

Oregon Avenue East | Connection & Destination



COMMERCIAL TRIANGLE: DIMO

The creation of a commercial connecting path, the DIMO (Diagonal from MOyamensing) Triangle, that circulates foot traffic and unites the three commercial corridors into a vibrant destination that attracts consumers and business investments.



Case Study: Livernois and McNichols Public Realm Plan, Detroit

Details:

- Public space enhancement: new sidewalks, new lighting, new street trees and street furniture
- Add street cafes, craft market, food stands, and other types of placemaking

ENHANCED CONNECTIONS

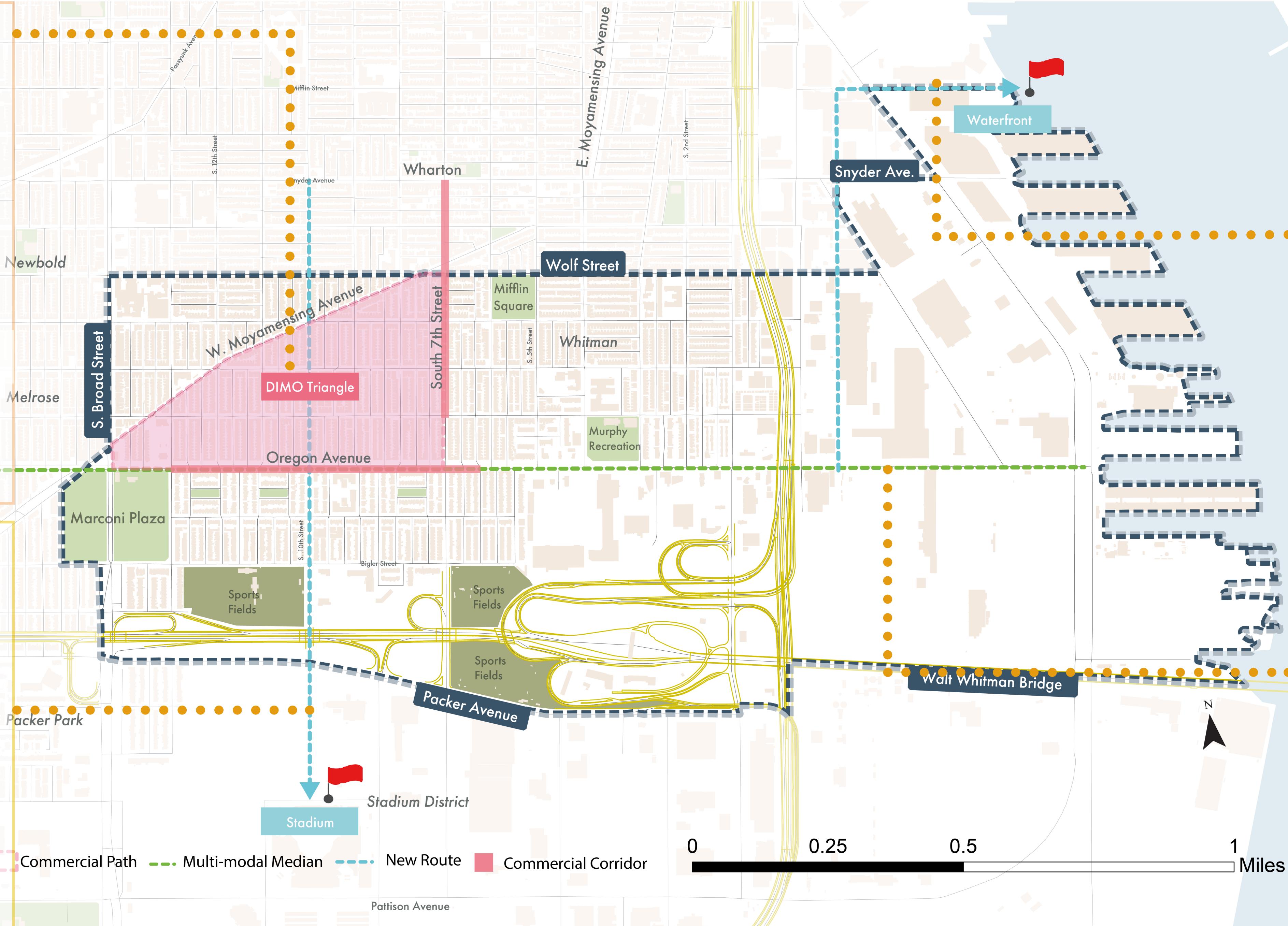
New route provides a gateway that connects Oregon Ave to the Stadium District to the south, better orienting Oregon Avenue as both an attractive thruway on the way to events and a recreation destination in its own right.



Case Study: Washington Avenue Connector, Philadelphia

Details:

- A recreational multiuse trail with high quality bicycle and pedestrian facilities
- New streetscaping including lighting, street trees



Assumptions

The City of Philadelphia and DOT agree to formally add **additional bike routes** and provide funding for necessary **streetscape improvements** and updates to **transit maps**.

The City of Philadelphia will approve the reduction of **on-street parking** and community members will accept a loss in **parking spots**.

The railroad will allow the **redevelopment of its defunct rail line**; private businesses lining the rails will cooperate with pedestrian traffic and greening interventions in their backyards.

REVIVED LOWLINE

The defunct tracks are transformed into a bike and pedestrian friendly lowline that connects the Delaware River Bike path to South Philadelphia while preserving the industrial history south of Snyder Avenue.



Details:

- Add Two-way cycle tracks and a sidewalk
- Wayfinding signage

COMPLETE STREETS

Improvements to bike networks, sidewalks and transit station--with emphasis the Oregon Ave median--to support multimodal transportation and facilitate the movement of bicyclists, pedestrians and transit riders; turning Oregon Ave East into a convenient and attractive Phila destination.



Case Study: Allen Street Median, NYC

Details:

- Reduce on-street parking, add green median and relocate the existing bike lanes from curbside routes to median adjacent routes.
- Install colored asphalt and add shared lane markings
- Add pedestrian refuge islands at the major intersections
- Add new ADA accessible entry at the Oregon Station

POLICY

BICYCLE ORGANIZATIONS AND BICYCLE-RELATED EVENTS

The formation of bicycle organizations and clubs can hold neighbourhood-wide events such as a traveling bike festival, a bike-in movie night, and community bike rides to build a fun and inclusive culture of bicycling.



DISTRICT BRANDING and MERCHANTS ASSOCIATION

The Oregon Avenue, South 7th Street, and Moyamensing commercial corridors engage in advertising efforts individually and collectively to promote the area's unique assortment of small businesses; if interested, store owners can convene one or multiple merchant associations to ensure participation in neighborhood decisions.



FORTIFY COMMERCIAL SECTOR

The Departments of Commerce and Business Services continues to promote and expand accessible small business funding programs such as the Storefront Improvement and Instore Forgivable Loan programs.

