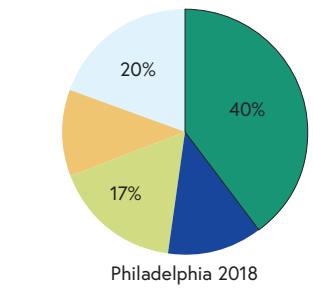
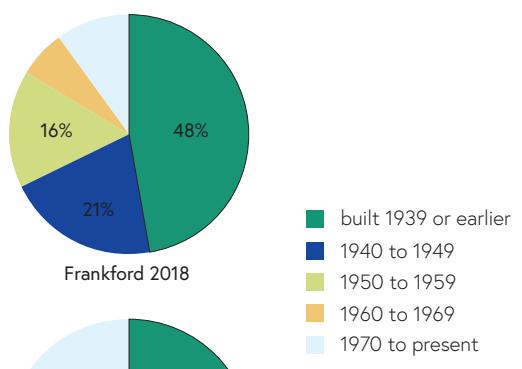
The vast majority of employed Frankford residents work jobs outside of the neighborhood. As of 2017, about 13,700 Frankford people live in Frankford, but are employed outside the neighborhood while only about 450 people both live and work in Frankford. Of the Frankford residents commuting to jobs outside the neighborhood, most are employed in Center City and University City, followed by the surrounding neighborhoods to the South of Frankford. Few Frankford residents are travelling to Northeast Philadelphia for work. Center City and University City, where many Frankford residents commute for work, are both easily accessible from Frankford on the Market Frankford Line, as well as by bus.

Despite the fact that many employed Frankford residents are working in areas accessible by transit from the neighborhood, the vast majority of commute trips from Frankford are taken by car, not by public transit.

HOUSING

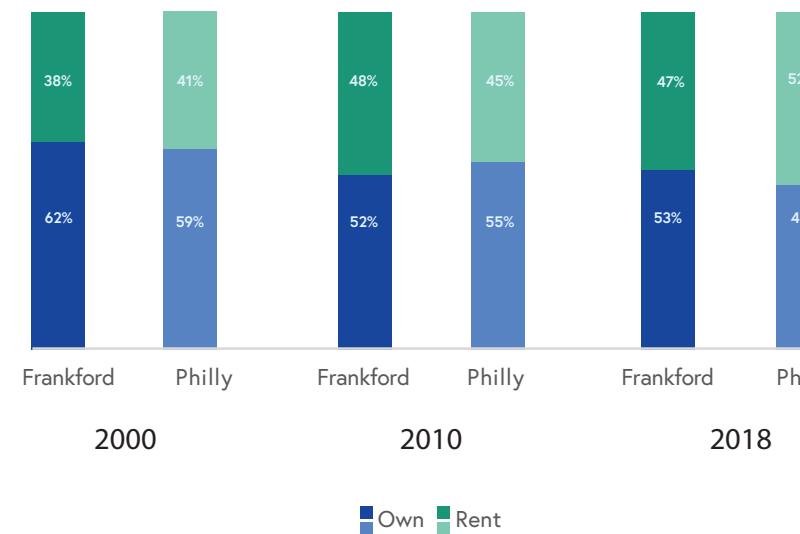


Year Built



Frankford has an aging housing stock as 47% of homes were built before 1940 and 68% were built prior to 1950. This compares to Philadelphia's 40% and 52% respectively. A majority of the housing stock across census tracts consists of single unit, attached structures and minimal structures with more than ten units.

Tenure in Frankford and Philadelphia



Tenure

Philadelphia and Frankford have experienced similar housing tenure trends over the last two decades. In 2000, ownership rates across the two geographies stood at approximately 60%. As housing prices have risen and household incomes have stagnated, both Philadelphia and Frankford ownership rates have fallen by 10% since 2000. Northwood ownership rates are 6% higher than East Frankford and 4% higher than the rest of Philadelphia.

Median Home Value



Frankford's median home value has risen by 40% to \$93,000 since 2000. Similar to ownership trends, home values range significantly from \$80,000 to above \$130,000 in certain census tracts. Approximately 64% of owner-occupied homes in Northwood have a value of \$100,000 or more compared to East Frankford 28%, again identifying the economic divides within the neighborhood.

Median Home Value Frankford

\$66,520

2000

\$92,526

2018

Gross Rent



Rent Burden

Approximately 59% of renters in Frankford are rent burdened, paying 30% or more of their incomes towards rent. Since 2000, median gross rent in Frankford has risen by approximately \$130 monthly, or 18%, while Philadelphia's average rent cost has risen by \$375 monthly, or 59%. While rent and home prices are comparably more affordable to the rest of Philadelphia, Frankford's residents face, on average, greater economic barriers to obtain affordable housing within the existing confines of the neighborhood.

56%

2000

59%

2018

>30% of income towards rent

Residential Vacancy

While housing vacancy rates are slightly lower in the Northwood area at 11% than the rest of East Frankford, housing vacancy trends remain consistent with the greater Philadelphia area.

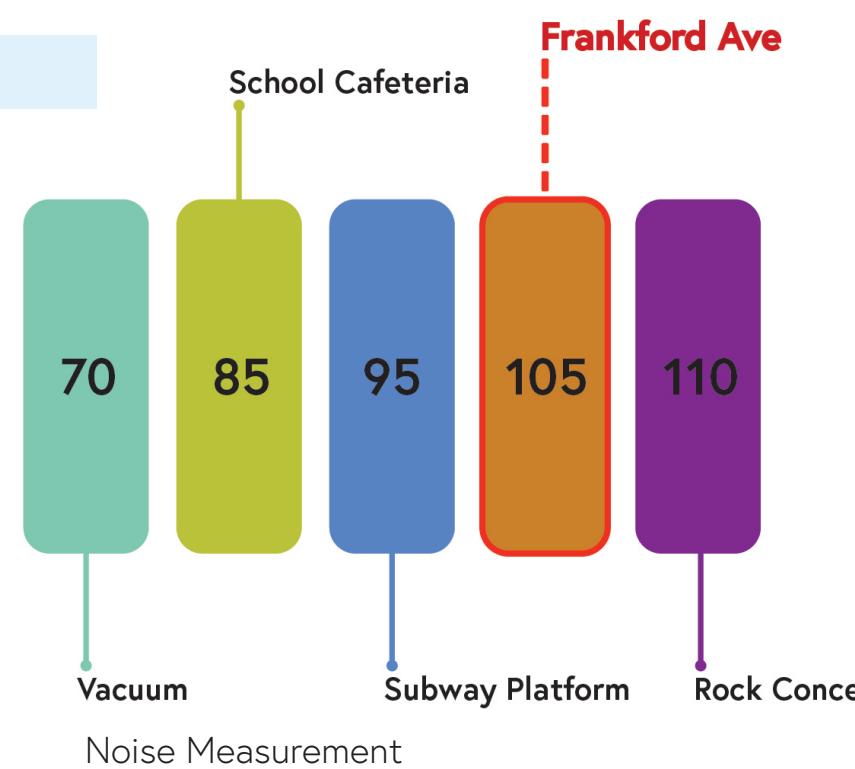
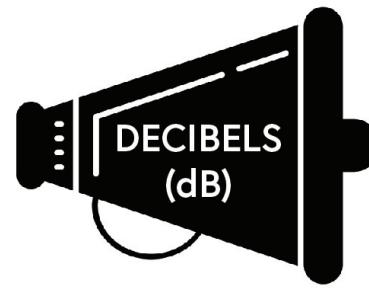
Housing Code Violations

The quality in housing stock varies throughout the neighborhood as sections of Northwood generally have higher upkeep levels and better maintained streetscapes in comparison to East Frankford. The neighborhood struggles disproportionately with housing code violations as, on average, there are 845 housing code violations per 1,000 units. This compares to Philadelphia's 164 violations per 1,000 units.



Housing in the Neighborhood

ENVIRONMENT & HEALTH



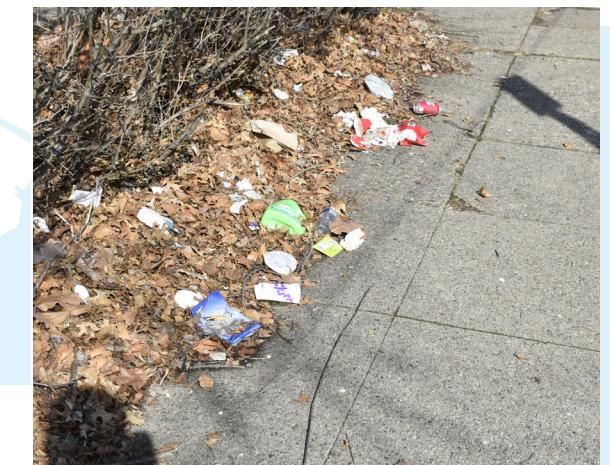
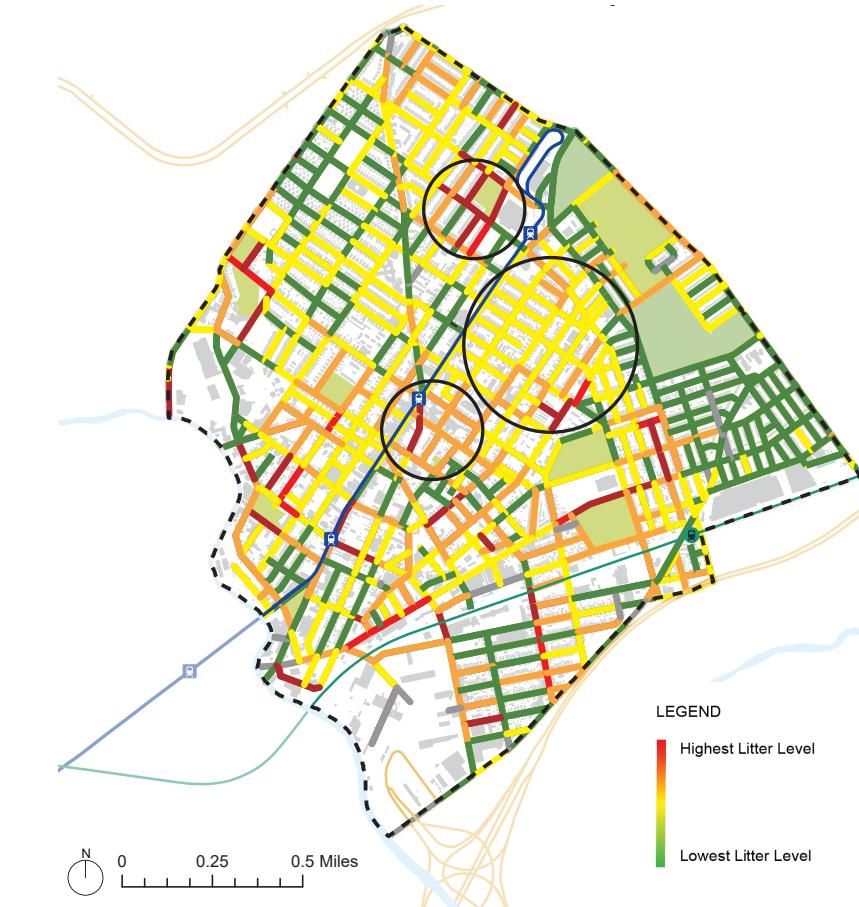
Top and Down Under the El

Beneath the El

The MFL, while an asset to the Frankford neighborhood, has significant impacts on Frankford Avenue's streetscape, limiting natural light on the corridor. The MFL also inhibits sight distance for pedestrian and motor vehicles traveling along Frankford Avenue. Further, trains running overhead cause significant noise pollution for those below the tracks. Decibel readings monitored on the sidewalk beneath the MFL registered at 105 decibels when trains passed overhead. For context, this reading registers between noise levels on subway platforms and rock concerts, and certainly loud enough to make conversations difficult to have on the corridor. This also poses a safety concern for pedestrians to be able to hear oncoming traffic.

Litter

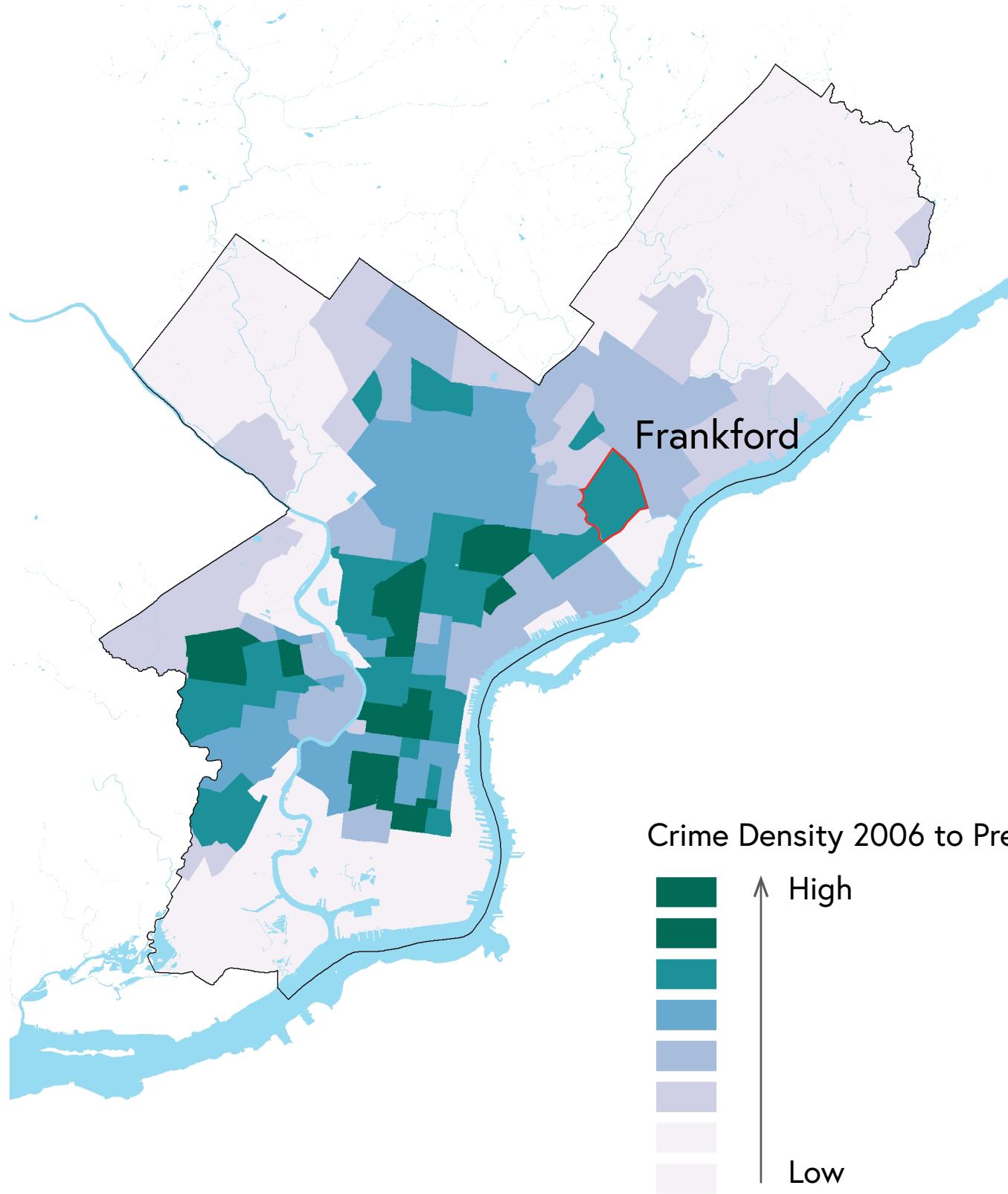
Litter Index Map



Top Cleaner Streets nearby a Park
Middle Litter on Streets
Bottom Litter in a Park

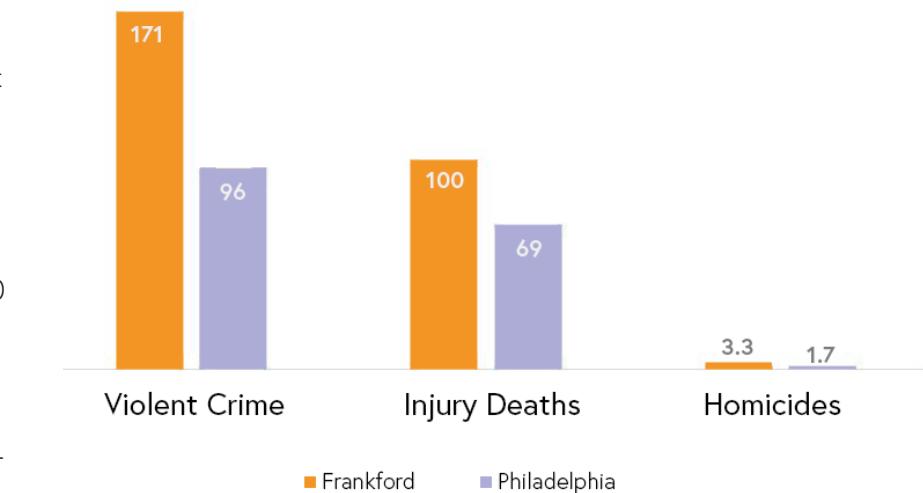
Crime

Crime Density from 2006 to Present



Crime is a consistent concern among Frankford residents, as indicated by the Frankford CDC. Although a majority of neighborhood crimes consist of thefts, vandalism, and other lesser offences, violent crime and homicides are significantly more prevalent in Frankford than in Philadelphia. The City of Philadelphia's 2019 Report on Neighborhood Health indicated that there are 171 instances of violent crime per 10,000 people in Frankford. This compares to 96 instances per 10,000 people in Philadelphia. Further, Frankford experiences two times the number of homicides as Philadelphia per 10,000 people.

Crime Breakdown Per 10,000 People



"The intersection of Bridge Street and Hawthorne Street was listed number six in a 2007 list of the city's top ten recreational drug corners."

by Philadelphia Weekly

Schools and Hospitals

Frankford has a total of eleven schools and consists of a mixture of public, private, and charter institutions. A majority of the schools receive below average performance ratings, including Frankford High School, the only public high school located within the neighborhood boundaries. Specifically, Frankford High School's ratings are below the state average for college readiness and test scores. The Philadelphia School district evaluates schools in four categories: "model" "reinforce" "watch" and "intervene". The majority of schools in Frankford are in the "watch" and "intervene" categories.

The Jefferson Frankford Hospital is centrally located in the neighborhood. The hospital has an emergency room and offers trauma and general outpatient care.

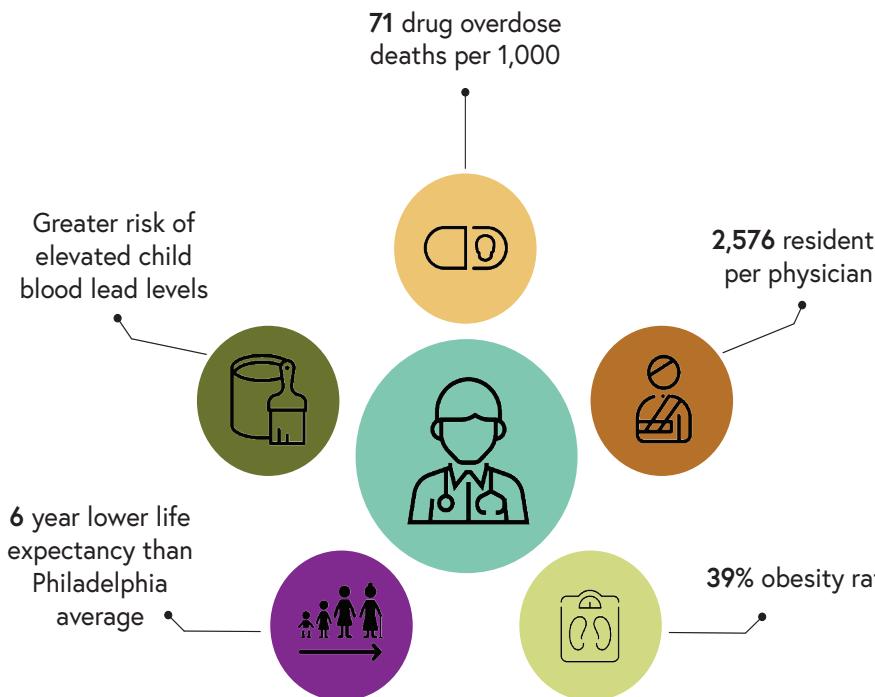
Status of Frankford Schools



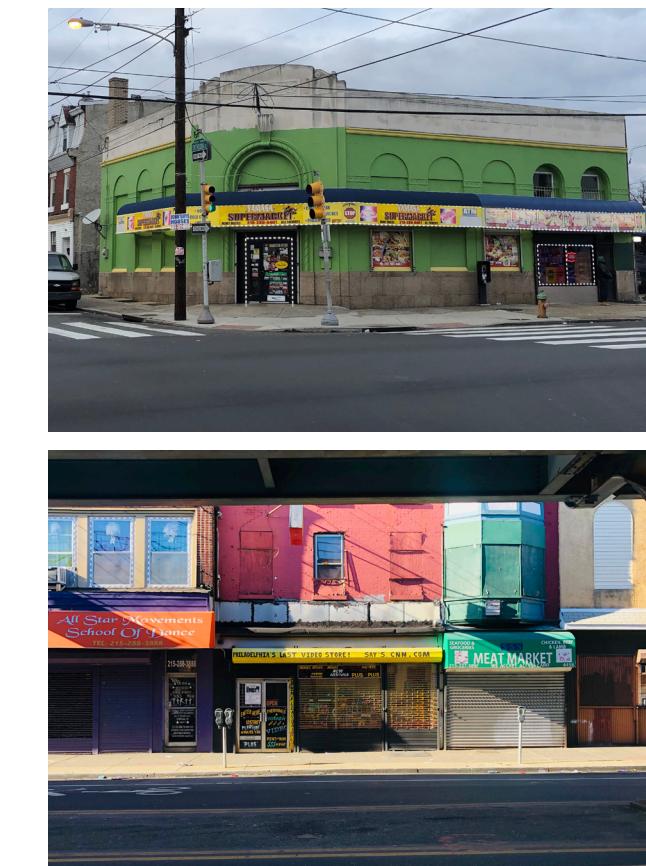
The Jefferson Frankford Hospital is centrally located in the neighborhood, with an emergency room and trauma center as well as general outpatient care. Despite the presence of the hospital, Frankford struggles with elevated obesity rates, drug overdose deaths, and a high teen birth rate. The opioid epidemic has hit Frankford particularly hard, along with surrounding neighborhoods in the region. Further, neighborhood residents have poorer access to healthcare services in comparison to the greater Philadelphia area as Frankford has a low ratio of primary care physicians to residents and a higher percentage of uninsured residents.

In general, Philadelphia's measured health outcomes significantly lag behind other large cities across the United States in areas such as premature death, cardiovascular disease, and infant and child mortality.

Within Philadelphia, there are wide health discrepancies between neighborhoods, often associated with the economic wellbeing of residents. In 2019, the City of Philadelphia's Department of Public Health released a comprehensive report on health outcomes and factors by neighborhood. Frankford ranked in the lowest quartile across a vast majority health factors associated with quality of life, health behaviors, clinical care, and physical environment.



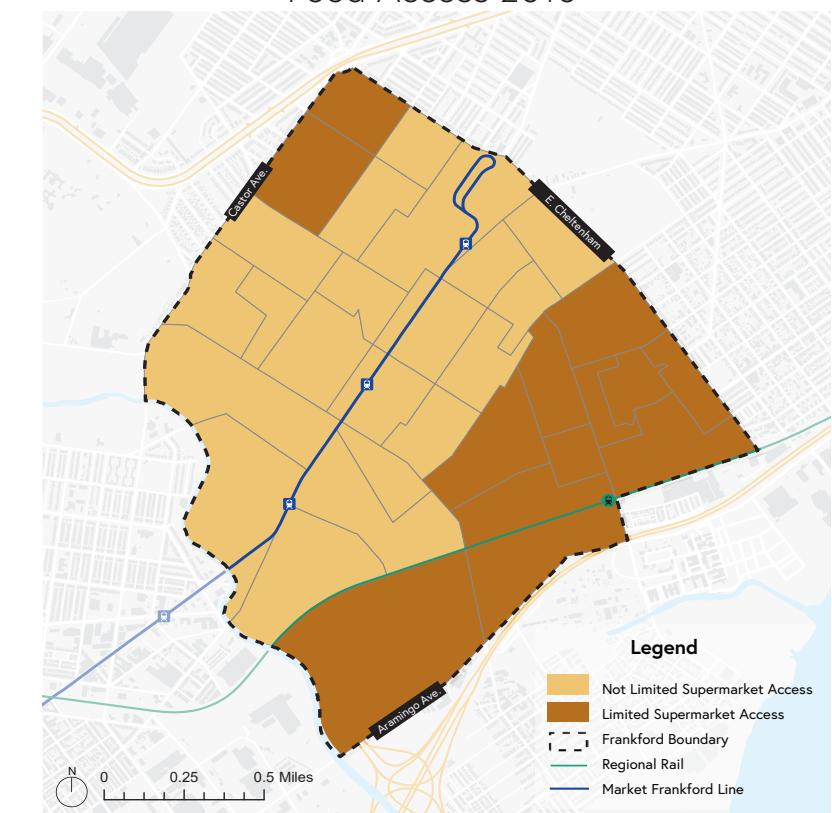
Food Access



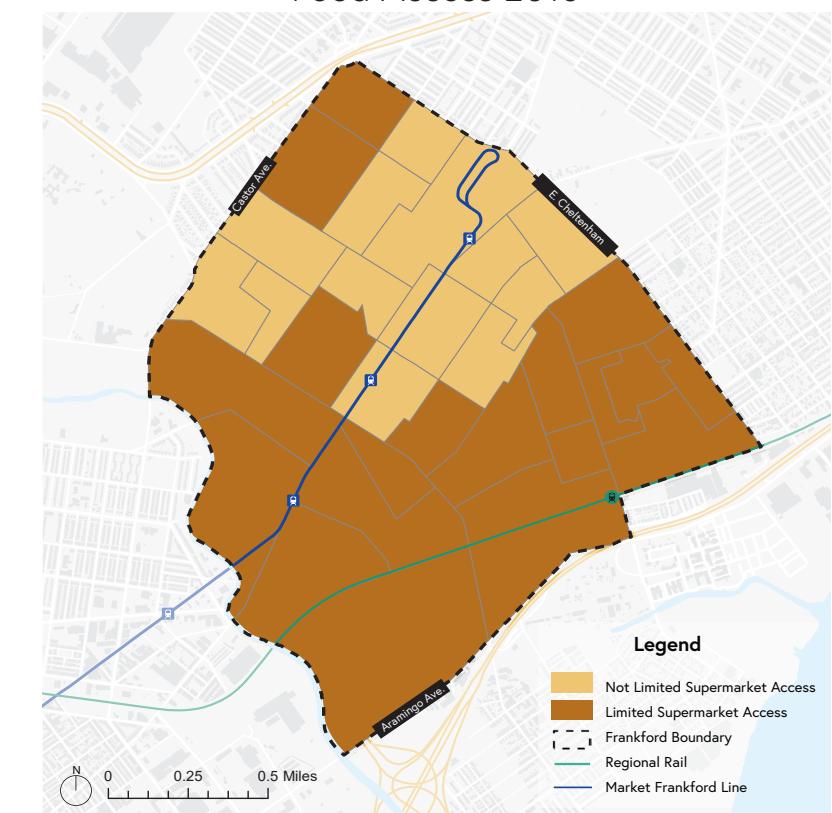
Top Frankford Corner Store
Down Meat Market on Frankford Ave.

There is currently no full-service grocery store in Frankford, though there are many corner stores and smaller, limited service grocers scattered throughout the neighborhood. The neighborhood's only full-service grocery store, Holiday Thriftway, closed in 2016. Since 2010, the neighborhood area categorized as having "limited supermarket access" has expanded significantly. Supermarket access in the eastern portion of the neighborhood has long been an issue, but this limited access area has expanded since the closing of Holiday Thriftway.

Food Access 2010



Food Access 2016





ISSUES OPPORTUNITIES GOALS & OBJECTIVES

Based on the existing conditions in Frankford, there are a number of issues to be addressed, as well as opportunities that can be expanded upon. This chapter will outline the issues and opportunities in Frankford, which have informed the four goals for the neighborhood.

ISSUES

Socio-economics issues in Frankford include a highly rent burdened population. Despite the cost of rent in Frankford being lower than the Philadelphia average, it is still unaffordable for a lot of Frankford residents. This is compounded by the high poverty rate in the neighborhood, which is higher than the rest of Philadelphia and increasing at a faster rate. Additionally, Frankford faces higher levels of unemployment than Philadelphia. There is also the issue of job-skill mismatch in Frankford, with a vast majority of residents leaving the neighborhood for work.

With the Market Frankford Line running directly above the main commercial corridor in Frankford, there are quite a few issues associated with negative externalities of the El. Significant noise pollution is produced from trains running overhead, and the tracks block light from reaching the corridor.

The Frankford Transportation Center is as much an issue as it is an asset in the neighborhood. The station design is closed off from the surrounding streets and feels disconnected from the neighborhood. Safety is another issue, both with regards to the Transportation Center and throughout the neighborhood. Not only is there a perception of a high crime rate in the neighborhood, data backs up that crime is a reality in Frankford.

Commercial vacancy is a huge issue along the commercial corridors and throughout Frankford. Among the retail that is active, there is a lack of retail diversity to serve the needs of residents. Food retail, particularly restaurants and supermarkets are notably lacking. Limited food access is an issue that has gotten worse in Frankford since the closing of the Holiday Thriftway grocery store in 2016.

The aging housing stock presents some issues, since levels of upkeep vary throughout the neighborhood. This, among other factors likely contributes to the issue of poor health outcomes in Frankford.

Despite the many transit options in Frankford, heavy car reliance remains an issue, as does the lack of bike infrastructure. Litter is a big issue throughout the streetscape.

OPPORTUNITIES

While there are many issues to be addressed in Frankford, there are also many existing opportunities that can be built upon. Commercial vacancy is an example of an issue that also serves as a great opportunity for redevelopment and for new businesses to establish in Frankford. Additionally, the lack of affordable housing presents an opportunity to create more affordable housing initiatives in Frankford to serve the rent burdened population.

The abundance of transit options in the neighborhood is a major asset, as is the high connectivity between Frankford and the surrounding region. While the design of Frankford Transportation Center is somewhat of an issue for Frankford, having this regional transit hub with such high volumes of people passing through each day presents a lot of opportunity for economic activity in the neighborhood if leveraged properly.

Frankford's diverse population, paired with the abundance of neighborhood groups and stakeholders and rich neighborhood history and identity are also assets that present great opportunity. Furthermore, the neighborhood is well served by parks, and the already high walkability are great opportunities to build upon in Frankford. There is an opportunity here to increase park accessibility and really leverage these spaces as welcoming community spaces that serve the residents living near them.

Existing plans for a Frankford Greenway Trail along the Frankford Creek show the opportunity to reimagine Frankford as a neighborhood that showcases environmental assets and beautiful public spaces.

Frankford is an incredibly historic neighborhood. By preserving historic elements while incorporating the past into a vision for the future, this history can be a source of shared neighborhood pride and a unifying element for subneighborhoods to connect over. Along the same lines, while an aging housing stock can present issues when not properly maintained, the history and beauty of old homes is undeniable. Having a old housing stock, with proper upkeep, is a great asset for Frankford.

With the MFL, plenty of bus stops, and regional rail in the neighborhood, Frankford is very accessible by public transit, and is quite walkable. However, bike infrastructure is limited. A few streets have updated bike lanes, but there is an opportunity to create greater connectivity by investing in a neighborhood-wide bike network.



VISION FOR FRANKFORD

**Frankford as a
Philadelphia model for
inclusive and
equitable development.**

Aspiration

Frankford welcomes new development in a way that supports and empowers local residents rather than displacing vulnerable populations. Development addresses community needs, and creates a strong local economy. This development is seen as an example for other Philadelphia neighborhoods facing similar issues to Frankford.

GOAL 1: A strong local economy anchored by vibrant and attractive commercial corridors

GOAL 2: An accessible and healthy environment for all of Frankford

GOAL 3: A united Frankford that bridges historical divides



STRONG LOCAL ECONOMY

A strong local economy anchored by vibrant and attractive commercial corridors.

Aspiration

A variety of local businesses can be found along Frankford Avenue and Torresdale Avenue. Vacancy is no longer an issue and these corridors serve as retail destinations full of shops, restaurants, and businesses that serve the needs of Frankford residents and attract visitors.

OBJECTIVES:

- 1.1 Increase the number and diversity of businesses along Frankford Avenue
- 1.2 Decrease commercial and industrial vacancy throughout the neighborhood
- 1.3 Reduce the unemployment rate and increase the number of residents in jobs that pay living wages
- 1.4 Alleviate the number of rent burdened households
- 1.5 Leverage Frankford's role as a transportation hub to stimulate economic activity
- 1.6 Develop a pleasant public realm for visitors and residents along commercial corridors

ACCESSIBLE AND HEALTHY ENVIRONMENT

An accessible and healthy environment for all of Frankford.

Aspiration

Frankford's built environment encourages and supports physical and mental health of residents. There are ample community assets that are accessible to all residents regardless of age, socio-economic status, or ability.

OBJECTIVES:

- 2.1 Enhance neighborhood connectivity, focusing on improved walkability and bike-ability
- 2.2 Expand acreage and accessibility of park space
- 2.3 Reduce litter across the neighborhood
- 2.4 Improve access to affordable, healthy foods that meet the needs of diverse residents
- 2.5 Expand equitable housing initiatives centered on affordability and a healthy home environment
- 2.6 Improve health outcomes of neighborhood residents

UNITED FRANKFORD

**United Frankford that
bridges historical divides.**

OBJECTIVES:

- 3.1 Increase arts and social programming to bridge historical divides
- 3.2 Heighten public awareness of Frankford identity and history
- 3.3 Reduce crime that contributes to neighborhood divides
- 3.4 Increase graduation rates and overall school ratings

Aspiration

Frankford is a neighborhood that embraces its history, but is not defined by past divisions. Northwood and East Frankford, while communities with unique identities, are not defined by inequalities but rather are united by their shared commonalities. The neighborhood is a safe, clean and healthy space with a strong sense of place and clear identity.



FRANKFORD PLAN



ENVIRONMENT

Although Frankford is well served by available green spaces throughout the neighborhood, residents continue to face a series of environmental injustices that must be addressed to ensure a safer and healthier living environment. This plan places the environment as one of the cores of its series of recommendations as there is tremendous opportunity to leverage existing park assets and build off of ongoing environmental initiatives in the neighborhood. The environmental recommendations are centered around the Frankford Creek Greenway, brownfield redevelopment, park access, tree coverage, water quality, recreational amenities, and litter.



Background and Context

Frankford Creek Greenway

The existing streetscape, infrastructure, and neighborhood zoning fail to allow residents and visitors alike opportunities to engage with the Frankford Creek. Much of the creek is fenced off to the public or lined with industrial and formerly industrial buildings left vacant.

The Frankford Creek Greenway is an existing trail project led by the Philadelphia City Planning Commission (PCPC) and Philadelphia Parks and Recreation (PPR). When completed, the greenway will extend from North Delaware Avenue, which runs parallel to the Delaware River, along the Frankford Creek southwestern boundary to East Wingohocking Street. Phase 1 of the three-phased project was completed in 2018 and Phase 2 is currently under construction. With the feasibility study completed for the third and final phase completed, PPR reports that the plan is underway and remains a priority according to its 2019 Trails Plan Update.

Brownfield Redevelopment

Brownfields pose both environmental and health concerns for the surrounding community as they contaminate soil, damage waterways, and

pollute the air. They also detract visitors from the neighborhood and reduce property values in surrounding areas.

The Lower Frankford Creek Watershed Brownfields Area Plan released in 2015 provided a foundational understanding of existing and potential brownfields located in the Frankford neighborhood. As indicated on the map [insert map], a majority of the potential brownfield sites are located along the Frankford Creek and northward on Torresdale Avenue due to the concentration of historical industrial on Frankford's waterways. One major site includes a 1.6-acre brownfield site located at the intersection of Frankford Avenue and Torresdale Avenue. The site offers 400-feet of creek-front property and a newfound opportunity to convert this currently hazardous site into a usable public space.

Park Access

Frankford is home to eight public parks with additional parks in the neighboring Wissinoming, Juniata Park, and Olney neighborhoods. The parks vary widely in cleanliness and accessibility as both Northwood and Overington Parks offer clean, inviting spaces. In contrast, other parks including

Deni Playground and the space neighboring Simpson Recreation Center have higher levels of trash and are fenced off from the community. Frankford's southeastern section in particular has minimal access to parks and recreational space and has been identified as a priority area by Philadelphia 2035. Further, Frankford faces higher incidence of asthma and other negative health outcomes exacerbated by poor air quality and minimal access to green space.

Water Quality

The Philadelphia Water Department (PWD) has one of the most progressive Green Stormwater Infrastructure (GSI) programs in the country as a result of the 2011 Green City Clean Waters Philadelphia plan. Frankford Creek faces issues of pollution and flood-risk as a result of combined sewer overflows and its location in a FEMA-identified flood zone. With PWD's initiative and incentive programs, numerous public and private projects have included rain gardens in public parks, rain barrels, and streetscape improvements to better manage and store stormwater in Frankford. However, no action has been taken directly on the Frankford Avenue corridor or along Frankford Creek.

Tree Coverage

TreePhilly, an initiative out of PPR, aims to reach 30% tree canopy coverage in every Philadelphia neighborhood.ⁱ Frankford currently has between 13 to 17 percent coverage and is one of only six zip codes in Philadelphia to have lost more than 13% of its tree canopy between 2008 and 2018.ⁱⁱ While the Lower Northeast Plan in Philadelphia 2035 has targeted street locations for new coverage throughout the neighborhood, the plan excludes Frankford Avenue and industrial locations in Frankford.



1. Integrate Park Amenities, Educational Elements, and the Creek's History Along the Proposed Frankford Creek Greenway

The Frankford Creek Greenway will play a critical role in the revitalization of Frankford as it will offer residents the opportunity to engage with Frankford's only natural waterway and connect with surrounding neighborhoods.

Going forward, PPR's ongoing prioritization of this project is required to begin construction and gather the necessary funding to complete phase 3 of the Greenway in the next five years. To maximize use and ensure the Greenway's long-term success, PPR should incorporate additional amenities and opportunities for engagement into existing plans. Proposed amenities, programming, and infrastructure include:

1. A historic telling of Frankford's industrial past and creek history through historical markers and public art placed along the trail
2. Partnerships between PPR and local schools to give opportunities for students to engage with the natural environment
3. Street furniture including benches, picnic tables, trash and recycling bins, water fountains, bicycle repair stations, and bicycle racks
4. Health and fitness stations to provide publicly accessible equipment to encourage a healthier lifestyle for residents

These new park elements will bring newfound understanding of Frankford's history and opportunity to engage in healthier lifestyle habits.



Action Points

- PPR should partner with the Frankford Historical Society, the Association for Public Art, and Frankford schools to design historical and artistic elements on the greenway
- PPR should apply for additional grants to increase amenities promoting health and wellness in Frankford

2. Develop a New Creek-Side Park and Recreational Center Adjacent to the Frankford Creek Greenway

The 1.6-acre brownfield identified for redevelopment in the EPA brownfield study provides tremendous opportunity to create an amenity-rich park and recreation center integrated within plans for the Frankford Creek Greenway. The site's 400-feet of creek-front property would be the first park to provide sightlines of the creek and give visitors access to engage with the historic waterway. Further, it will increase the amount of park space in walking distance to the underserved southeastern section of the neighborhood and provide a new recreation center in East Frankford. The repurposed brownfield will increase acreage of usable green space, enable access to underserved communities, promote healthier lifestyles, and provide a beautiful gateway to Frankford's commercial corridors.

Once completed, the new park and recreational facility will include:

1. Additional creek-front space for residents and visitors alike to enjoy with access to the Frankford Creek Greenway
2. Playground and picnic tables for multigenerational recreation
3. Green stormwater infrastructure to protect and improve the creek's water quality
4. Space for new health and wellness classes, cooking instruction, and community meeting space

Action Points

- PPR should petition for the site to be rezoned from Industrial-Commercial Mixed-Use (ICMX) and Neighborhood Commercial-Mixed-Use-2 (CMX-2) to Recreation.
- The existing structures on the site must be demolished and soil remediated to ensure a safe environment for future users
- PPR in collaboration with PCPC should send out an RFP for the design and development of the park



ENVIRONMENT

3. Evaluate potential brownfields and vacant space for new development opportunities

A comprehensive brownfield study should be conducted by the PCPC in partnership with PPR, PWD, Philadelphia Department of Commerce (PDOC), and the Philadelphia Streets Department (PSD). The study will provide a framework for redevelopment in the neighborhood centered around environmental justice and redevelopment opportunities given site conditions.

The comprehensive brownfield study should include:

1. Details on historic uses, existing structures, and other elements on the site
2. Acknowledgement and analysis on environmental injustices faced by neighborhood residents
3. Opportunities for redevelopment based on market demand, neighborhood needs, available space, and historic designations



4. Site-specific remediation requirements
5. GSI opportunities to meet the Green City Clean Waters milestones (GCCW) to improve water and air quality
6. Actionable implementation plan with steps to redevelop identified properties

Action Point

- PPR, PWD, PDOC, PSD, and other potential partners should apply for grant funding through the EPA's Brownfields Program

4. Install New Green Stormwater Infrastructure Throughout the Neighborhood and Along Frankford Creek

As stormwater management remains a top priority for PWD and city leadership, Frankford can leverage funding streams for new GSI infrastructure. Targeted GSI, including a green gutter installation on Frankford Avenue, and a riparian buffer along Frankford Creek will reestablish the area from a once industrial hub to an environmental model for future redevelopment projects. Green gutter installation along Frankford Avenue would serve a dual purpose in filtering stormwater and functioning as a bike lane buffer.

Riparian buffers offer a natural vegetative barrier between the creek's edge and development sites to protect the waterway from pollutants. These initiatives will improve overall creek health and water quality, while beautifying the streetscape for visitors and residents.



PWD should prioritize Frankford Avenue and the surrounding communities facing increased threats of polluted waters and flooding. Additionally, to increase participation in private GSI, advertising campaigns through the Frankford Community Development Corporation (CDC) and local organizations can increase resident involvement in Philadelphia's Rain Check program and other incentive initiatives.

Action Points

- PPR should Incorporate GSI in Phase 3 of the Frankford Greenway, including a riparian buffer for improved water quality and better managed stormwater
- PSD and PWD should partner to install green gutters along new bike lanes on Frankford Avenue
- Frankford CDC and PWD should build out an advertising campaign for GSI incentive programs



5. Target locations for new street-side trees on commercial corridors and along Frankford Creek

Although the existing environment on Frankford Avenue would likely not allow for successful tree plantings due to over shading, proposed site line changes in Philadelphia 2035 will bring increased sunlight to the corridor. More importantly, however, Torresdale Avenue and other industrial sites along the creek play a critical role in the revitalization of Frankford and bring new opportunity for increased tree canopy.

Going forward, Frankford should remain a focal point in TreePhilly's initiative as the neighborhood has seen overwhelming tree loss in recent years. Projects and initiatives should include:

1. Feasibility studies of new trees along Frankford and Torresdale Avenues on a case-by-case basis contingent on the implementation of proposed building setbacks
2. Incorporation of new trees in Phase 3 of the Frankford Creek Greenway and in newly proposed park space

Action Point

- PPR's office of sustainability should propose additional trees along the Frankford Creek Greenway in the design of the project's final phase

6. Lower Access Barriers and Improve Usability of Existing Park Space and Recreation Centers

To improve accessibility and usability of existing park space and the Simpson Recreation Center, a combination of infrastructural and programmatic changes should include:

1. A complete renovation of the Simpson Recreation Center funded through Philadelphia's Rebuild initiative to include a computer lab, sport courts, community meeting rooms, and other desired community amenities
2. Removal of excess fencing and other barriers around parks to encourage usage and create a more neighborhood friendly atmosphere
3. Installing benches, picnic tables, fitness equipment, and trash and recycling bins in public parks
4. Partnership between the Frankford Garden Club and other local organizations to initiate new community gardens and promote cleaner park space

Action Point

- PPR should host community engagement meetings to understand existing needs and wants in park and recreational facilities

7. Coordinate with Local Partners to Introduce Litter-Reducing Amenities and Programs

Despite attempts by local organizations to grant new trash and recycling bins to residents of Frankford and increased ticketing by the City of Philadelphia, the neighborhood's streets continue to have high levels of trash. This limits the usability of corridors and desirability for new businesses to enter the neighborhood. Litter also poses a threat to local wildlife and pollutes neighboring waterways.

Frankford CDC, Friends of Overington Park, and run park clean up days throughout the year. Further connecting with partners and enhanced reporting can help alleviate the level of litter in the neighborhood. can help alleviate the level of litter in the neighborhood.

Action Points

- The Frankford CDC and members of the Frankford Business and Professional Association should sponsor the Community Cans program and sign the required memorandum of understanding (MOU) with PSD.
- Globe Dye Works' art industry tenants and the Frankford CDC should host a 'Paint Day' at Pause Park where residents, schoolchildren, and local artists can paint newly received trash cans.

- The Frankford CDC, Friends of Overington Park, the Northwood Civic Association, and other Frankford park affiliates should partner with Philadelphia More Beautiful Committee to establish block captains, clean block officers, additional clean up events, and clean up contest.

- Neighborhood organizations should encourage reporting of illegal dumping in the neighborhood through calling 311 or using the 311 app as encouraged by PSD and Clean PHL.

Community Cans

Community Cans is an interdepartmental initiative out of the Mayor's office in Philadelphia to install new trash cans where needed throughout the city. This initiative should be implemented in Frankford and spearheaded by local organizations and businesses to engage community members.



Philadelphia Streets Department



HEALTH & SAFETY

Frankford has two major health centers, the first is the Jefferson Frankford Hospital and the second is the Greater Philadelphia Health Action Inc.'s Frankford Avenue Health Center. These two institutions provide medical, dental, mental health or substance abuse services in the neighborhood. Jefferson Frankford Hospital conducts outreach with local businesses and community organizations for AED and CPR training in addition to participating in community health fairs. Yet, in spite of the anchoring of health centers within the neighborhood, Frankford residents still face higher rates of negative health outcomes compared to the rest of the city. Proximity to the Kensington neighborhood, the epicenter of the opioid epidemic, leads to a high number of overdose cases in Frankford. Moreover, Frankford residents experience higher rates of obesity, higher risk for blood lead levels, and a lower life expectancy than Philadelphia as a whole.

Frankford's aging housing stock presents safety concerns to existing residents as older homes are more likely to need structural repairs, water and sewer line replacement, and lead abatement. These improvements pose immense financial burdens on homeowners as repairs can cost thousands of dollars. In 2019 alone, DL&I deemed more than 50 properties in the Frankford neighborhood imminently dangerous or unsafe and issued thousands of code violations for both interior and exterior safety concerns.ⁱⁱⁱ

Frankford also maintains a higher crime density than its surrounding neighborhoods and maintains crime rates higher than the city's. Most of the crimes are concentrated on the northern side of the neighborhood particularly around the Frankford Transportation Center. Through a number of programmatic and infrastructural interventions health and safety outcomes in the neighborhood could be improved.



1. Establish a Neighborhood Ambassador Program

Frankford's high rates of crime and proximity to the epicenter of the opioid epidemic in the Kensington neighborhood have had an impact on health and safety in the neighborhood. In order to assist in neighborhood perceptions of safety and provide a resource for residents and visitors alike is through the presence of ambassadors. Launching a neighborhood ambassador program presents an opportunity to hire Frankford residents as ambassadors, creating jobs for people living in Frankford to serve their own community.

Ambassadors will be easy to identify in the neighborhood by wearing a distinctive uniform and will patrol streets by foot and bike. Neighborhood ambassadors are unarmed but will be able to report to local law enforcement via radio. Ambassadors will be available to provide walking escort services to help residents feel safer navigating the neighborhood by foot, especially at night, and will also be CPR and first aid certified. They can be tasked with keeping sidewalks clean in partnership with the city's Streets & Walkways Education and Enforcement (SWEEP) Program. Ambassadors can also be trained to respond to lock outs, perform homeless outreach, and carry naloxone: medication to reverse opioid overdoes. In addition to safety services, neighborhood ambassadors can provide information about neighborhood attractions and history, give directions, to not only deter crime but also provide a greater sense of security throughout Frankford. As ambassadors will ideally be Frankford residents, this intervention seeks to addresses crime and safety without increasing the often unwelcome police presence and surveillance in the neighborhood.

Action Points

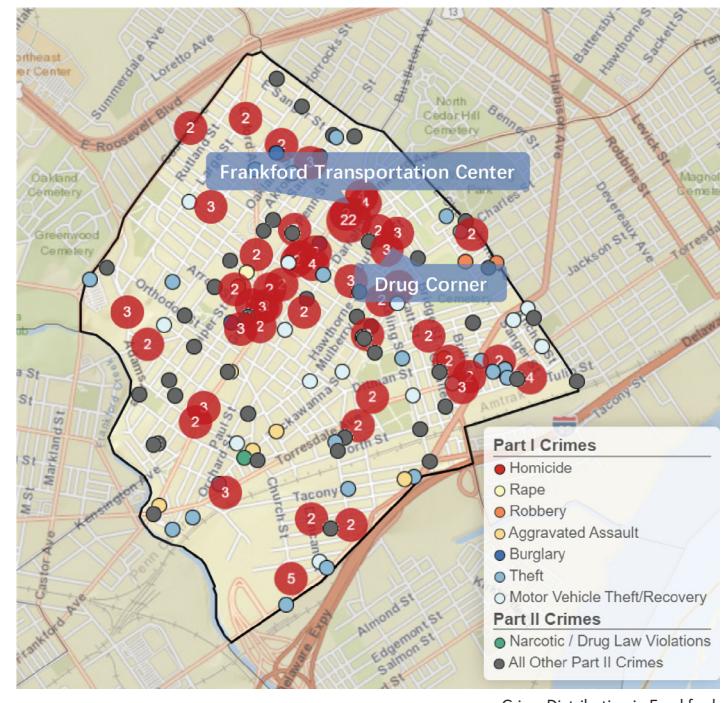
- Neighborhood community organizations should partner with the city's SWEEP program to set up initial resources for the program.
- The Frankford CDC should partner with other community organizations, schools, and churches to recruit neighborhood ambassadors for Frankford.

Stronger curbing and landscaping to direct foot traffic into controlled, visible areas near Frankford Avenue SEPTA station entrances and major intersections can be helpful additions for natural access control and added visibility. Moreover, accenting with different paving materials can bring additional attention to entrances. Keeping areas well-lit and adding lighting throughout main corridors in Frankford will increase visibility in the neighborhood, particularly along business entrances. Abundant precedents prove that good lighting protects residents from crime and helps deter criminal activities. Blue streetlights have proven to be a further step to reduce neighborhood violence. Prioritizing hot spots like Frankford Transportation Center, and the intersection of Bridge Street and Hawthorne Street (which was listed as the Top 10 Drug Corners in 2007) with intermittent blue street lights can serve as a final CTED intervention in Frankford that adds to visibility, transparency, and attention on the corridors.

2. Integrate Environmental Design Strategies with Existing Neighborhood Safety Initiatives

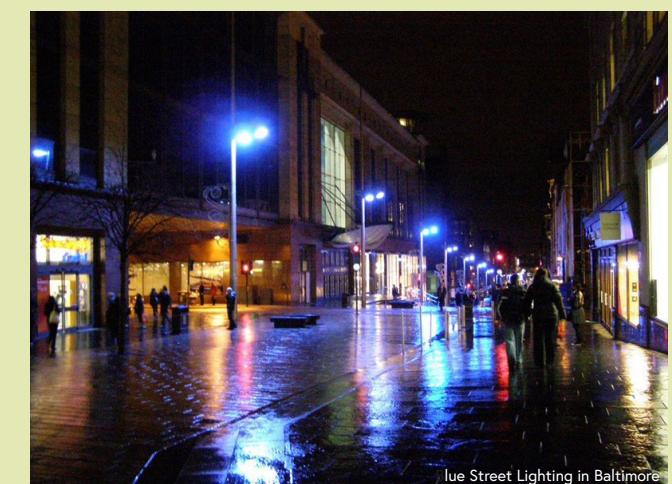
Making Frankford safer is imperative to improving quality of life for existing residents and remains a critical component for encouraging the continued revitalization of the area. Facilitating a safer neighborhood can, therefore, be done by Crime Prevention Through Environmental Design (CPED). CPED is a set of environmental design principles and interventions that promote safer more visible environments that discourage criminal behavior. CPED strategies for Frankford include:

1. Trimmed and maintained hedges.
2. Enhanced paving and planters close to major entrances.
3. Added lighting around high traffic areas.
4. Blue streetlights installed in strategic areas.



Blue Lights: Reducing Violence in Baltimore

Baltimore's high rates of crime, prompted the City to mitigate violent crimes by installing blue streetlights. There are many theories explaining such phenomenon. Some argue that blue lights can alleviate depression. Others believe it is hard to see veins under blue lights, which prevents illegal drug use and thus reduces violence crimes.



Blue Street Lighting in Baltimore



3. Expand Healthcare Services, Education, and Community Partnerships

As Frankford faces higher rates of negative health outcomes as compared to Philadelphia, the neighborhood's two major health anchor institutions: the Jefferson Frankford Hospital, as well as the Frankford Avenue Health Center operated by the Greater Philadelphia Health Association (GPHA) can expand services. Capitalizing on these anchors for the benefit of residents should encompass an expansion of on-demand and pop-up healthcare services, additional educational events and material disbursement, and the establishment of community partnership. Frankford Healthcare anchors should seek to meet residents where they are with on demand and pop up services such as clean needle swaps and flu shots via trucks and booths at community events. Larger presence of these institutions within the community would also include education material disbursement and other local healthcare information at more community events. Finally, facilitating a Hospital-Community Partnership can further ensure long term expanded healthcare services and programming in the neighborhood. Such a partnership would contribute to a collaborative or partnership among multiple health-oriented neighborhood organizations.

Action Points

- Healthcare anchors should engage with the community through partnerships for added services and education via trucks and community events for on demand and pop up services.

- Jefferson Hospital should expand on their existing community health programs and bring existing education and event programming through the hospital network to locations in Frankford.

- The Frankford Community Development Corporation should explore partnership models with the healthcare anchors to form more long-term collaboration between the health institutions and anchors.

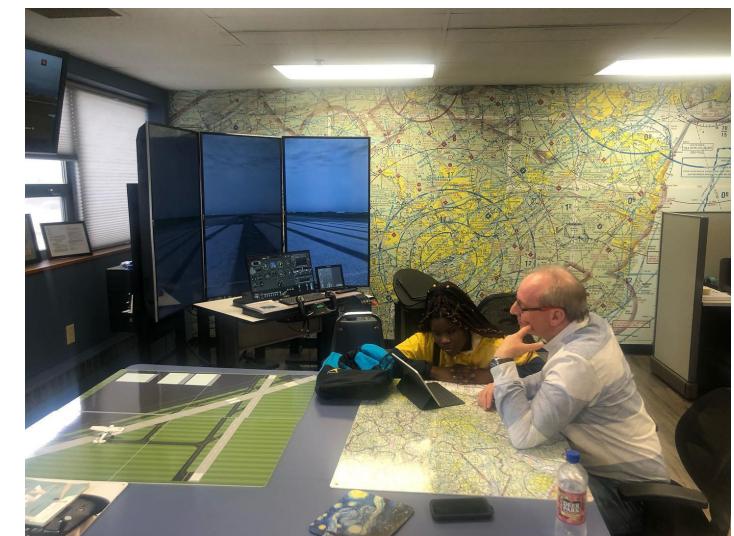
4. Further Connect Educational Opportunities and Vocational Training

Frankford has experienced differing education rates throughout different parts of the neighborhood, and yet the majority of public schools are designated watch or improve schools by the Philadelphia School District. Moreover, Frankford experiences rates of poverty and unemployment higher than that of Philadelphia. Frankford High School already supports Aviation, Junior Reserve Officer Training Corps, and Culinary Arts programs to get students on track to well-paying careers after graduation, but there are still a number of Philadelphia programs that could further engage education and employment connections. A stronger connection between school education, career explorations, and community improvement projects could begin to fill in the gaps for improved education and employment outcomes.

Philadelphia's Need in Deed program brings service learning to the classroom through different service projects and programs. Frankford school teachers should be encouraged to become part of the Need in Deed teacher network to incorporate more service learning into their classrooms for elementary and middle school children in the neighborhood. For older students age 18, 19, and 20 years old, Youth Build Philly provides high school dropouts with a second chance to gain valuable job skills and equivalent diploma. Applications for this program should be encouraged and disseminated in schools, churches, and other community organizations in Frankford. The Frankford Community Development Corporations has partnered with the Philadelphia Youth Network for student summer employment programs in the past, such a partnership should be expanded and include the Frankford Business and Professionals Network as well as Globe Dye Works to partner students with local Frankford businesses.

Action Points

- The Frankford Community Development Corporation and the Frankford Boys and Girls Club should partner up to disseminate materials and awareness of programs to Frankford students and teachers.
- The Frankford Business and Professionals Network and Globe Dye Works should partner with the Philadelphia Youth Network to employ local students in their programming.



Top and Down Aviation Program in Frankford High School

YouthBuild Charter School

YouthBuild Philadelphia provides a one-year program which helps high school dropout receive on-site vocational training while working to obtain their diploma. The organization's Building Trades training program allows students to take part in the rehabilitation of distressed homes, learning valuable construction and renovation skills on a real worksite. Youth Build Philadelphia partners with local CDCs with the intent of helping them

turn vacant properties within their neighborhoods into beautiful and affordable housing units.



Building Trades training program in Youth Build Charter School

would leverage city, state, and federal resources to financially support predominantly low-income residents complete home repairs. Funding can be acquired through the PHDC. The NAC should partner with RTP to organize a 'block build', a two-day event that brings together community members and volunteers to repair 10-25 clustered homes in an area of need. The NAC would select the targeted block for redevelopment through a developed inventory of distressed neighborhood housing.

In the long-term, the Frankford NAC should partner with local workforce development programs and start a home-repair program that would support residents in the community. The home-repair program would provide valuable skills to participants in the workforce development training while also creating a safer, healthier, and more vibrant neighborhood.

5. Establish a Housing Retrofit Program

Various housing resources exist both at the neighborhood and city level for local residents. Frankford's Neighborhood Advisory Committee (NAC) connects residents to affordable housing resources with additional emphasis on home preservation and reducing neighborhood blight. At the city level, the Philadelphia Housing Development Corporation (PHDC) offers multiple programs to help low-income residents maintain their homes. Organizations like Rebuilding Together Philadelphia (RTP) and Habitat for Humanity offer home repair programs to qualifying Philadelphia communities and residents.

Given Frankford's existing demographics and simultaneous plans for revitalization, maintaining the existing housing stock for residents should be a priority for the city and neighborhood groups to prevent displacement. Further, safe home environments can help improve the educational, economic, and health outcomes of residents.

A housing retrofit program, led by the Frankford NAC,

Next Steps

- Frankford NAC creates inventory of distressed neighborhood housing and identifies property owners in need of assistance.
- Frankford NAC should increase advertising to residents with information on affordable repair programs and low-interest loans through the city and state.
- Frankford NAC should apply for the Home Investment Partnerships Program offered through the U.S. Department of Housing and Urban Development (HUD).
- Frankford NAC should apply to be a 'Community Partner' in an RTP Block Build.

Project Rehab

A housing initiative run out of the University City District, partners with a local job training program to provide experience in construction, contracting, carpentry and other professions necessary to accomplish housing renovations. Funding sources and partners: PHDC (BSRP, AMP, RRR); RTP; Habitat for Humanity, Frankford CDC, PWD.

6. Expand Health and Fitness Programming at Recreation Centers and Parks

Capitalizing on the integration of fitness equipment, programming would be increased at numerous locations in Frankford. Areas with new fitness equipment along the Frankford Greenway (ENV 1) could be sites of fitness classes for residents and visitors. The Simpson Recreation Center on the Northwood side of the neighborhood already offers a number of different programs for residents including zumba and martial arts classes. Overington and Pause Parks also offer park clean ups and programs that bring surrounding communities together. As new park and green spaces are added to the neighborhood, a Frankford parks and recreation center consortium could help share resources and cycle programming throughout the civic institutions in Frankford. More programming could involve bringing zumba, tai chi, yoga classes, and more robust programming to Frankford with additional community partners.



Body Curl Station



Log Hop

Action Points

- Frankford Community Development Corporation should convene neighborhood stakeholders that work in parks and recreation to develop a consortium.
- The consortium should leverage neighborhood resources to offer fitness programming throughout the neighborhood.

7. Establish a Community Garden in Partnership with Harding Middle School

Community gardens are a way to bring community members together, empower and educate residents about healthy eating, nutrition and gardening. Gardens can provide access to fresh fruits and vegetables, which is especially important given the lack of a Frankford supermarket. There is ample open space surrounding Harding Middle School that could accommodate a large community garden off of Dittman Street. The garden will be managed in partnership with the middle school as well as Carmella and Gambrel playgrounds. An added layer of incorporating gardening activities into the school curriculum, through a club, or an after-school program would better help to sustain the community garden year-round.

The Philadelphia Horticulture Society (PHS) has a history of establishing community gardens in partnership with neighborhoods throughout Philadelphia, and will be a key partner in establishing a garden in Frankford. PHS publishes an interactive



HEALTH & SAFETY

map of the many community gardens in the city of Philadelphia, but there are no gardens in Frankford or other communities in Northeastern Philadelphia. Frankford has an opportunity to serve as a model for bringing the benefits of community gardening to this region of the city. PHS can provide services and supplies, including seeds, access to a tool library, soil testing, funding, and gardening workshops, as well as volunteers and technical assistance to help establish and grow Frankford's new community garden.

Action Points

- The Frankford Community Development Corporation should convene stakeholders representative of Harding Middle School, Gambrel Playground, and Carmella Playground for the establishment and exact site location of the community garden.

- The three stakeholder organizations should partner with the Philadelphia Horticulture Society for the implementation and planning of the site.



PUBLIC REALM

The experience of residents and visitors in Frankford is largely dictated by the public realm. Frankford is a diverse neighborhood with an incredibly rich history. Ensuring that Frankford's vibrancy, culture and character are well communicated through thoughtful design is an important consideration in the plan.

The Frankford Transportation Center serves as a major hub, and as a gateway to the neighborhood. Currently, the station's design creates an atmosphere that is isolated from the streetscape and closed off from the Frankford Avenue Corridor.

Additionally, Frankford is an incredibly historic neighborhood, having served as a transit and trade hub dating back to the 1600s. The Frankford Historical Society is an active neighborhood group

invested in preserving the historical character and stories of Frankford's past. The plan aims to highlight this unique history through signage, programming and public art.

Additional interventions are aimed at mitigating negative externalities of the Market Frankford El along the main commercial corridor, Frankford Avenue. The elevated tracks block light and sight distance along the street, and the trains overhead create noise pollution.

Paying attention to details and design will allow for a more beautiful, vibrant Frankford, showcasing the best parts of the neighborhood in a creative and engaging way for residents and visitors alike to enjoy.



1. Redesign Frankford Transportation Center with increased amenities and retail options

The Frankford Transportation Center (FTC) serves more than 16,000 riders on an average weekday, second only to 15th Street Station on the MFL. Despite the FTC's role as a major transit hub and asset to neighborhood residents, the building sits largely empty with only two current tenants. Suburban commuters and Philadelphian's alike are provided little reason to spend time in the building or explore the surrounding neighborhood.

Frankford has functioned as a transportation hub for centuries and there is tremendous potential for the FTC to anchor Frankford's economic growth. The stop's high daily ridership, location on the Frankford Avenue commercial corridor, and surrounding residential all provide reason for newfound investment in this underutilized space.

The revived FTC will include new street-level retail and food options from local entrepreneurs in a partnership program with the Enterprise Center's accelerator program. Selected vendors will have the opportunity to sell goods and food to transit-goers on a rotation while learning how to run and scale a business. The front of the building will include a welcoming plaza with street furniture and a kiosk to provide information

on local history, sites, and restaurants. Increased foot traffic will trigger new job growth for local residents and opportunities to engage with local workforce development programs. When complete, the site will engage commuters to stay, shop, and dine in the local Frankford area.

SEPTA will require a series of incentives to effectively convince them of the FTC redesign, including increased leasable space, opportunities for advertisement, and increased ridership. SEPTA will also have the opportunity to open a transit gift store where shoppers can purchase SEPTA-themed goods.

Action Points

- Propose SEPTA include an FTC redesign in the "Rebuilding the System" capital improvement plan currently in effect
- Form partnership between SEPTA, Frankford CDC, and Enterprise Center accelerator to localize vendors and the workforce
- Partner with Frankford Historical Society to create materials for informational guides and walking tour



Rendering of the Frankford Transportation Center

2. Institute historic and public art walking tours of the neighborhood and Greenway

Frankford has a rich history stemming back centuries into the pre-colonial era. The neighborhood's role as a vital transit and industrial hub aided in Philadelphia's economic growth well into the 20th century. While overshadowed by the Philadelphia's historic district in Center City, there is much to celebrate and acknowledge about Frankford's past. The Historical Society of Frankford (HSoF) is a rich resource and museum in the neighborhood offering artifacts, local lectures, and research resources about the area's history.

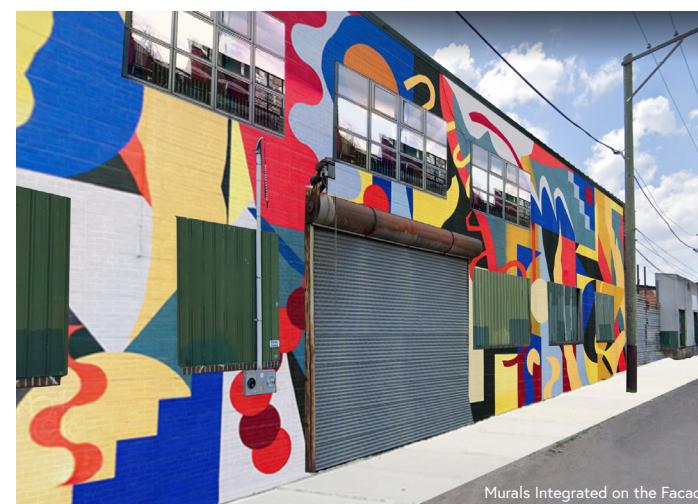
As the area begins to change and incorporate historical and artistic elements throughout the neighborhood, the HSoF should begin offering historic walking tours

to bring greater awareness of the area's history. This will bring increased foot traffic to Frankford and encourage local residents to better engage with the neighborhood's identity. Additionally, the HSoF can partner with Mural Arts Philadelphia, a Philadelphia public art program, to showcase new and existing murals and public art along the Greenway and along commercial corridors.



Action Points

- HSoF should begin offering public walking tours and scale up as proposed initiatives to showcase Frankford's history are completed
- HSoF should partner with Mural Arts Philadelphia to offer walking tours of public art and murals in the neighborhood



3. Incorporate new signage and enhanced wayfinding

Frankford already boasts a high walk score for those navigating the neighborhood to various community locations. As Frankford undergoes new revitalization efforts, steps should be taken to promote walkability and allow for easy navigation to various landmarks. Signage plays a crucial role to inform residents and visitors of local amenities and historic sites, while influencing healthier habits to walk or bike to nearby locations.

New signage should be installed throughout the neighborhood, but primarily on the new Frankford Greenway and along commercial corridors. This will allow for visitors to more easily navigate Frankford and engage with the local community.

Action Point

- The Frankford CDC should partner with Walk[YourCity], an organization specializing in wayfinding, to design educational pedestrian signage along commercial corridors and the Greenway

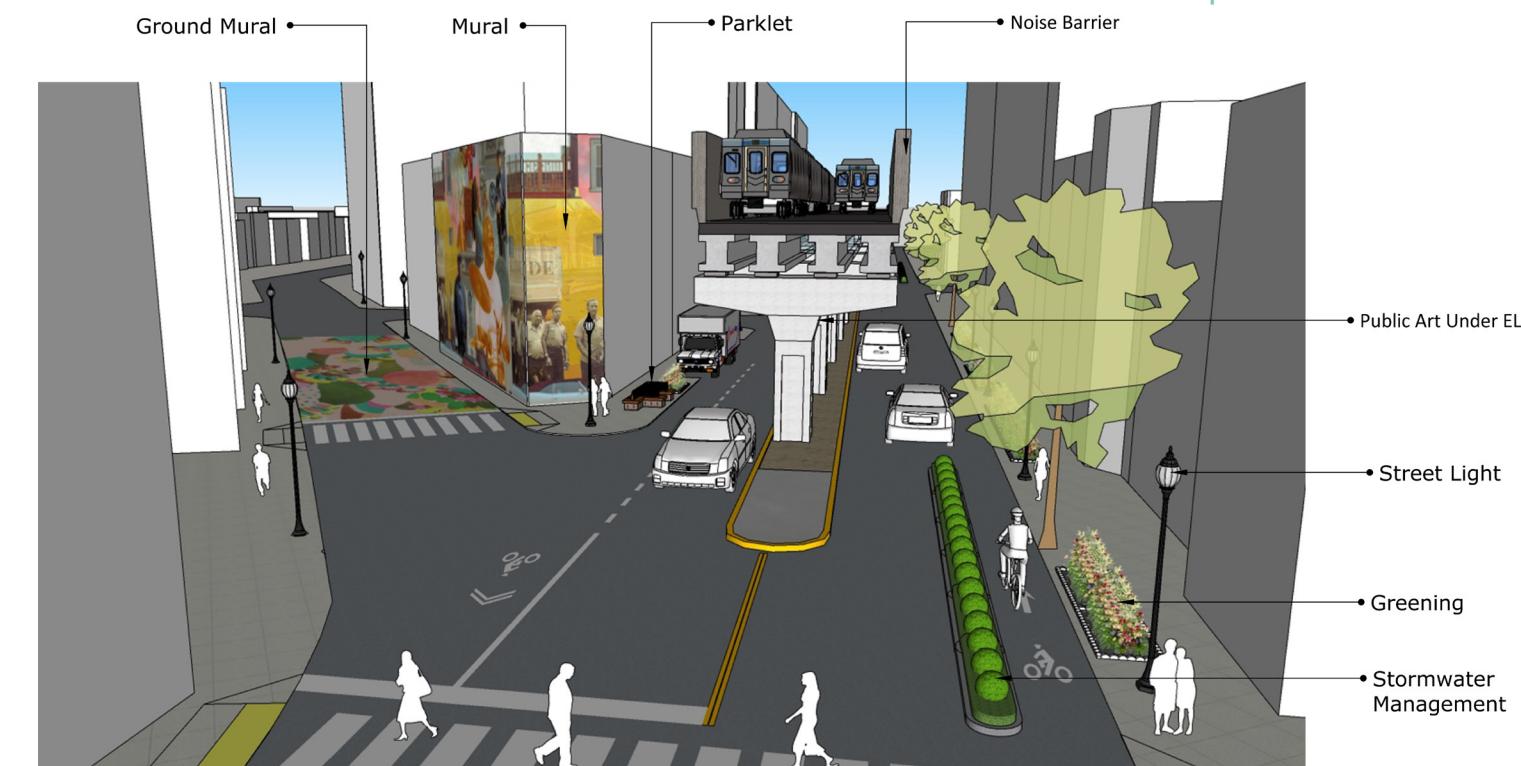
4. Increase presence of arts and murals through community partnerships

Murals and public art can send powerful messages about a community's identity – past, present and future. The existing murals and public art located in Frankford, a majority of which were completed in 2013, tell the neighborhood's history. From its role in the revolutionary war as a transportation route to a more present image of a racially and culturally diverse neighborhood, the art encapsulates Frankford and what it offers to the outside.

Arsenal, and newly proposed space along Torresdale Avenue offer the opportunity to partner with local artist studios to create welcoming public spaces. New partnership should also be formed with Philadelphia cultural organizations like the Sobre Nosotros, which seeks to elevate and preserve Puerto Rican and Latino culture through arts and cultural programming.

New art installations should be targeted beneath the MFL to capitalize on underutilized space and bring light to the shadowed corridor. Additionally, public art should be placed along the Greenway, in new and existing parks and plaza, and incorporated into the FTC redesign.

Rendering of the Intersection at Arrott Transportation Center



Action Points

- Globe Dye Works and the Association for Public Art should coordinate with local community groups to commission new art located underneath the El.
- PPR should incorporate public art and design elements into the Frankford Creek Greenway design.

- As part of the FTC redesign, SEPTA should coordinate with Globe Dye Works, Sobre Nosotros, and other local artist studios to incorporate the neighborhood's identity into the center's design.



■ 5. Install noise-reducing barrier on the MFL running along Frankford Avenue

Although Frankford Avenue functions as the neighborhood's primary commercial corridor and transportation hub, the elevated rail creates unwanted noise pollution on the corridor. As a result, SEPTA should install acoustic protection on the El to create a more pleasant public space and allow for increased property development. More development along the MFL will likely result in increased ridership and a stronger tax base to further invest in public transit.

Noise barriers on transit are a significant investment, but a worthy one when considering future outcomes for SEPTA, developers, local businesses, and neighborhood residents. It will create a more livable and enjoyable

public space for all who live, work, and play on the corridor.

Action Points

- SEPTA should conduct a transit noise and vibration impact assessment as outlined by the Federal Transit Administration (FTA).
- SEPTA should incorporate noise-reduction strategies into Capital Improvement Plan.





ECONOMIC DEVELOPMENT

Remnants of Frankford's manufacturing and industrial history can still be seen in the neighborhood's large collection of industrial parcels in the neighborhood's southeastern side of the neighborhood. In PIDC's publishing of An Industrial Land & Market Strategy for the City of Philadelphia they designate much of Frankford's industrial land as a transition area no longer suitable for industrial use and instead more suitable for smaller, creative, and mixed industries.

Frankford experiences high retail vacancy along Frankford and Torresdale Avenues with neighborhood commercial vacancy at 26%. Today, these streets are a stagnant underrepresentation

of what once was a thriving commercial corridor. In spite of high vacancy rates, Frankford Avenue maintains a high concentration of beauty retailers and service industries making up 22% and 25% of the corridor respectively.

Through utilizing the neighborhood's assets of existing commercial spaces, developing a community involved framework for equitable growth is essential to the revival of Frankford's commercial corridors. Establishing anchor tenants along key nodes, such as Frankford Transportation Center and the intersection of Frankford Ave. And Torresdale Ave., will drive pedestrian traffic into Frankford and compliment local businesses.



1. Repurpose the Decommissioned Supermarket into a Dual Open Air and Enclosed Public Market

The 5129-5135 Frankford Avenue site opened in 1955 as Penn Fruit Supermarket, an iconic structure known for its curved arch roof and glass facade. The space converted into a Holiday Thriftway supermarket in 1970 and permanently closed in 2016. Later that year, the Philadelphia Historical Commission added the site to the Philadelphia Register of Historic Places. The space is currently owned by the Rite Aid of Philadelphia.

With no supermarkets in Frankford and the site's prime location across from the FTC, the site should be repurposed into a dual open and enclosed public market that preserves the original architectural integrity of the historically designated site. The site would be



Rendering of the Market

Action Points

- The City of Philadelphia Economic Development Department and the Frankford Community Development Corporation should partner with Rite Aid as the owners to begin the transformation of the site.
- Rite Aid should invest in the site and take advantage of its location within an Opportunity Zone for capital gains and save on taxes.
- The Philadelphia Historical Commission should approve plans that repurpose the site but retain the site's historical qualities.
- The Project for Public Space Public Market Services should be utilized in the market

development.

- Stakeholders involved in the establishment of the market.
- Philly Food Trust should expand their existing partnership with the Frankford Farmer's Market to the new market.
- The market should establish itself as a 501(c)3 organization for long term sustainability.

Eastern Market, Detroit MI

Eastern Market in Detroit features an indoor-outdoor public market through a series of six sheds. The market's hybrid nature serves both retail and wholesale operations and is viewed as a food-centered enterprise since its inception. The market offers programming, parking, and community events.





2. Expand the Creative Industry and Art Spaces in Industrial Zones

Unused industrial properties and sites designated as transition areas within Frankford make up a large portion of parcels in Frankford's southeast corridor. These industrial zones are made up of both auto-oriented and light industrial uses as well as sites left vacant and unoccupied.

These sites should be repurposed through adaptive reuse that cater to creative industries that can take advantage of the open plan layouts of former warehouses. Warehouses and former factories can be converted to commercial test kitchens, artist studios, makerspaces, and start-up office space as is the case with Globe Dye Works. Opening up the capacity of industrial zones in Frankford for more commercial and retail uses increases the capacity of long underutilized land. Public incentives can help encourage additional tenants and create a combination of local manufacturers and light industry among other small businesses, startup business incubators and artists' studios. Cultivating mixed industrial-commercial development on these industrial zones can grow new markets and create a pipeline for jobs in the neighborhood with much more flexibility.

These sites also include several designations that

can be leveraged for financing the transition. The entirety of the Frankford neighborhood sits within the Keystone Innovation Zone designation that provides tax credits for life sciences and tech businesses in the zone. In addition, many of these industrial areas are the sites of decommissioned factories and textile industries that now sit on brownfields. With these designations, funding options for the remediation and rehabilitation of sites encompass a ten-year tax abatement, the Industrial Reuse Program, the PIDC Pennsylvania Industrial Development Authority (PIDA) Lan Program, and the Pennsylvania Redevelopment Assistance Capital Program. The City of Philadelphia's Rehab & New Construction for Commercial & Industrial Properties (Ordinance 1130) provides a ten-year tax abatement for new construction on deteriorated industrial properties. The Industrial Sites Reuse Program (ISRP) provides overview grants and low-interest loan financing to perform environmental site assessment and remediation work at former industrial sites. In addition, PIDC's PIDA program and the Pennsylvania Redevelopment Assistance Capital Program (RAPC) both can provide funding for firms that utilize repurposed industrial spaces.

Globe Dye Works, Philadelphia, PA

Established in 1865, Globe Dye Works was a textile company that ran along the former Tacony Creek. In 2007 the Global Dye Group took over the building and repurposed the old dye factory into work and office space for the creative industry



Globe Dye Works, Philadelphia

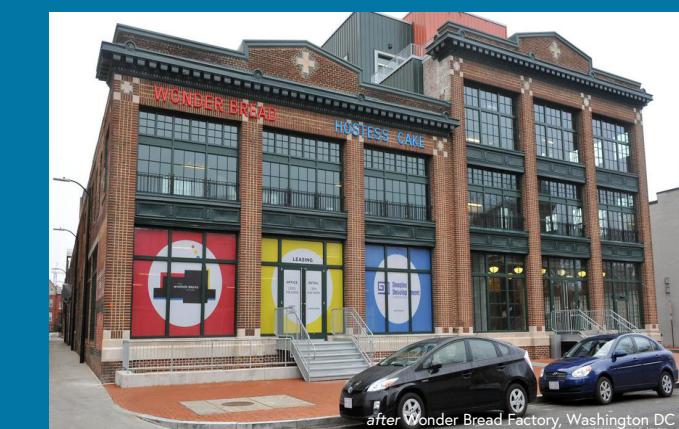
Action Points

- The City should rezone industrial zones to welcome mixed industrial and commercial uses
- The City should market to private developers and entice them to make use of special designations within Frankford
- Developers should capitalize on funding to repurpose transition areas to leverage arts, creative industries, and start-up businesses

Wonder Bread Factory, Washington DC



before Wonder Bread Factory, Washington DC



after Wonder Bread Factory, Washington DC

3. Re-establish Frankford's Business Improvement District

The original business improvement district (BID) functioning in Frankford called the Frankford Special Services District was discontinued in 2012 due to a sunset clause that failed renewal by city council. With full responsibility of business improvements falling to the Frankford CDC for the last decade, the re-establishment of the Frankford Special District would provide opportunity to ease the burden on the local CDC and facilitate further services to the business corridor.

The Frankford Special District would be established after vacancy rates lower on Frankford Avenue and further partnerships are built to sustain the BID long term. The BID would provide sidewalk cleaning, marketing, facade maintenance, and code and license monitoring, among other services depending upon capacity. Funding for the BID would fall to Philadelphia Board of Revision of Taxes property assessments to calculate billing.

Action Points

- Frankford Business & Professional Association should strengthen partnerships and investment potential in Frankford

- The neighborhood should recruit the involvement of the Jefferson Frankford Hospital as an anchor institution contributor that will help eliminate barriers to entry for other smaller local businesses

- Frankford should form a steering committee to put in an application with the Philadelphia Department of Commerce upon lower vacancy rates along commercial corridors.

4. Expand Workforce Development Programs

The City of Philadelphia hosts several educational and financial resources that should be expanded to Frankford to help alleviate financial burden on businesses as well as provide educational and job training programs for job seekers.

The City's Office of Adult Education provides myPlace classes that offer adult education and career readiness programs, which include a learning coach to prepare adults for taking the GED or HiSET exams, finishing their high school diploma, and preparing for better job opportunities. Currently, myPlace has 5 campuses and 40 different service locations none of which are located within Frankford. In addition, the Philadelphia Opportunities Industrialization Center (OIC) offers similar trainings and both offer KEYSPOT computer labs and trainings throughout Philadelphia. In order to provide equitable access to adult education to Frankford's residents, and therefore the expansion of 1 class location in Frankford is essential to workforce development. If the classes see high enrollment rates, the expansion of the location to accommodate for more users, can transition to the opening of a myPLACE campus in Frankford in the future.

Furthermore, Frankford businesses should be encouraged to participate in the Goldman Sachs 10,000 Small Business Program. The program has committed \$20 million to program in the greater Philadelphia area. Participants gain practical skills in topics such as negotiation, marketing, and employee management

through courses at Philadelphia Community College. In addition, the program offers financial capital and business support services. The program reports that of the businesses that have enrolled, 48% reported creating new jobs, 68% reported an increase in revenue, 88% are doing business with each other and the program also has a 99% completion rate. The 10,000 Small Businesses Program provides professional business education that consults businesses to establish a growth plan and envision where the business will go in the next five years. Leveraging this program and advertising it to local small businesses in Frankford's commercial corridors of Frankford Ave and Torresdale Ave, can help small businesses grow along new businesses to revitalize Frankford's commercial economy.



Action Points

- The Frankford Business and Professional Association should partner with additional neighborhood organizations and businesses to increase awareness and enrollment in myPlace and OIC classes and the Goldman Sachs 10,000 Small Business Program.

- The Frankford Community Development Corporation should partner with the City's Office of Adult Education to open up a myPLACE adult education location in Frankford

- The City's Office of Adult Education should consider opening a myPlace Campus in Frankford upon success of multiple myPLACE education centers



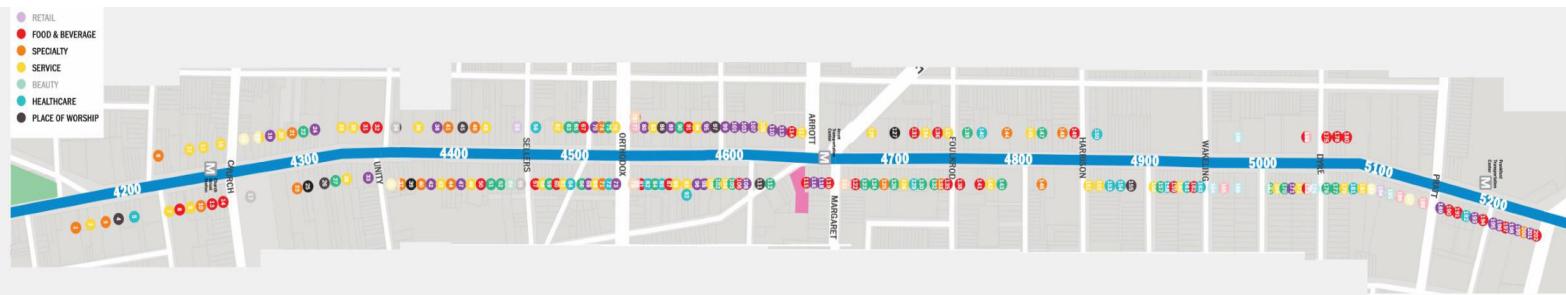


5. Leverage Regulatory Economic Development Frameworks in Redevelopment Strategies

To further encourage and increase a diverse set of local business retailers along the corridor, policy interventions in the form of a vacant property registration ordinance (VPRO) and a complimentary retail priority overlay to regulate future developments should be implemented.

Revitalizing commercial retail in Frankford will require a reduction in vacant storefront properties and added incentives to lease out the space. A VRPO can raise city and interested stakeholder awareness of vacant properties along Frankford Avenue, and moreover can help ensure minimum standards and code regulations are met. Fee structuring within a VPRO can further encourage the reuse of vacant property.

As vacant storefronts along the commercial corridor begin to reduce, a retail priority overlay zone will regulate the type and use of the tenants and promote higher concentrations of economic activity, while promoting the preservation of diverse and local businesses. The retail priority overlay will limit use to retail and commercial stores, personal services, restaurants, small food and beverage stores, cafes, bars and comparable uses. These policies will help lead to equitable growth in Frankford's commercial corridors.



Action Points

- Implement a vacant property registration ordinance
- Establish a business overlay zone that protects existing businesses and promotes diverse and local commercial retail Department of Commerce upon lower vacancy rates along commercial corridors

6. Establish Retail Anchors in Vacant Commercial Spaces

Torresdale Avenue is a main artery within the neighborhood of Frankford with a roadway wider than Frankford Avenue, the main street in the neighborhood. As one of the few other streets in the neighborhood zoned for commercial use, Torresdale's vacant space makes the street ripe for larger scale commercial developments to anchor the neighborhood. Over the years the loss of cultural amenities in the neighborhood has left Frankford without both a supermarket and a movie theater within its neighborhood bounds. These two additions to the Torresdale corridor can add amenities for local residents, increase foot traffic in the area, and provide local jobs.

Movie Theater: The decommissioned Frankford Thread Company warehouse on 2127 Gillingham Street off of Torresdale currently sits vacant on a potential Keystone Opportunity zone that would offer tax credits and abatement to a new owner. By partnering with the Philadelphia Film Society and a recruiting a developer interested in the site, a movie theater could anchor Torresdale as an up and coming commercial entertainment district.

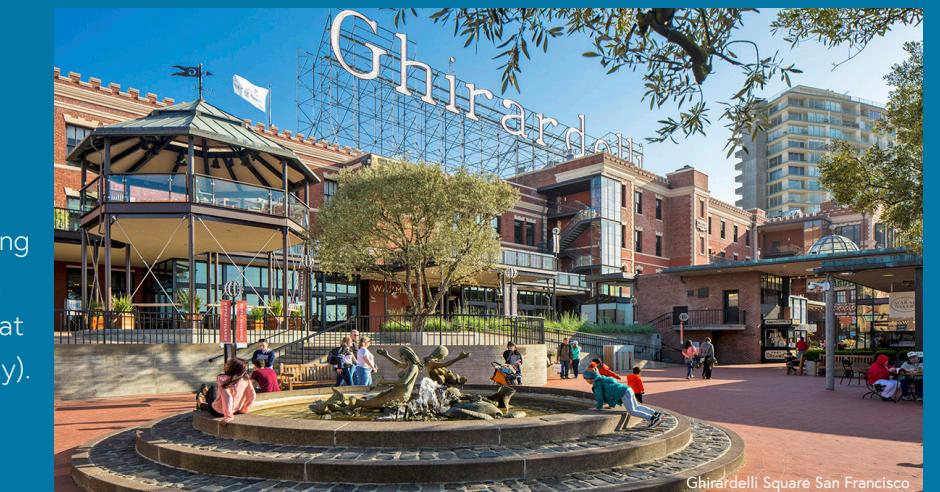
Supermarket: A vacant lot currently sits at 4301 Torresdale with the adjacent property under an inactive business license. With no supermarket within the boundary of Frankford this plot of land is ideal for increasing access to fresh food as nearly the entirety of the southwestern side of Frankford has limited supermarket access. The site is just large enough to accommodate a small supermarket at 35,283.6 square feet. Through marketing and an incentive package, a partnership with Fresh Grocer or ShopRite would be possible (ChangeLabs). Moreover, The Pennsylvania Fresh Food Financing Initiative (FFF) could provide a helpful grant or loan for the development.

Action Points

- The Frankford Community Development Corporation in concert with other neighborhood stakeholders should put together strategy and financing plans for public and private funds
- Interested stakeholders should identify potential retailers for the sites
- The Frankford CDC should recruit potential partners and develop incentive packages with the city and local community development financial institutions
- The Philadelphia Department of Parks and Recreation and future developers should assess the land for remediation and permitting

Case Study: Ghirardelli Square San Francisco

The chocolate production company moved outside of San Francisco leaving their former site vacant. The site was eventually turned into retail space that included a cinema (Detroit Future City).



TRANSPORTATION



Diversified transportation options and walkable streets are critical to creating an accessible neighborhood for both residents and visitors. Frankford has long functioned as a transit hub, offering rail and bus services that extend throughout Philadelphia and into neighboring suburbs. Despite a robust transit network, a majority of Frankford residents rely on cars to commute to work. Bike usage in the neighborhood is minimal as street conditions cater to motor vehicles and can be dangerous to cyclists.

Congested commercial corridors, poor street design, and minimal bicycle infrastructure pose safety risks to residents biking and walking along neighborhood streets. Further, all major commercial corridors in Frankford are listed as High Injury

Networks, or corridors that have the highest rates of fatalities or severe injuries. This is likely contributor to minimal bike usage in Frankford and an over-reliance on motor vehicles. Frankford Avenue struggles specifically with pedestrian-friendly street design, leaving walkers to navigate dangerous intersections beneath the MFL.

In recent years, Frankford has expanded its bike network to include striped bike lanes on Torresdale Avenue with additional plans for new bike lanes on Kensington Avenue located on the southern end of the neighborhood. With momentum from these projects, the Frankford Creek Greenway, and Philadelphia's Vision Zero initiative, there is tremendous opportunity to build upon Frankford's legacy as a transportation hub for years to come.

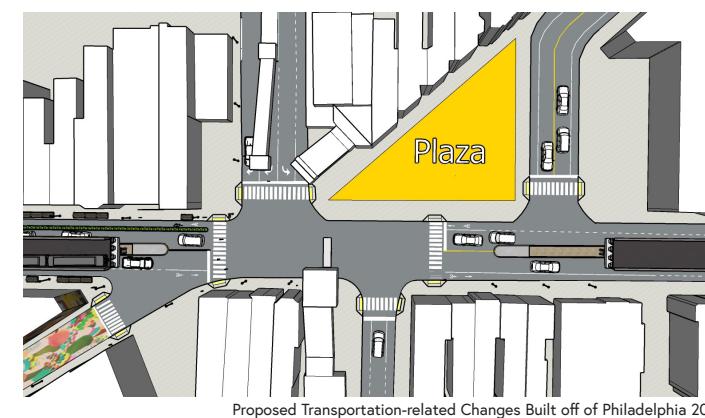
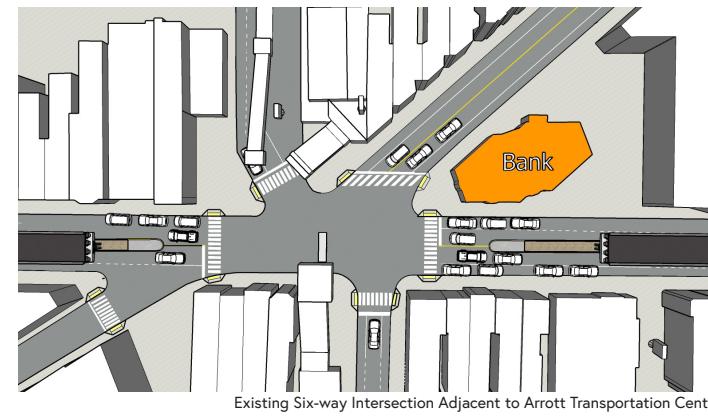
1. Institute Vision Zero Safety Measures at High Traffic Intersections

Given that Frankford's commercial corridors are designated as High Injury Networks, PSD should prioritize two major intersections along the Frankford Avenue corridor for redesign. These include the intersection at Arrott Transportation Center and at the intersection of Frankford Avenue and Torresdale Avenue. Redesigns should prioritize the safety of pedestrians and bikers utilizing these areas while also limiting traffic congestion.

Arrott Transportation Center

Adjacent to the Arrott Transportation Center is a complex, six-way intersection on Frankford's primary commercial corridor. The EI, located in the street center, limits the visibility of pedestrians and drivers, which increases the risk of potential accidents. Philadelphia 2035 proposes to realign Oxford Avenue in order to improve traffic flow and increase pedestrian safety. The existing commercial bank would be removed from its site in order for Oxford Avenue to meet Frankford Avenue at a right angle.

Building off of this proposition, a series of additional street improvements and the creation of a public plaza at the existing intersection should be included in the intersection redesign.



Action Points

- Simplify the geometry and reduce the number of streets intersecting simultaneously to eliminate the need for multi-phase signalization.
- Create a welcoming landscaped plaza which engaging local artists, business owners and residents.
- Install five new crosswalks along pedestrian desire lines.
- Simplify pedestrian and auto circulation.
- Align crosswalks with pedestrian desire lines and key destinations.
- Tighten turning radius to reduce vehicle speeds through tighter.
- Provide dedicated space for cyclists.

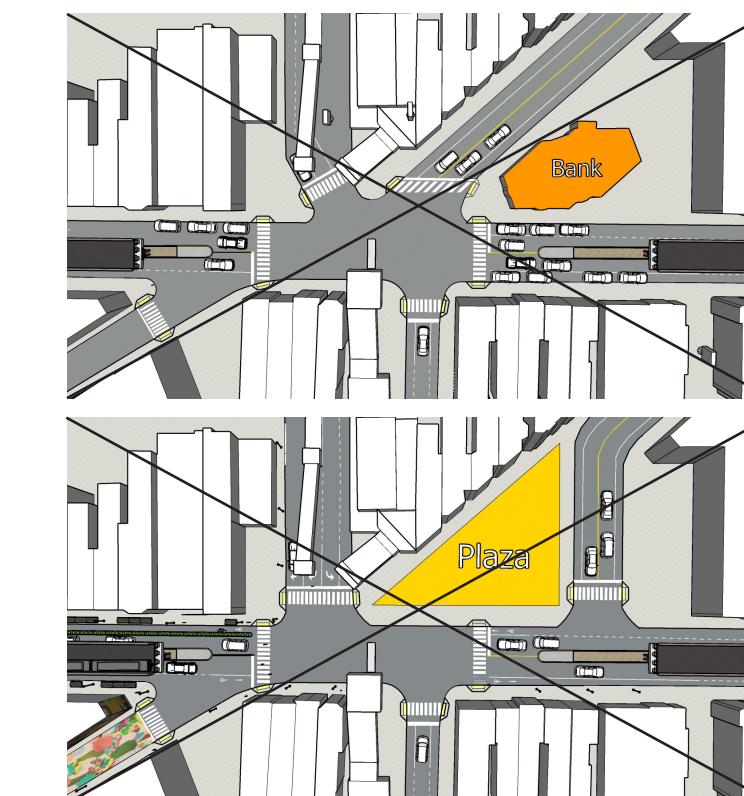
Frankford Avenue & Torresdale Avenue

The intersection at Frankford Avenue & Torresdale Avenue acts as the primary southern gateway into the neighborhood and experiences high traffic volumes. The intersection is also designated as part of Philadelphia's High Injury Network. Released in October 2017, Philadelphia's Vision Zero Three-Year Action Plan proposed to install ADA ramps for improved accessibility. Although the PSD-led project is currently under construction, the intersection still leaves

pedestrians with long wait-times to cross the street and minimal signage to ensure the safety of all who pass through.

As this area becomes a focal point for the neighborhood with the Frankford Creek Greenway and proposed park and recreation center, this street section should prioritize pedestrian and bike safety. Expanded safety measure include:

1. Curb extensions to shorten pedestrian crossing distances, encouraging safer and slower turns.
 2. A crossing Island to provide additional locations for pedestrians to safely cross the street.
 3. Tightened turning radius to slow vehicles.
 4. Restriped crosswalks.
 5. Advanced stop lines to better all for bike safety.
 6. New signal lights to improve intersection operations
- Intersection design with the nearby with the Frankford Creek Greenway and park.



2. Expand Bike Infrastructure

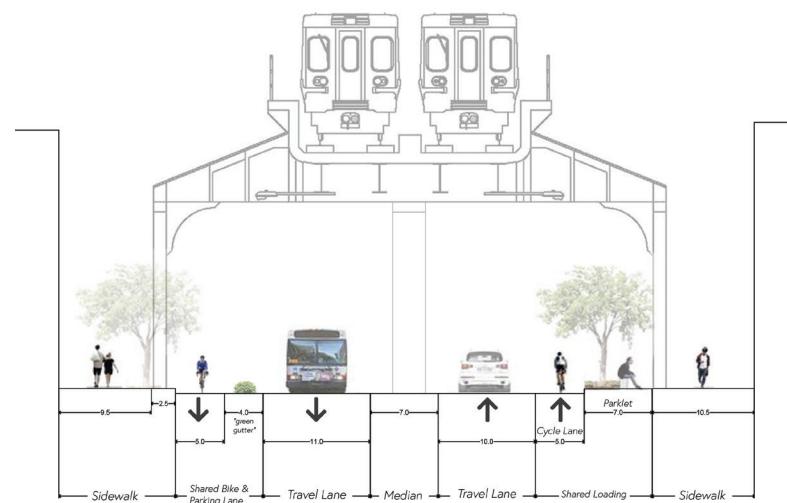
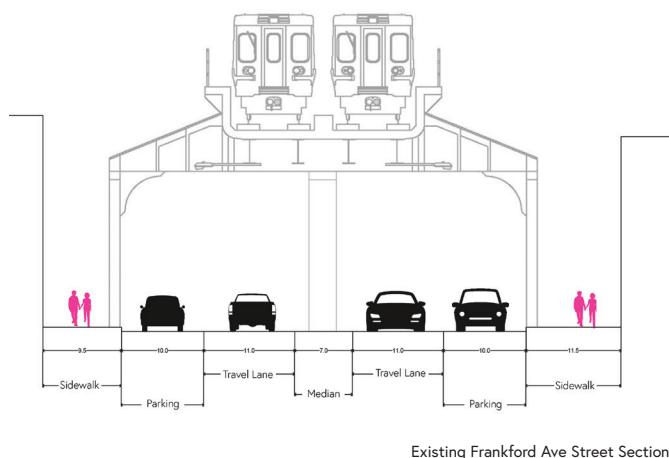
The opening of the Frankford Creek Greenway and expanded retail along Frankford and Torresdale Avenues offer new amenities for visitors and residents. To promote access and ensure the safety of all users, new measures should be taken to prioritize pedestrians and bikers in the currently car-congested corridors. Expanded bike infrastructure will help promote more mainstream usage of bicycles as a primary transportation mode in the neighborhood. Protected bike lanes allow for cyclists to feel more comfortable and create a more pleasant streetscape for pedestrians on adjacent sidewalks.

The following interventions should be implemented to expand neighborhood bike infrastructure in and along primary commercial corridors:

1. Reduce on-street parking on both sides of Frankford Avenue to make space for protected bicycle lanes and a more pleasant streetscape.
2. Install two bike lanes running north and southbound on Frankford and with specific curbside management planning.
3. Replaced existing parking options with short-term loading and parking.
4. Develop a bike boulevard, with low traffic flow and speed calming interventions, on a parallel street.
5. Increased signage and wayfinding for better navigability of the neighborhood.
6. Bike share stations in targeted locations throughout the neighborhood to encourage more sustainable transportation modes and healthier lifestyles.

Bike Lane Extension on Frankford Avenue

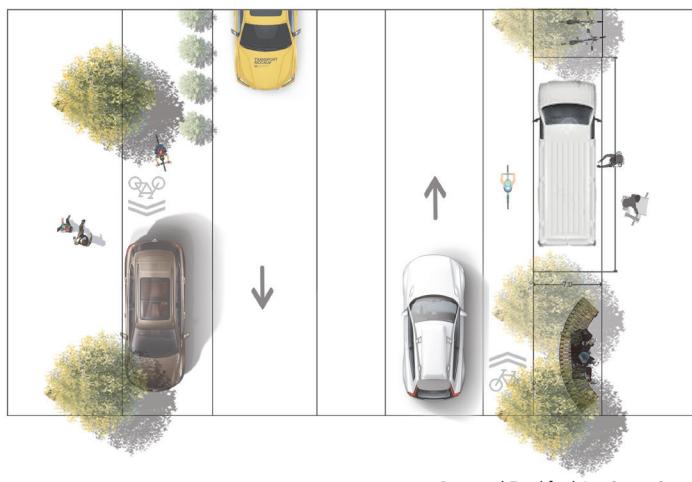
Two cycle lanes should be added on Frankford Avenue going north and southbound on the corridor. Parking will be limited to short-term loading and parking in order to accommodate the new bike lanes and parklets, creating a safer environment for pedestrians. The bike lanes will build off of the Frankford Creek Greenway Section 3 Feasibility Study, which proposes dual bike lanes on Kensington Avenue before merging with Frankford Avenue on the neighborhood's southern border. When complete, the bike lanes will extend from the Frankford Creek Greenway to the Frankford Transportation Center, providing a direct route for residents to engage with the corridor and greenway.



The bike lane extension will include the following design principles:

Design Principles

- Reduced and/or removed parking on both sides of Frankford Avenue and replaced with shared short-term parking and loading lanes.
- Bike lanes integrated with shared passenger pickup and loading.
- Installed parklets with increased community seating, Indego bike share stations, bus stops based on a curbside management study.

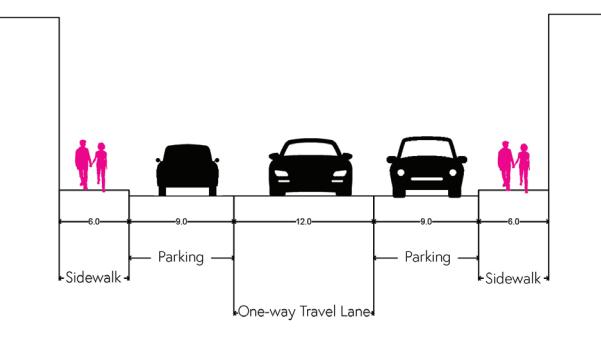


Bike Boulevard on Griscom Street

Bicycle boulevards are streets with low motorized traffic volumes and speeds, designated and designed to give bicycle travel priority. Using design principles from the National Association of City Transportation Officials (NACTO), streets can be enhanced using a range of design elements and can be tailored to varying street types.

Route selection for bike boulevards is critical to maximize usage without severely interfering with traffic flow. Griscom Street offers a long and relatively continuous stretch of street without any major intersections. The Street extends from the FTC and terminates at Adams Avenue, which directly links to Womrath Park – an access point for Frankford Creek Greenway. Griscom Street is strictly residential and offers a continuous and direct route along a low-volume traffic street. Street calming measures should be implemented including speed humps, reduced speed limits, and increased signage for bikers and drivers.

This will better cater to novice cyclists, those less comfortable with cycling in close proximity to motorized vehicles, or simply local residents looking for an alternative route just one block west of the main commercial corridor. Cyclists will be able to enjoy a quieter route while still having access to corridor retail, MFL stations, and the greenway.



Urban Bikeway Design Guide

Design Elements for Bike Boulevards

1. Route planning: direct access to destination
2. Signs and pavement marketing
3. Speed management: slow motor vehicle speeds
4. Volume management: low or reduced
5. Minor streets crossings: safe and convenient crossings
6. Offset crossings: clean and safe navigation
7. Green infrastructure: enhancing environments

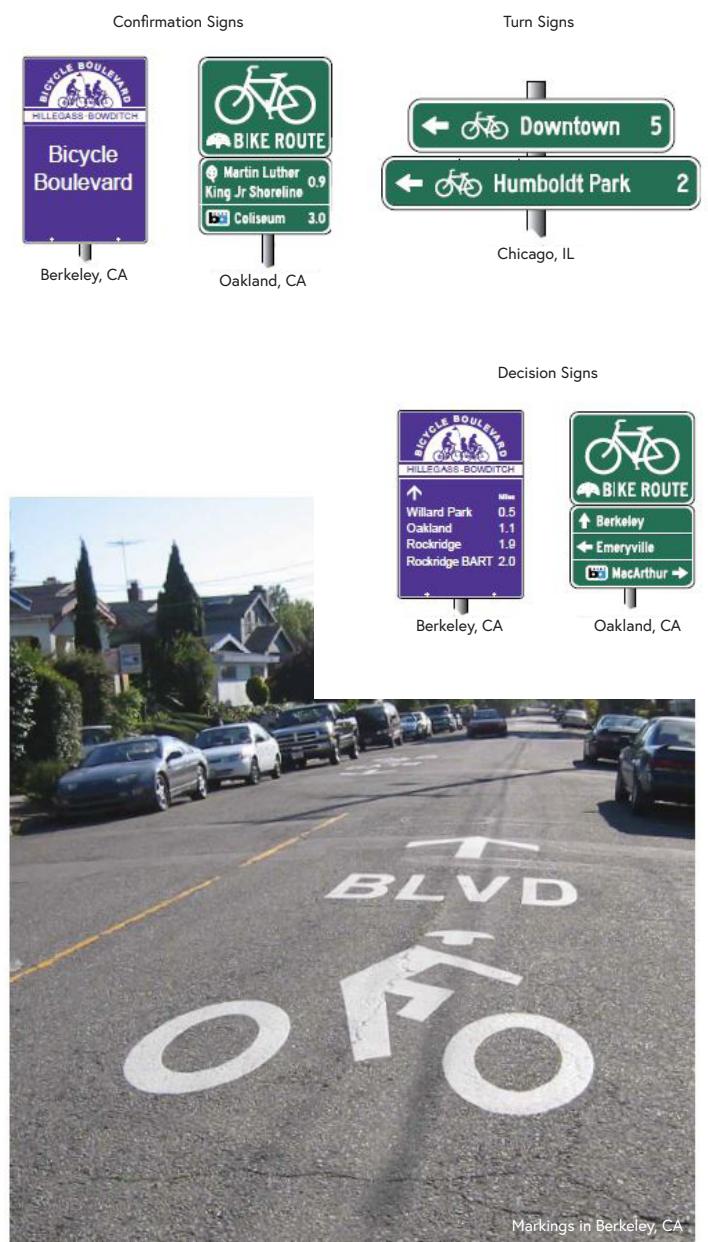


Speed Humps in Ypsilanti Township



Cycle Route Wayfinding

With expanded bike infrastructure, new signage and markings should be added to better inform cyclists and motorists about bike network routes. Signs may include confirmation signs, which indicate to cyclists that they are on a designated bikeway, turn signs, and decision signs, which are placed on the near-side of intersections in advance of a junction with another cycle route. Increased signage on Frankford Avenue and Griscom Street will create a safer and more navigable environment for all street users.



Multimodal Integration

Increasing cycling networks and bike infrastructure will greatly extend the catchment area for transit services as cyclists can reach transit stops in a more time-efficient manner than pedestrians. A partnership between SEPTA and Indego, Philadelphia's official bikeshare program, will allow for new bikeshare stations to be placed at the neighborhood's three MFL stops. An additional station should be placed close to Womrath Park in order for individuals to maximize use of the Frankford Creek Greenway.

A half-mile between stations allows for a more affective and usable system with ample locations for bike pick-up and drop-off. Further, these locations provide a fast and flexible option to transit riders at the beginning or end of their travels, whether they are getting off at the FTC for work or looking to access the creek.

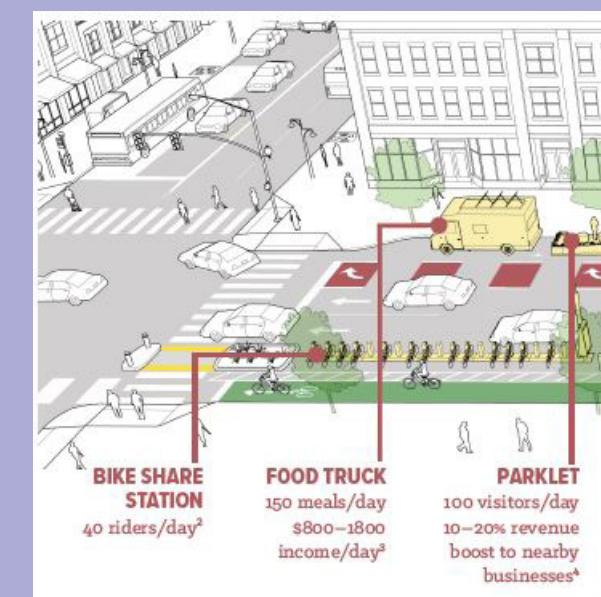
3. Eliminate Street Parking on Frankford Avenue in favor of Expanded Community Space and Commercial Loading

Frankford is and will likely continue to be a car dependent neighborhood in the short-term. While acknowledging this dependency, PSD should begin to invest now in infrastructure that will suit the proposed development changes in the neighborhood. Investment should include the elimination of metered parking on the corridor in favor of new community spaces and options for commercial loading and passenger pick-up. Removed parking, while controversial, can be replaced with new usable spaces that will further attract users to the corridor.

Curbside management studies can be conducted to determine the best use of curbside spaces based on neighborhood needs and wants. This will again create a more enjoyable public realm and a safer transportation network for cyclists and pedestrians.

Seattle: From Parking Lane to Flex Zone

In 2016, the City of Seattle adopted new policies that define the curb lane as a "flex zone," allocating ranked curb use priorities according to street types. On commercial streets – after accommodating key infrastructure outlined in citywide modal plans – the city prioritizes uses like freight and passenger loading over metered parking. Free long-term private vehicle storage is a low priority for curbside space on key streets, and long term, commute parking is generally not supported. These priorities give project managers assurances of policy support in making the case for localized curbside changes that support transit.



The exact mix of curb uses will vary based on community focus groups and surveys and will require clear rationale on the vision for redefined curbside uses. Planning and public outreach like arrival-model surveys for store owners on Frankford Avenue, would ask customers how they arrived at the location (i.e. walking, transit, biking, taxi, or private car) and whether car arrivals were dropped off or parked directly on the street for loading. Additional information should also be collected on when inventory is delivered to stores on a given week.

New York City: Commercial Loading and Delivery Zones in Brooklyn

In New York City, the issue of double parking exists when managing bus-stop parking with freight and delivery activities on the bus commercial corridor. The implementation of the B44 Select Bus Service route, opened on Nostrand Avenue in Brooklyn in 2013, provided an opportunity to manage such problem with trading proximity for time at the curb.

NYC Department of Transportation (DOT) surveyed Nostrand Ave merchants to ask whether they would prefer loading zones with varying levels of restrictions: one loading zone per block with 1-hour time limit; a spot in front of a particular business with a 15-minute time limit; or a spot on a side street available all day. As a result, NYC DOT was able to deploy delivery zones to best balance the needs of businesses with other street users.



TRANSPORTATION



Surveys of nearby businesses should be used identify freight loading and customer parking needs to prioritize the needs of existing tenants. Forming partnerships with local businesses on Frankford Avenue through the Frankford CDC is an initial yet fundamental step to collect data and determine how to best accommodate loading and deliveries in a spatially effective way.

Only Short-term Parking Allowed

Septa Garage, which is located behind the Frankford Transportation Center, is opened to public and car owners are encouraged to park there and walk to their destinations.



IMPLEMENTATION

Goal	Recommendation Code	Recommendation	2020	2025	2030	2040
2,3	ENV 1	Integrate Park Amenities, Educational Elements, and the Creek's History Along the Proposed Frankford Creek Greenway				
2,3	ENV 2	Develop a New Creek-Side Park and Recreational Center Adjacent to the Frankford Creek Greenway				
1,2,3	ENV 3	Evaluate potential brownfields and vacant space for new development opportunities				
1,2,3	ENV 4	Install New Green Stormwater Infrastructure Throughout the Neighborhood and Along Frankford Creek				
1,2	ENV 5	Target locations for new street-side trees on commercial corridors and along Frankford Creek				
1,2	ENV 6	Lower Access Barriers and Improve Usability of Existing Park Space and Recreation Centers				
1,2	ENV 7	Coordinate with Local Partners to Introduce Litter-Reducing Amenities and Programs				
1,2,3	HS 1	Establish a Neighborhood Ambassador Program				
1,3	HS 2	Integrate Environmental Design Strategies with Existing Neighborhood Safety Initiatives				
2	HS 3	Expand Healthcare Services, Education, and Community Partnerships				
1,2,3	HS 4	Further Connect Educational Opportunities and Vocational Training				
1,2,3	HS 5	Establish a Housing Retrofit Program				
1,2	HS 6	Expand Health and Fitness Programming at Recreation Centers and Parks				
2,3	HS 7	Establish a Community Garden in Partnership with Harding Middle School				

Goal	Recommendation Code	Recommendation	2020	2025	2030	2040
1,3	PR 1	Redesign Frankford Transportation Center with increased amenities and retail options				
1,3	PR 2	Institute historic and public art walking tours of the neighborhood and Greenway				
1,3	PR 3	Increase presence of arts and murals through community partnerships				
1	PR 4	Install noise-reducing barrier on the MFL running along Frankford Avenue				
1,3	PR 5	Incorporate new signage and enhanced wayfinding				
1,2	ED 1	Repurpose the Decommissioned Supermarket into a Dual Open Air and Enclosed Public Market				
1	ED 2	Expand the Creative Industry and Art Spaces in Industrial Zones				
1,2	ED 3	Re-establish Frankford's Business Improvement District				
1	ED 4	Expand Workforce Development Programs				
1,2	ED 5	Leverage Regulatory Economic Development Frameworks in Redevelopment Strategies				
1,2	ED 6	Establish Retail Anchors in Vacant Commercial Spaces				
1,2	TRP 1	Institute Vision Zero Safety Measures at High Traffic Intersections				
2	TRP 2	Expand Bike Infrastructure				
1,2	TRP 3	Eliminate Street Parking on Frankford Avenue in favor of Expanded Community Space and Commercial Loading				
2	TRP 4	Increasing Parking Accessibility and Affordability				

Recommendation	Lead	Partner(s)	Cost	Funding
Integrate Park Amenities, Educational Elements, and the Creek's History Along the Proposed Frankford Creek Greenway	PPR	Frankford Historical Society, Frankford public schools, Association for Public Art, DVRPC	\$\$	DVRPC, PSD, PADECD, PADEP, PADCNR, PennDOT, William Penn Foundation, Knight Foundation
Develop a New Creek-Side Park and Recreational Center Adjacent to the Frankford Creek Greenway	PPR	PCPC, PWD	\$\$\$	DVRPC, PHDC, PSD, PADECD, PADEP, PADCNR, William Penn Foundation, Knight Foundation
Evaluate potential brownfields and vacant space for new development opportunities	PCPC	PWD, PDOC, PPR, PSD	\$	DVRPC, PWD, EPA, PADEP, PDOC, PSD, PADCED, William Penn Foundation, Knight Foundation, PRA
Install New Green Stormwater Infrastructure Throughout the Neighborhood and Along Frankford Creek	PWD	PPR, PSD, Frankford CDC	\$\$	PPR, PWD, PHS, Sustainable Business Network of Philadelphia
Target locations for new street-side trees on commercial corridors and along Frankford Creek	PPR		\$	PPR, US Forest Services
Lower Access Barriers and Improve Usability of Existing Park Space and Recreation Centers	PPR	Frankford Garden Club and other local groups	\$\$	DVRPC, PHDC, PSD, PADECD, PADEP, PADCNR, William Penn Foundation, Knight Foundation
Coordinate with Local Partners to Introduce Litter-Reducing Amenities and Programs	Frankford CDC	PSD, Globe Dye Works	\$	PSD
Establish a Neighborhood Ambassador Program	Frankford CDC	SWEEP, Frankford CDC	\$	
Integrate Environmental Design Strategies with Existing Neighborhood Safety Initiatives	Philadelphia Streets Department	PCPC, Frankford CDC	\$\$	Philadelphia Streets Department, LISC
Expand Healthcare Services, Education, and Community Partnerships		Frankford-Jefferson Hospital, GPHA	\$	
Further Connect Educational Opportunities and Vocational Training	Frankford CDC	Need in Deed, Philadelphia Youth Network, Frankford Boys and Girls Club, Frankford Business and Professional Network, Globe Dye Works	\$\$	Department of Human Services, William Penn Foundation, Philadelphia Fundation Fund for Children Grants
Establish a Housing Retrofit Program	Frankford NAC	PHDC, RTP, Habitat for Humanity, Frankford CDC, Frankford NAC	\$\$	PHDC (BSRP, AMP, RRR)
Expand Health and Fitness Programming at Recreation Centers and Parks		PPR, Frankford CDC, Simpson Rec Center	\$\$	

Recommendation	Lead	Partner(s)	Cost	Funding
Establish a Community Garden in Partnership with Harding Middle School	PHS	PHS, Harding Middle School, PHDC, PPR (Farm Philly)	\$\$	
Redesign Frankford Transportation Center with increased amenities and retail options	SEPTA	Frankford CDC, Enterprise Center, Historical Society of Frankford	\$\$\$	
Institute historic and public art walking tours of the neighborhood and Greenway	Historical Society of Frankford	Mural Arts of Philadelphia	\$	
Increase presence of arts and murals through community partnerships	Association of Public Arts	Globe Dye Works, PPR, SEPTA, Sobre Nostros	\$	
Install noise-reducing barrier on the MFL running along Frankford Avenue	SEPTA		\$\$\$	
Incorporate new signage and enhanced wayfinding	Frankford CDC	PPR	\$	
Repurpose the Decommissioned Supermarket into a Dual Open Air and Enclosed Public Market	Philadelphia Streets Department	The Food Trust, Philadelphia Department of Public Health	\$\$\$	Private Public Partnership between City & Private Developers
Expand the Creative Industry and Art Spaces in Industrial Zones	Philadelphia Economic Department	PIDC, PCPC, Business Partners	\$\$\$	PIDA Loan Program, Pennsylvania Redevelopment Assistance Capital Program, Industrial Sites Reuse Program Grants, Pennsylvania Redevelopment Assistance Capital Program
Re-establish Frankford's Business Improvement District	Frankford CDC	Frankford Business and Professionals Administration	\$\$	Frankford businesses, Jefferson Frankford Hospital
Expand Workforce Development Programs		Philadelphia Office of Adult Education, PIDC, Pennsylvania Department of Community and Economic Development	\$\$	Goldman Sachs 10,000 Small, Business Program
Leverage Regulatory Economic Development Frameworks in Redevelopment Strategies		Frankford CDC, PIDC	\$\$	Neighborhood Storefront Vacant Taxes
Establish Retail Anchors in Vacant Commercial Spaces			\$\$\$	

Recommendation	Lead	Partner(s)	Cost	Funding
Institute Vision Zero Safety Measures at High Traffic Intersections	Philadelphia Streets Department	Mayor's Office of Transportation and Utilities (MOTU), Philadelphia Redevelopment Authority (PRA), SEPTA, PCPC	\$ \$\$	
Expand Bike Infrastructure	SEPTA, INDEOGO, Philadelphia Streets Department	PPR, PCPC	\$ \$\$	
Eliminate Street Parking on Frankford Avenue in favor of Expanded Community Space and Commercial Loading	Philadelphia Streets Department		\$ \$\$	
Increasing Parking Accessibility and Affordability	Philadelphia Streets Department	PCPC	\$	

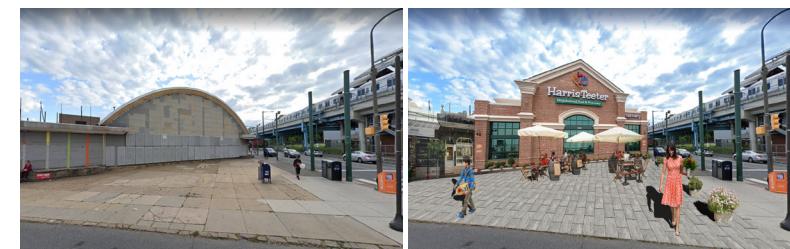
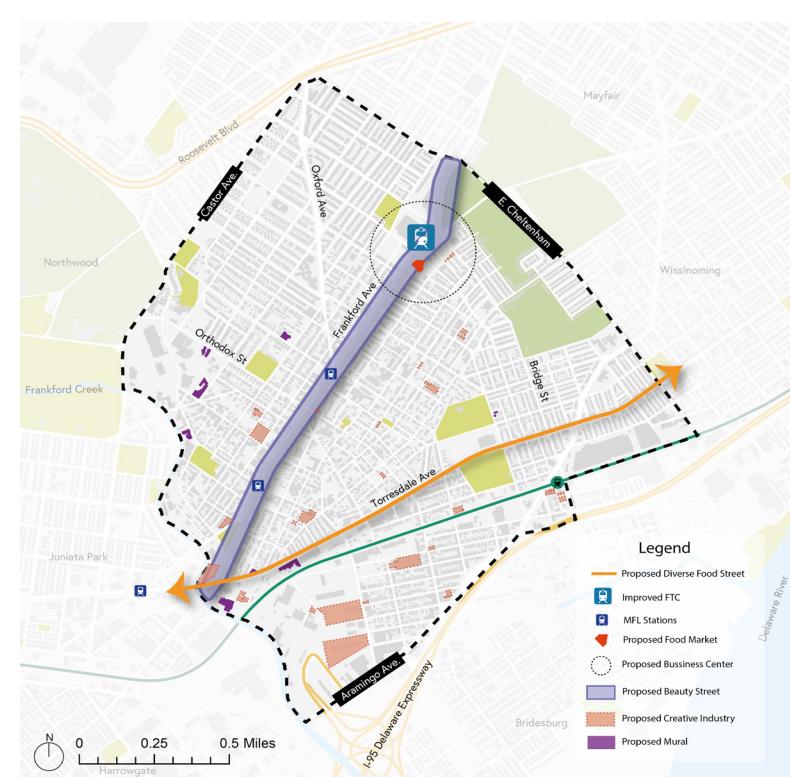


ALTERNATIVES

1. DESTINATION FRANKFORD

A thriving downtown destination for beauty and wellness needs at the end of the Market-Frankford Line filled with shopping and dining opportunities

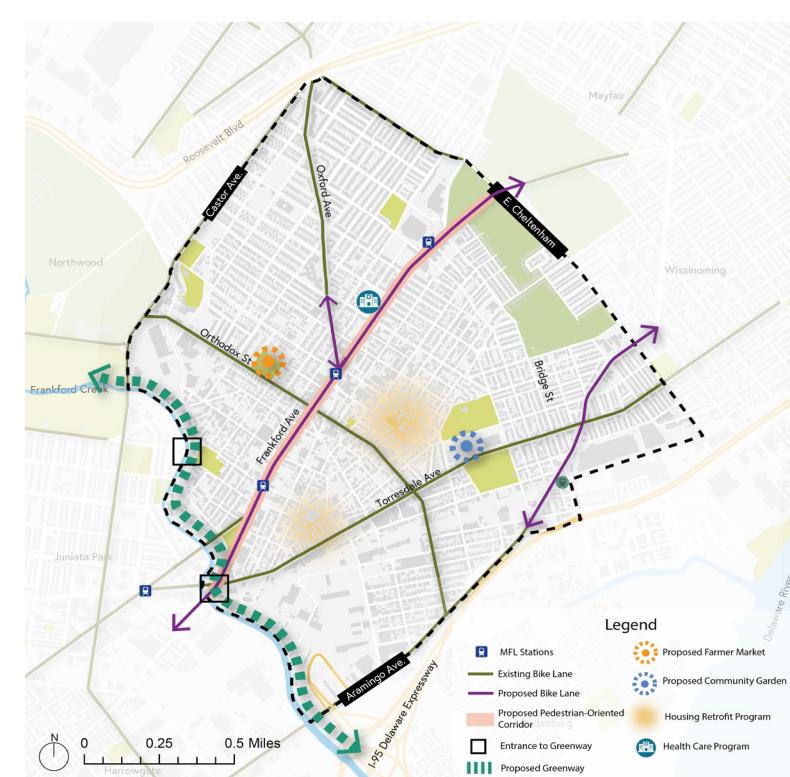
Destination Frankford imagines Frankford as a downtown for Northeast Philadelphia. Interventions are focused along the Frankford Avenue and Torresdale Avenue retail corridors. Example strategies to realize this vision include a redesign of the Frankford Transportation Center with outward facing retail, a plaza with trees and benches, and access to an expanded bike network. Vacant retail space would be filled with shops and restaurants, with a focus on leveraging the existing beauty industry in the neighborhood. Vacant industrial buildings would be reactivated as offices and makerspace, adorned with murals, and the vacant Holiday Thriftway could house a new food market. In this alternative, Frankford serves existing residents with added amenities, but also attracts visitors from Northeast Philadelphia, Center City, and beyond to shop, dine and play. Marketing and branding would reflect this vision of Frankford as a destination for Philadelphians, easily accessible on the Market-Frankford Line.



2. FLOURISHING FRANKFORD

A safe, clean, and beautiful neighborhood that supports the physical, mental and economic health of existing residents

Flourishing Frankford is focused on creating a neighborhood that serves existing residents and addresses the built environment, green space and health and safety, with a focus on equity. Possible interventions to realize this vision include expanding park space along the Frankford Creek, streetscape improvements, and a farmers market and community garden. Noise barriers along the El could reduce noise pollution, and a housing retrofit program could be aimed at addressing health problems caused in part by an old housing stock and high renovation costs. A balance of programmatic and physical interventions seek to create Flourishing Frankford as a neighborhood that serves the needs of the diverse population and addresses specific issues of concern to residents.



3. LIVING ON THE EL

Vibrant, lively transit hubs providing commuters a convenient escape filled with ample amenities suited for new and existing residents.

Living On The El is an alternative focusing on leveraging on of Frankford's greatest assets - the Market Frankford Line with three stops in the neighborhood. This alternative aims to center development around the three MFL stations, creating dense hubs allowing for affordable housing with direct access to an easy Center City commute. An emphasis on density and mixed use development, with residences close to a variety of retail and dining options, this alternative would be aimed at attracting new residents to Frankford while still retaining affordability in the neighborhood. Additional design elements such as streetscape improvements along Frankford Ave would create a more pleasant atmosphere for residential development near the El.

