



# From Planning to Implementation

## At Broad, Germantown, and Erie



TESC 2023





**Set the Table**



**Start With the Biggest Idea**



**Know When to Pivot**



**Great planning work is  
the key to advancing  
transformative projects**



# Project Context

Busiest multimodal intersection in North Philadelphia

On-street transit hub

Neighborhood commercial corridor

# Existing Conditions

High rates of crashes, especially pedestrians

Long distance for people to walk across safely

Congestion at intersection with Erie blocks crosswalks





# Set the Table



**Transformative  
projects are not  
designed in a vacuum**

# Identify Stakeholders



Other  
Agencies



Community  
Leaders



Users



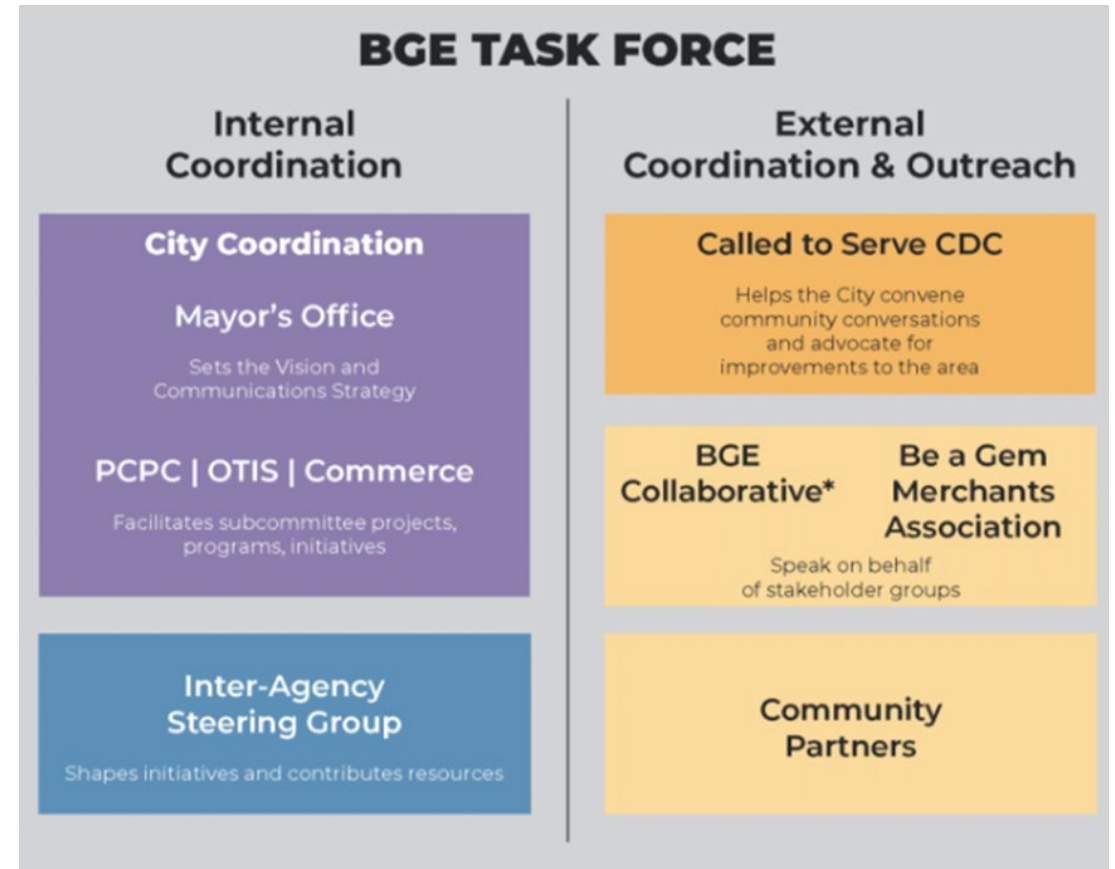
Elected  
Officials



# Create Structure

Internal Collaboration & Decision Making

External Collaboration



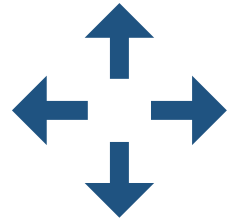
# Define the Purpose

“The final concept will create **safe streets** and will connect people to the **shopping district** with **intuitive transit** and a **comfortable pedestrian environment.**”

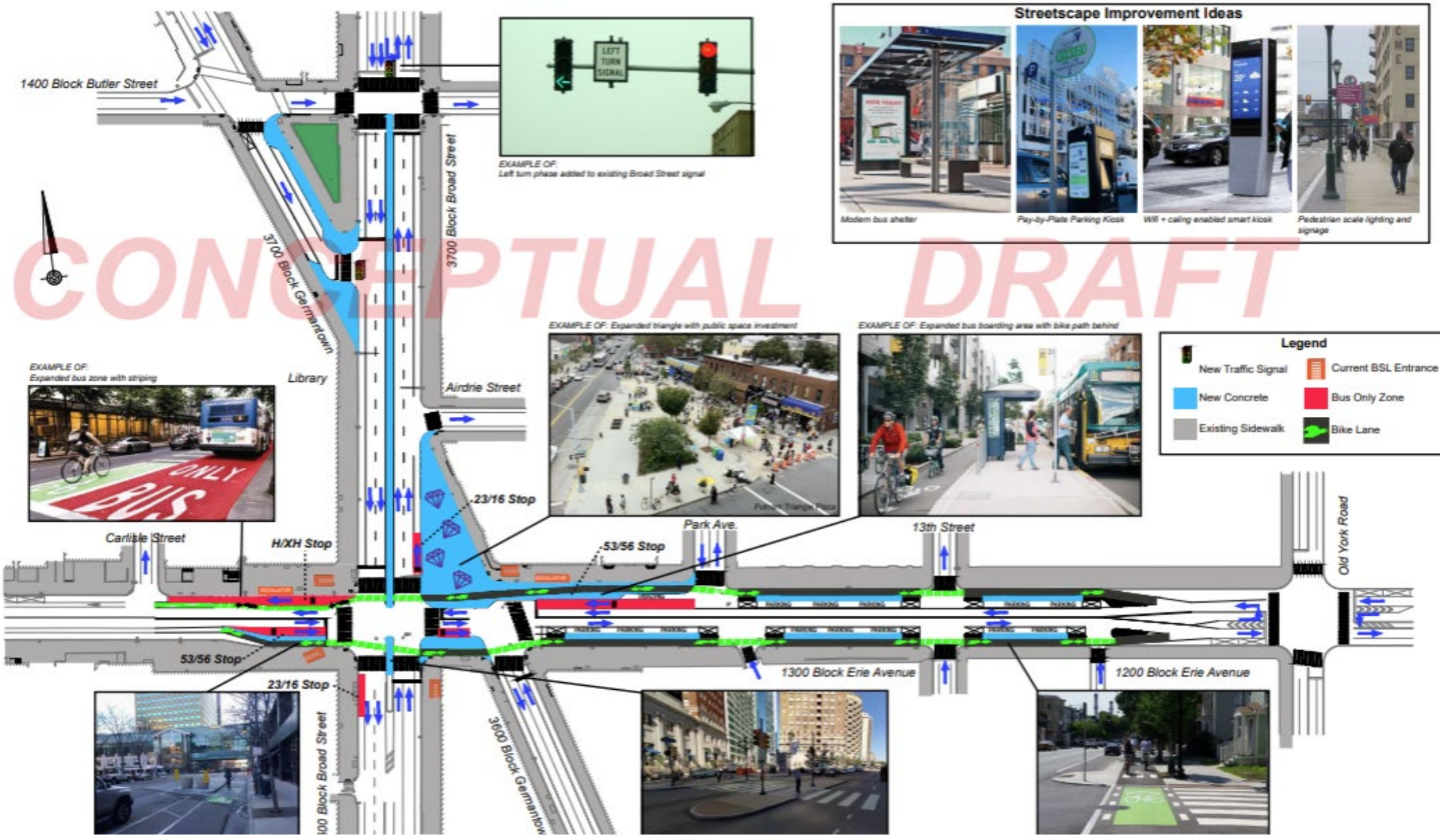




**Start with the Biggest Idea**



**Leading with big  
ideas shifts our  
understanding of  
what is possible**



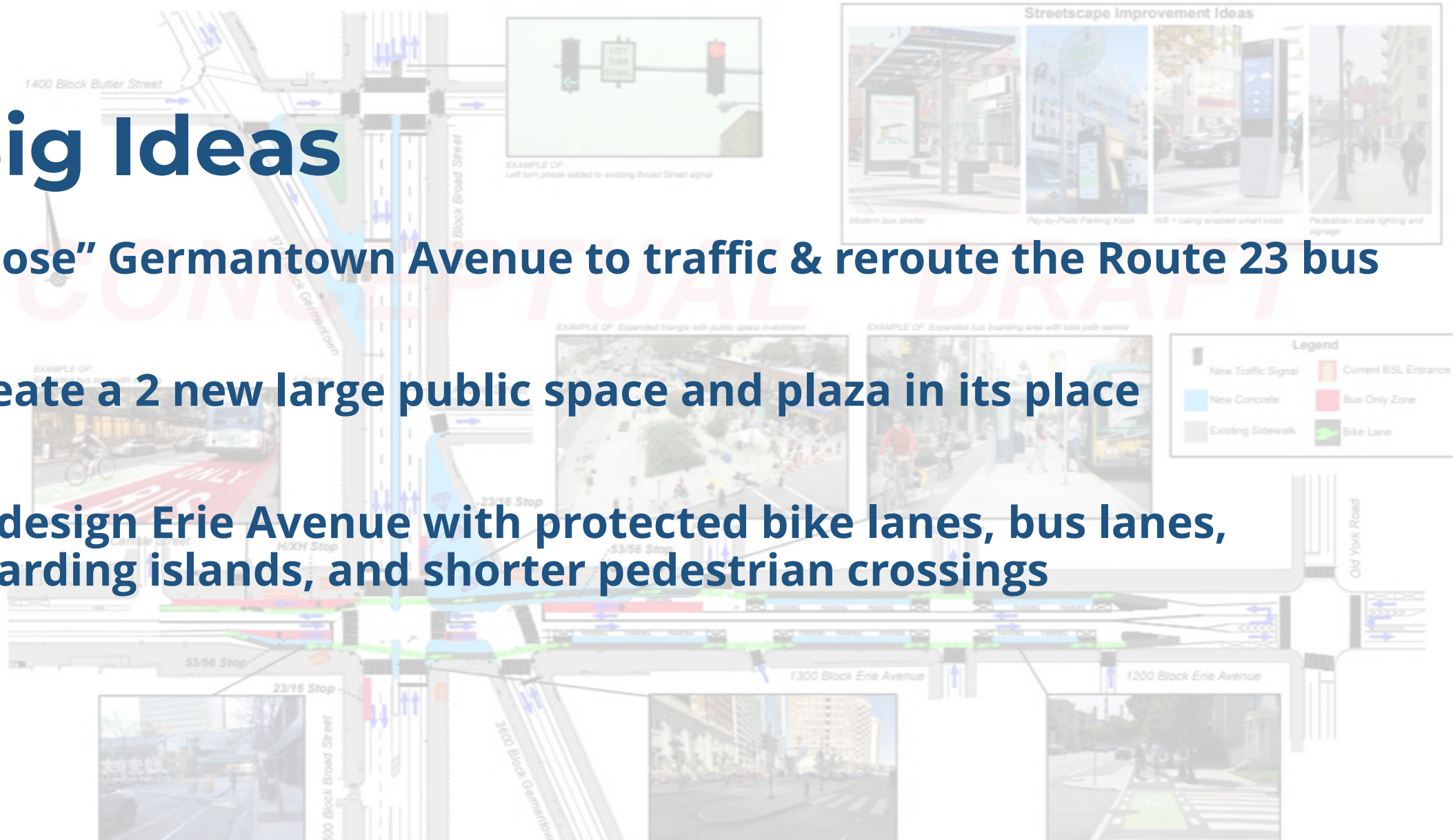
# 1st Proposal

# Big Ideas

“Close” Germantown Avenue to traffic & reroute the Route 23 bus

Create a 2 new large public space and plaza in its place

Redesign Erie Avenue with protected bike lanes, bus lanes, boarding islands, and shorter pedestrian crossings

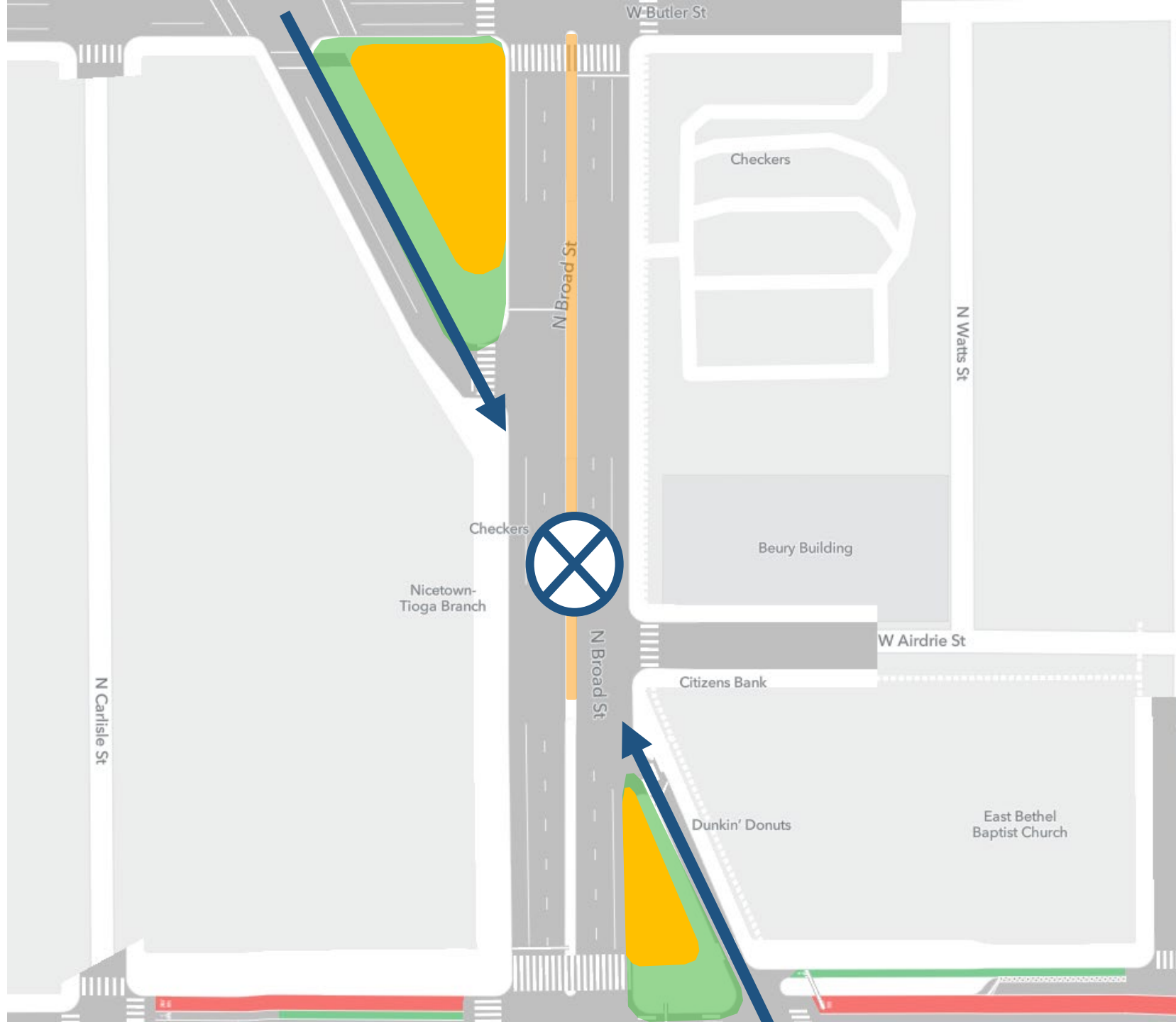


## 2<sup>nd</sup> Proposal

### Concern that level of change was too drastic

Scaled back to keep Germantown partially open (1-way) with smaller public spaces

Scaled up redesign of Erie (\$) to include full length bus lanes and sidewalk level bike paths





# Know When to Pivot



# Partner Coordination



**SEPTA prioritized** new elevator based on the momentum of the work

**The table was set** for easy for the public to weigh in on the location

# Partner Coordination



**SEPTA will be constructing elevator in coordination with City project**

SEPTA to install portions of City project to limit build/rebuild



# About that table...

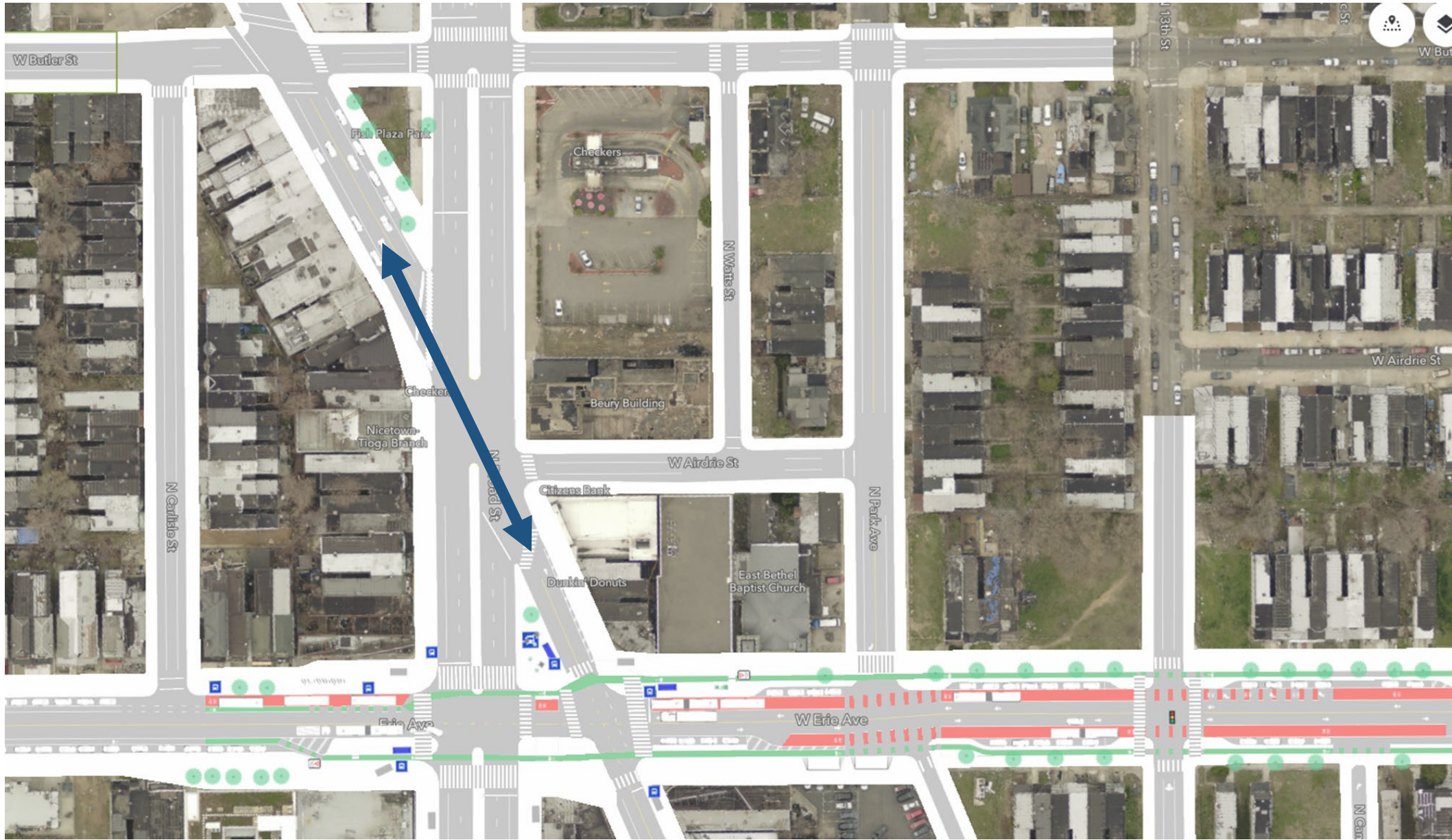
**A key stakeholder with major say on the project had not been at the table**

Had to reevaluate design at 60%

Opted to keep Germantown fully open and shrink down the size of the public spaces



## Final Designs



# Final Designs



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