

DRAFT 5/11/18



WISSAHICKON GATEWAY PLAN

July 2018

PHILADELPHIA CITY PLANNING COMMISSION



WISSAHICKON GATEWAY PLAN

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July 2018
Philadelphia City Planning Commission

Funded by
Delaware Valley Regional Planning Commission's
Transportation and Community Development Initiative

Supported by
Michael Baker International
Toole Design Group



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Introduction

This plan is for use by elected officials, government agencies, SEPTA transit users, residents of the surrounding community, business owners, and developers.

The Wissahickon Gateway is an area targeted by the City of Philadelphia for growth and improvement. Its potential is currently stifled by traffic congestion, dangerous and uncomfortable conditions for pedestrians and bicyclists, a lack of public access to the Schuylkill River, and development that lacks “curb appeal.”

This plan charts a path forward for overcoming these barriers to growth. It imagines the gateway as a new neighborhood center for Northwest Philadelphia, focused on expanded public transportation and trail access.

The vision presented in this plan for the Wissahickon Gateway grew out of meetings and conversations with the public, local community representatives, and government agencies.

This plan was funded by the Delaware Valley Regional Planning Commission’s Transportation and Community Development Initiative (TCDI).



Project Area

The Wissahickon Gateway is located at the confluence of Northwest Philadelphia's two main waterways – the Schuylkill River and Wissahickon Creek. The area spans roughly one mile along Ridge Avenue and connects the East Falls, Manayunk, Roxborough, and Wissahickon neighborhoods and Lower Merion Township. Major landmarks include the Wissahickon Valley Park, SEPTA's Wissahickon Transportation Center (WTC), Wissahickon Regional Rail Station, Cadence Bicycles, Mr. Storage, and United Artists movie theater.

The WTC serves 10 SEPTA bus routes and the Manayunk/Norristown Regional Rail Line and has daily ridership of over 7,000 boards and alights with approximately 875 bus trips a day. WTC ridership is comparable to Temple University Station and University City Station – the fourth and fifth highest ridership stations on SEPTA's Regional Rail lines.

This area also links the Schuylkill River Trail with the Wissahickon Valley Park Trail (Forbidden Drive), both used by hundreds of thousands of walkers and bikers annually. The Wissahickon Gateway also connects to the Schuylkill Expressway (I-76), City Avenue (US 1), Lincoln Drive, and Main Street.

TCDI Objectives and Plan Purpose

The Transportation and Community Development Initiative (TCDI) is a grant program administered by the Delaware Valley Regional Planning Commission (DVRPC). Its goal is to support smart growth initiatives that implement DVRPC's *Connections 2045 Plan* for Greater Philadelphia. TCDI focuses on linking land use and transportation planning by:

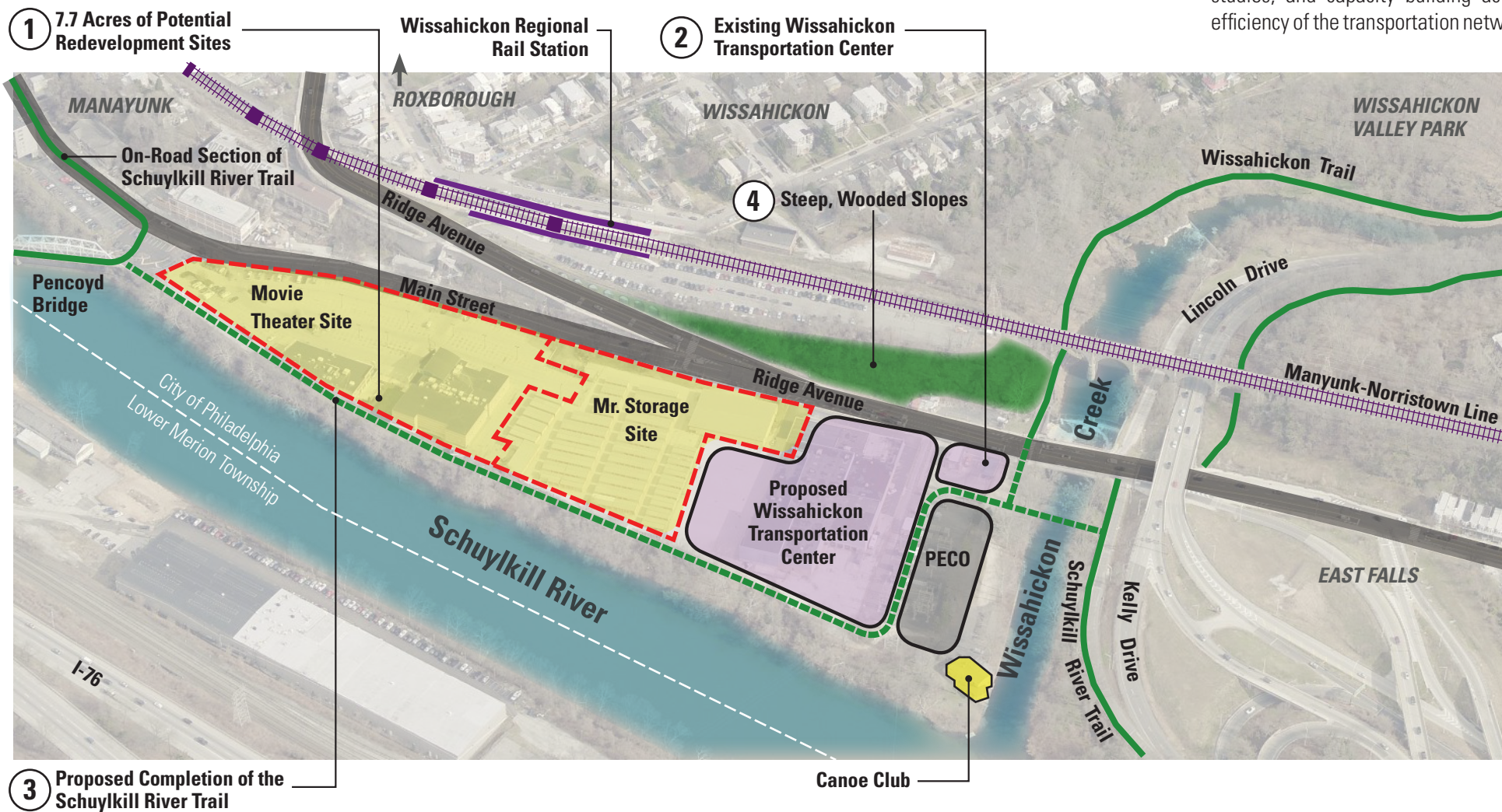
- Improving the overall character and quality of life;
- Enhancing existing transportation infrastructure capacity;
- Promoting and encouraging the use of transit, bike, and pedestrian transportation modes;
- Building capacity in our older suburbs and neighborhoods;
- Reinforcing and implementing improvements in designated Centers; and
- Protecting our environment.

TCDI grants support early stage planning, design, feasibility studies, and capacity building activities that promote the efficiency of the transportation network and smart growth. The

Philadelphia City Planning Commission (PCPC) was selected to receive a \$100,000 grant to advance improvements in the Wissahickon Gateway area. PCPC has retained Michael Baker International as consulting engineer for this grant.

The purpose of this 12-month process is to coordinate **(1)** Expansion of the Wissahickon Transportation Center, **(2)** Completion of the Schuylkill River Trail, **(3)** Roadway improvements on Ridge Avenue and Main Street, **(4)** New mixed-use development, and **(5)** Public space and aesthetic improvements. This plan puts forth coordinated design considerations for these projects and an implementation strategy.

Specific planning goals include **(1)** Creating safe and comprehensive bicycle, pedestrian, and road networks, **(2)** Improving regional transit service, **(3)** Encouraging economic development and transit-oriented housing construction, and **(4)** Providing public access to the Schuylkill River waterfront.



Existing Condition Snapshots



Sites with low scale buildings and large parking lots have potential for transit-oriented development



The existing Wissahickon Transportation Center building contains bathrooms and a break area, and has potential for reuse



The area to the rear of the movie theater has space for a new riverfront trail



This wooded hillside along Ridge Avenue contains rock outcroppings and could become a welcoming gateway to the Wissahickon Valley Park

The Vision

The Wissahickon Gateway is an anchor for new growth, public transportation service, and recreation opportunities.

The area becomes a transit and trail-focused neighborhood center that creates strong, safe connections between East Falls, Manayunk, Roxborough, Wissahickon, Lower Merion, the Wissahickon Valley Park, and the Schuylkill River waterfront.

The Wissahickon Transportation Center (WTC) will serve as a critical link in the Philadelphia region's public transportation network. It will provide a new terminal for SEPTA's expanding "Direct Bus" service, have a graceful presence along Ridge Avenue, and fit in well with surrounding uses.

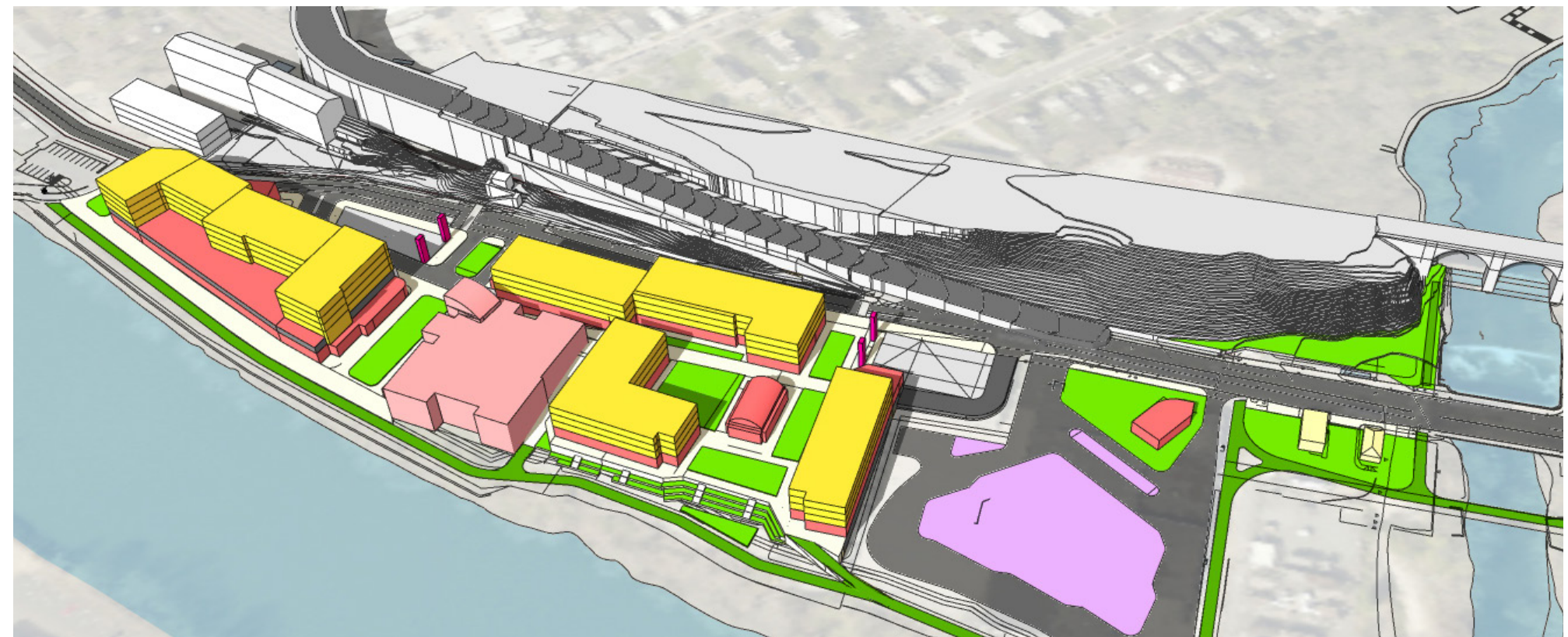
The Schuylkill River Trail (SRT) will provide a continuous pedestrian and bicycle link between Philadelphia and Pottstown. It will connect with the Wissahickon Valley Park Trail at a new trail head/comfort station at the former location of the WTC. It will open new access to the Schuylkill

River waterfront and provide an amenity for new mixed-use development.

7.7 acres of prime development sites allow for a new retail center that provides the types of shopping that are not available in Manayunk, East Falls, Roxborough, and Wissahickon. Multi-family residential uses are also incorporated to create a one-of-a-kind mixed-use, transit-oriented, trail-oriented development.

Improvements to Ridge Avenue and Main Street allow buses, cars, bicycles, and pedestrians to travel safely and comfortably through the area, and connect easily with surrounding neighborhoods. Visitors are welcomed to Northwest Philadelphia and the Wissahickon Valley Park by attractive paving, lighting, and landscaping on the street; and a well-designed gateway that includes the WTC pedestrian plaza, SRT trailhead, and entrance to Wissahickon Valley Park.

More detailed images to be included after we receive comments



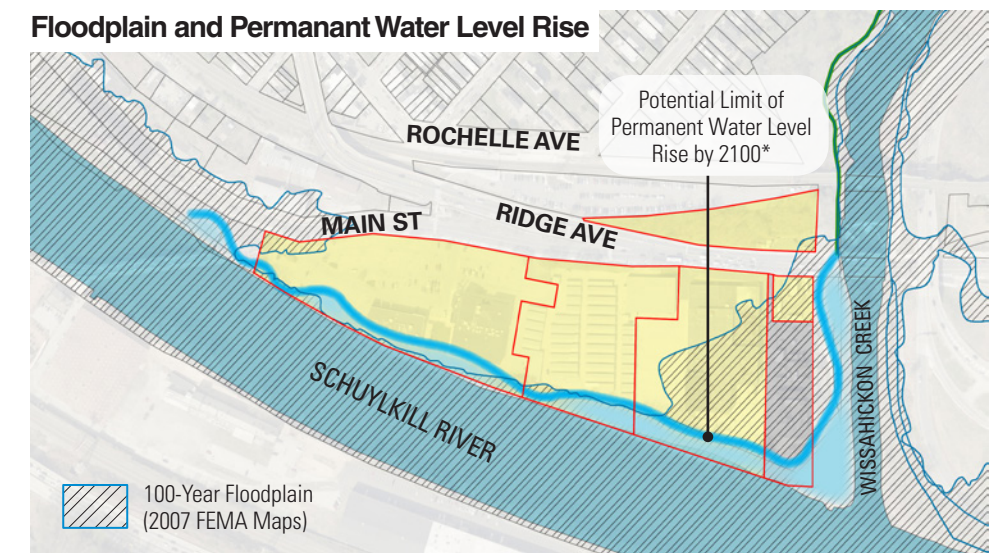
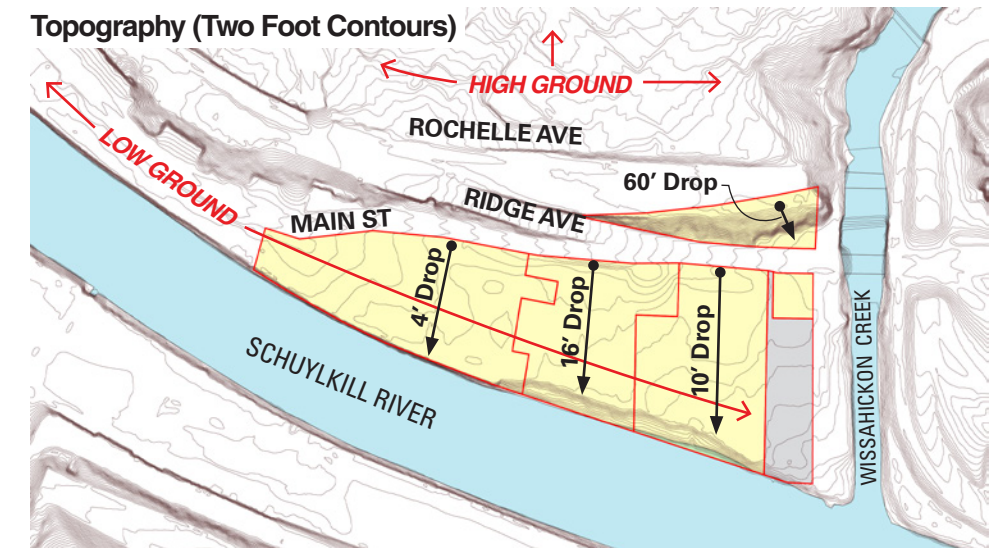
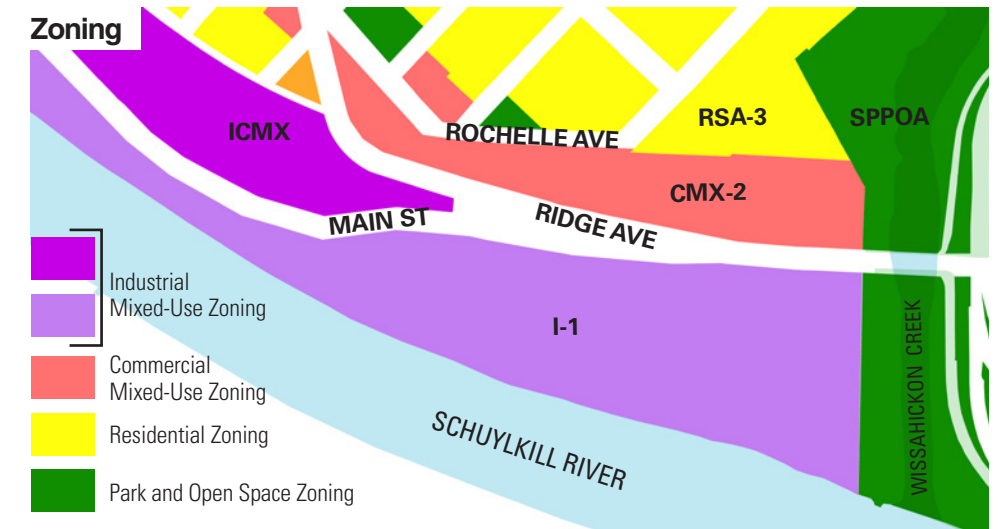
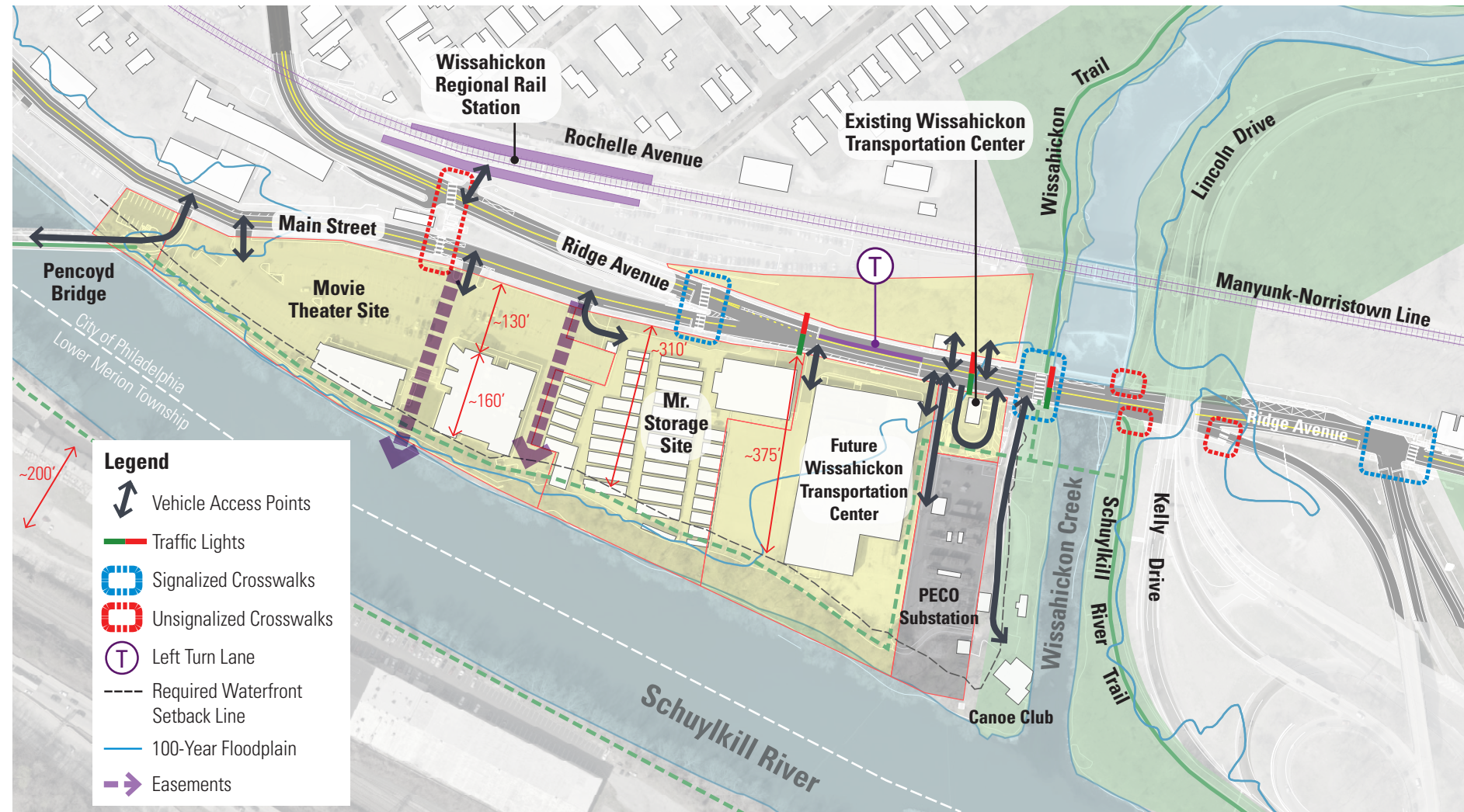
Issues and Opportunities

The Wissahickon Gateway provides regional access to transit, highways, trails, and walkable commercial streets. However, its cramped layout creates obstacles to safe and efficient access for its users. The pedestrian experience is hampered by busy roads, sidewalk gaps, underutilized properties, and vacant land. A significant gap in the Schuylkill River Trail forces bicyclists to travel on the roadway or sidewalk. SEPTA bus operations have outgrown the Wissahickon Transportation Center, and need more space to expand service. Traffic congestion impedes flow and access to development sites. The Schuylkill River waterfront is currently inaccessible, and access to the existing pedestrian and bicycle trail could be improved.

Other constraints include zoning designations that do not allow mixed-use development; topography that physically isolates the area and creates construction challenges for transportation improvements and new development; and threats posed by short-term periodic flooding and long-term permanent water inundations

If properly coordinated, expansion of the Wissahickon Transportation Center and new private development projects can correct many of the issues that exist today. Opportunities exist to improve traffic flow, capacity, and safety on Ridge Avenue and Main Street for pedestrians, bicycles, cars, trucks, and buses; and to dedicate land for the extension of the Schuylkill River Trail. With a plan, new investment can also be leveraged to create an aesthetically pleasing point of arrival to the area.

Existing Conditions Map



* Data interpreted from Philadelphia Office of Sustainability's *Growing Stronger: Toward's a Climate-Ready Philadelphia*, 2015

Previous Plans

The City and community have been imagining “what could be” at the Wissahickon Gateway for a decade. Beginning in 2008, the East Falls, Manayunk, and Roxborough Development Corporations collaborated on the *Ridge Avenue Gateway Plan*. This plan was the first to explore the idea of improving the Wissahickon Gateway. Major plan recommendations include expansion of the Wissahickon Transportation Center to improve transit service, creating safe routes for pedestrians and bicyclists through the area, improvement of traffic flow and safety, new development opportunities, and aesthetic improvements.

Philadelphia Parks & Recreation’s 2013 *Schuylkill River Trail Gap Analysis Plan* resulted in a feasibility study for filling one of the most critical gaps in the Schuylkill River Trail. Plan recommendations highlighted two options for safe routes through the gap – a short-term option for a multi-use sidepath along Ridge Avenue and Main Street; and a long-term option for a multi-use trail along the Schuylkill.

In 2014, the Philadelphia City Planning Commission (PCPC) released the *Lower Northwest District Plan*, a component of the City’s Comprehensive Plan. In it, the Wissahickon Gateway was identified as a location where additional investment could benefit the whole City. Recommendations focused on public transit and trail improvements that connect the City and region, new commercial/residential buildings to take development pressure off nearby residential neighborhoods, and providing access to the riverfront. In total, these recommendations present a vision of the Wissahickon Gateway as a new neighborhood center that connects East Falls, Manayunk, Roxborough, and Wissahickon.

Other documents that support work in the Wissahickon Gateway include PCPC’s *Philadelphia Pedestrian and Bicycle Plan* (2012) and *Philadelphia Trail Master Plan* (2013).

Previous Plans

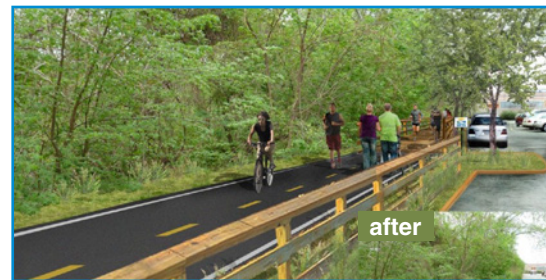
2008 *Ridge Avenue Gateway Plan*
(Community Driven)



2012 *Philadelphia Pedestrian and Bicycle Plan*
(Philadelphia City Planning Commission)

2013 *Philadelphia Trail Master Plan* (Philadelphia City Planning Commission)

2013 *Wissahickon Gap Trail Feasibility Study*
(Philadelphia Parks and Recreation)



2014 *Lower Northwest District Plan*
(Philadelphia City Planning Commission)



2018 *Wissahickon Gateway Plan*
(Philadelphia City Planning Commission)

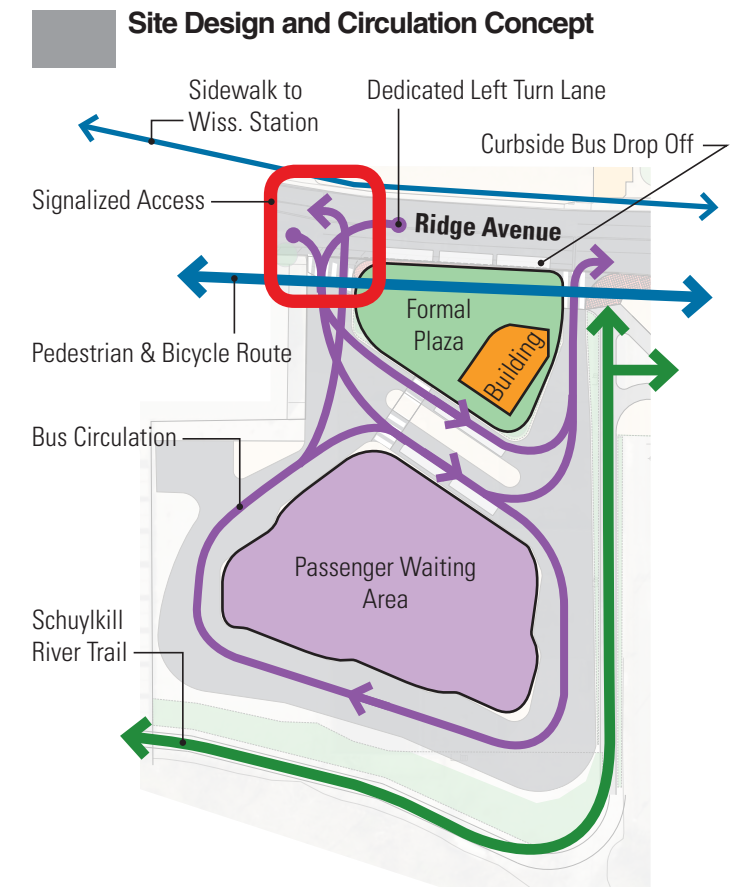
Current Initiatives

Wissahickon Transportation Center Expansion

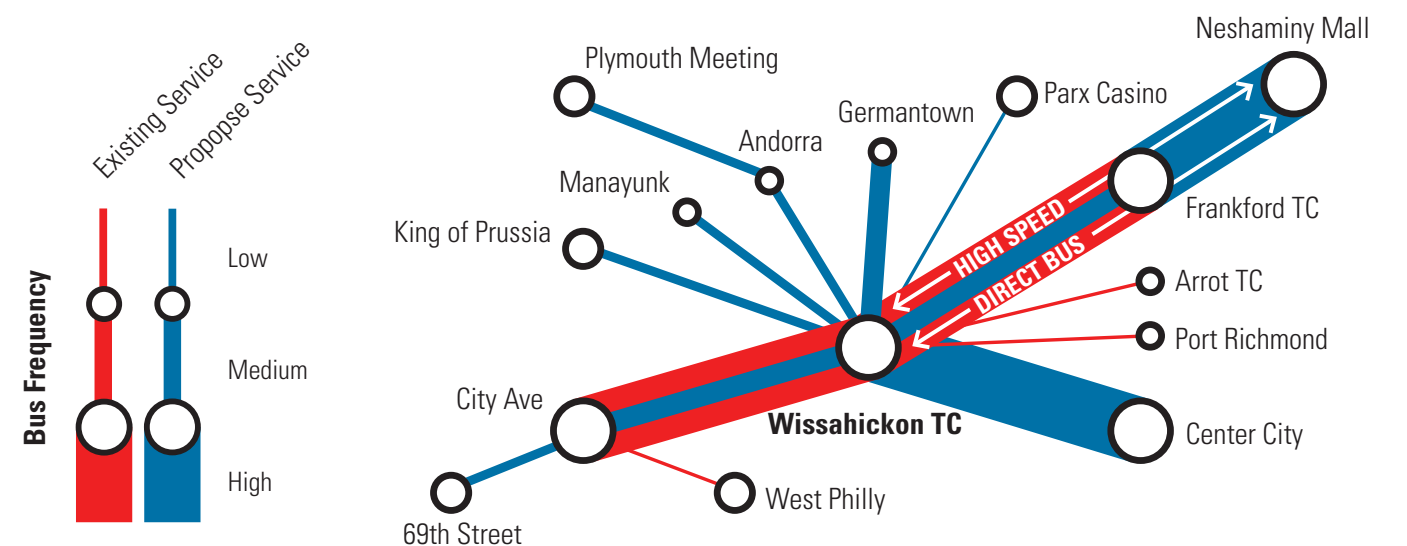
The Wissahickon Transportation Center (WTC) serves 10 SEPTA bus routes and the Manayunk/Norristown Regional Rail Line and has daily ridership of over 7,000 boards and alights with approximately 875 bus trips a day. WTC ridership is comparable to Temple University Station and University City Station – the fourth and fifth highest ridership stations on SEPTA’s Regional Rail lines. However, the small facility on Ridge Avenue cannot adequately handle the amount of service provided; and pedestrian connections to Wissahickon Station are very poor. This impacts the safety and traffic flow of the roadway and sidewalks, and prevents further expansion of service.

In September 2016, SEPTA was awarded \$4 million from the Federal Transit Administration for the expansion of WTC. SEPTA recently purchased a 3.7-acre site next to the existing facility which will provide space for 4 new bus routes and 360 new trips. This includes extension of Routes K and 60, additional service on Routes 124 & 125, and a terminal for the second phase of the Roosevelt Boulevard Direct Bus. More waiting space for buses and passengers will be provided. There is also an opportunity for the introduction of indoor waiting areas, shops, outdoor public space, better connections to Wissahickon Station, a bicycle sidepath on Ridge Avenue, and other amenities.

Groundbreaking: 2019
Expected Completion: 2020



Bus Service Expansion Diagram



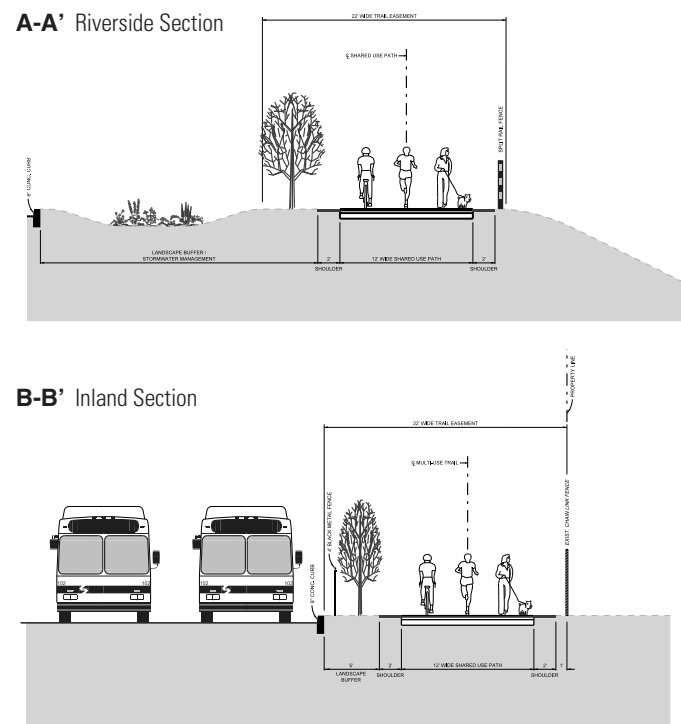
Schuylkill River Trail Extension

The Schuylkill River Trail (SRT) stretches through four different counties and is the region's most popular recreation trail. It is increasingly used by commuters to get to and from work. However, gaps exist within the trail. One of the most challenging is through the Wissahickon Gateway, where the Kelly Drive section of the trail ends at Ridge Avenue. Bicyclists and pedestrians continuing along the trail must navigate a busy roadway, narrow sidewalks, buses, and bus riders. Filling this gap will better connect business districts, train stations, bus stops, parks, and neighborhoods within the City. It will increase recreation and bicycle commuting opportunities, which benefits public health and air quality.

When vacated by SEPTA, the existing Wissahickon Transportation Center holds promise for use as a trailhead and comfort station. This facility can connect the SRT with the Wissahickon Valley Park Trail, and provide trail users with bathrooms, water fountains, wi-fi access, lighting, security, or concessions.

Groundbreaking: 2021
Expected Completion: 2022

Typical Cross Section Concepts



Roadway Improvements

Movement, accessibility, and safety on Ridge Avenue and Main Street are restricted by the convergence of pedestrians, bicycles, cars, and buses within a tightly confined space. They all compete for this space, and no one is fully able to operate smoothly, safely, and efficiently. The pedestrian experience is hampered by narrow sidewalks, the constant hum of vehicular traffic, and a lack of pedestrian-scaled development. Traffic volume and congestion impedes flow and access to the WTC, existing businesses, and potential development sites. Within the study area there have been xxx crashes between xxx and xxx, with xxx of those involving pedestrians or bicyclists.

Without proper planning, more bus service and new development will only make conditions worse. Fortunately, expansion of the WTC and private development projects present an opportunity to create more space and separation for pedestrians, bicyclists, cars, and buses; coordinate site access and traffic flow; and create aesthetic guidelines. The following roadway improvements can be built incrementally – on their own, or as a part of larger development projects (see **Capital Project Plan** and **Critical Path Schedule**).

Typical Cross Section Concepts

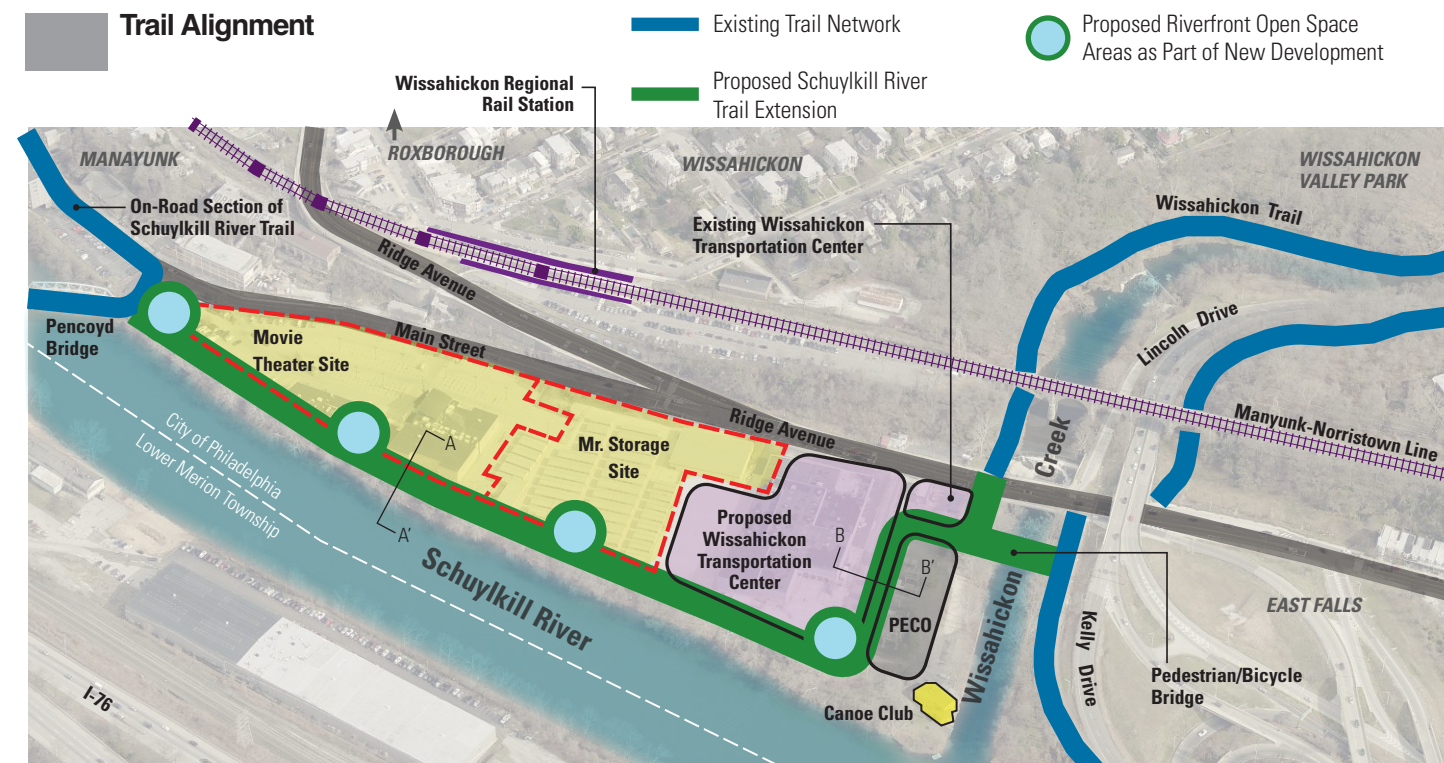
A-A' Main Street Widening

placeholder for cross section image

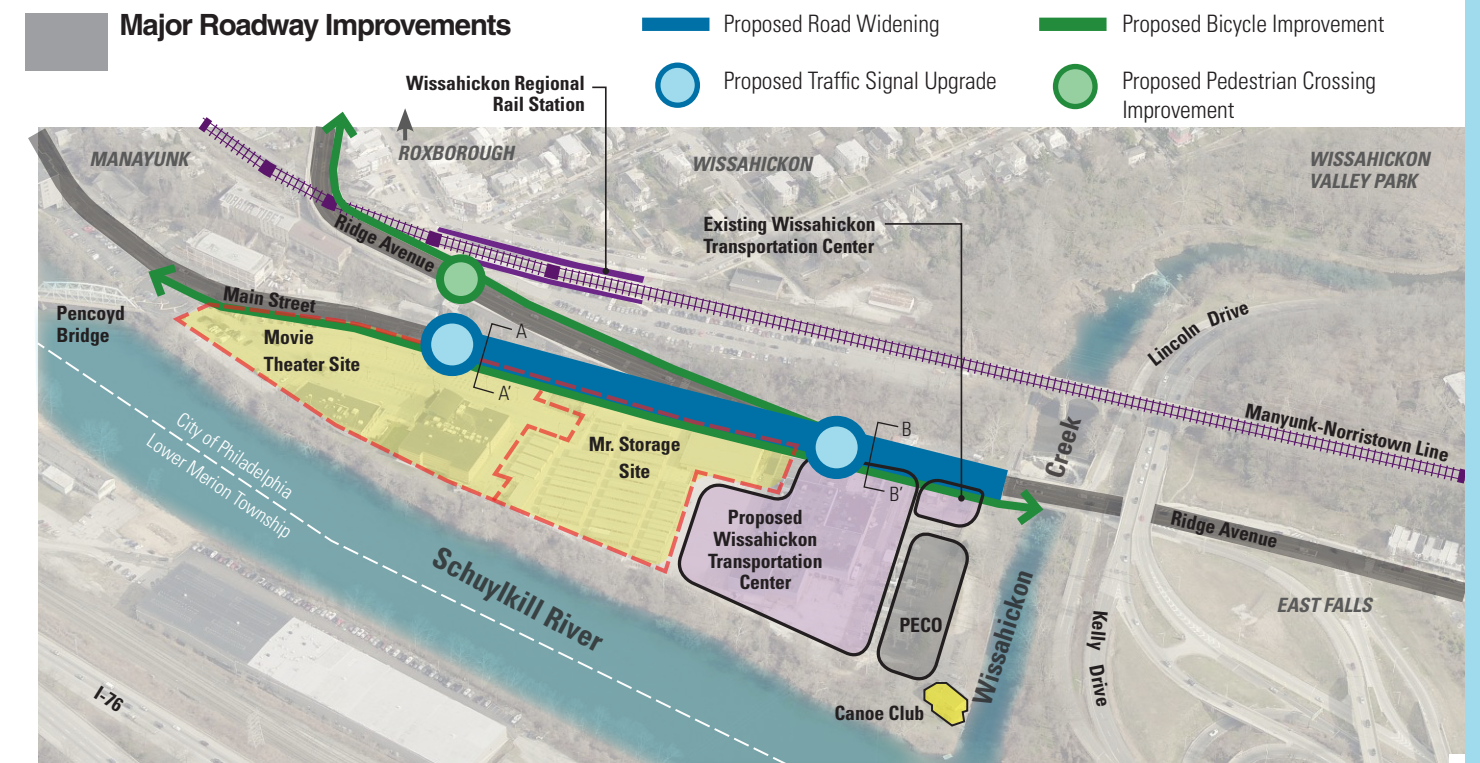
B-B' Ridge Avenue Widening at WTC

placeholder for cross section image

Trail Alignment



Major Roadway Improvements



Development Precedents

Large-format, national retail chains are the preferred use for redevelopment projects in the area. This plan looked for development precedents in a number of shopping centers, transit oriented developments (TODs), and “lifestyle centers” throughout the country. The team considered locations that are similar to the Wissahickon Gateway in terms of size and desired uses, densities, and amenities. Common characteristics of these precedents include:

- Open space areas, landscaping, outdoor seating, and event programming,
- Alternatives to large parking lots, e.g. garages, parallel parking, angled parking
- Streets designed for pedestrian use
- Mixture of retail, office, hotel, and residential uses
- Grocery stores, movie theaters, hotels, and restaurants
- Higher densities
- Phased developments with surface parking lots serving as future pad sites

The following examples illustrate the uses, density, character, and quality that is associated with the lifestyle center concept proposed at the Wissahickon Gateway:



Case Study B - Midtown Greenway

- Location: Minneapolis, Minnesota
- Multi-family housing on parking podiums alongside a recreation trail and bus transfer station
- Retail uses
- Topography challenges

Case Study C - Atlantic Station

- Location: Atlanta, Georgia
- 15-acre “Downtown” within larger 138 acre development
- Central green with restaurants and event space
- 7 million gross square feet of retail and commercial spaces
- 405 dwelling units in downtown core
- 2300 parking spaces (approximately 3 per 1000 square feet of retail) all below street level in two contiguous decks
- Multiplex theater, grocery store, and high rise hotel



Case Study D - Santana Row

- Location: San Jose, California
- 38 acres
- Central green with restaurant seating, fountain and some performance space
- 650,000 gross square feet of commercial and retail spaces
- Movie theater, grocery store, 2 hotels
- 1200 dwelling units
- +/- 4500 parking spaces



Case Study A - Suburban Square

- Location: Ardmore, Pennsylvania
- +/- 22 acres
- 50+ Stores totaling 360,000 gross square feet
- Central open space with restaurant seating and landscaping
- 1000+ Parking Spaces
- Grocery Stores
- No residential uses, but located next to multi-family housing development



Transit Improvement Precedents

The new Wissahickon Transportation Center will be a focal point of the Wissahickon Gateway. It presents an opportunity to set a higher standard for large transit facilities in the region, create an attractive front door to Northwest Philadelphia, drive new development, and fit in well with surrounding uses.

Common characteristics of these precedents include:

- Streetfront plazas with high quality landscape and paving materials,
- High quality transit amenities,
- Retail uses,
- Iconic architectural features,
- Lighting,
- Public art

The following examples illustrate the attention to transit user experience and design excellence recommended for the Wissahickon Transportation Center's front door on Ridge Avenue:



Case Study B - Cantilever and Butterfly Bus Shelters

- Single central posts allow greater visibility through the structure
- Seating clusters located below

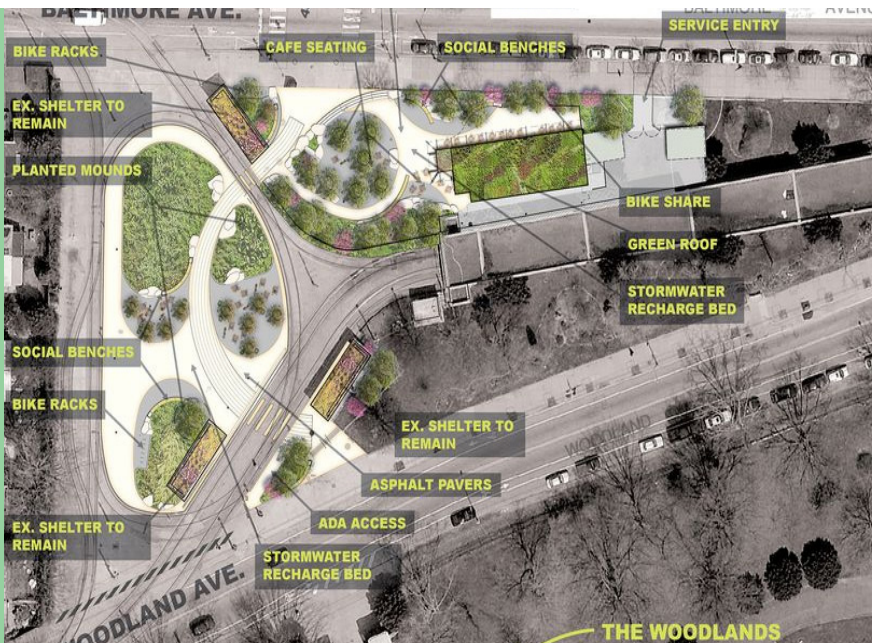


Case Study C - PLACEHOLDER

- Location: San Jose, California
- 38 acres
- Central green with restaurant seating, fountain and some performance space
- 650,000 gross square feet of commercial and retail spaces
- Movie theater, grocery store, 2 hotels
- 1200 dwelling units
- +/- 4500 parking spaces

**Case Study A
40th Street Trolley Portal Gardens**

- Location: Philadelphia, Pennsylvania
- +/- 60,000 gross square feet
- Cafe, +/- 5,000 square feet - 2 stories
- Shelters for transit users



Unified Site and Circulation Plan

The diagram below illustrates the general land use, access and circulation goals for the Wissahickon Gateway. These goals are described to the right. They serve as building blocks to guide new development and public infrastructure improvements, and to achieve the vision and full build-out of the Wissahickon Gateway.

Land Use, Circulation, and Access Goals

- Frontage Area**
 - Streetscape improvements
 - Some buildings built to street
 - Parking lots/valet with screening
 - Pylon signage

- Dense Development Area**
 - Commercial and/or residential uses, 65' max. height
 - Building orientation towards streetfronts, public transportation, and trails
 - Structured parking

- Open Space Area**
 - Wissahickon Valley Park gateway
 - Trailhead/comfort station
 - Public waterfront access
 - Open space areas as part of new development
 - Flood zone buffer

- Transportation/Utility Area**
 - Bus operations
 - Pedestrian plaza/transit amenities on Ridge Avenue
 - PECO substation
 - Appropriate screening and buffers from adjacent uses

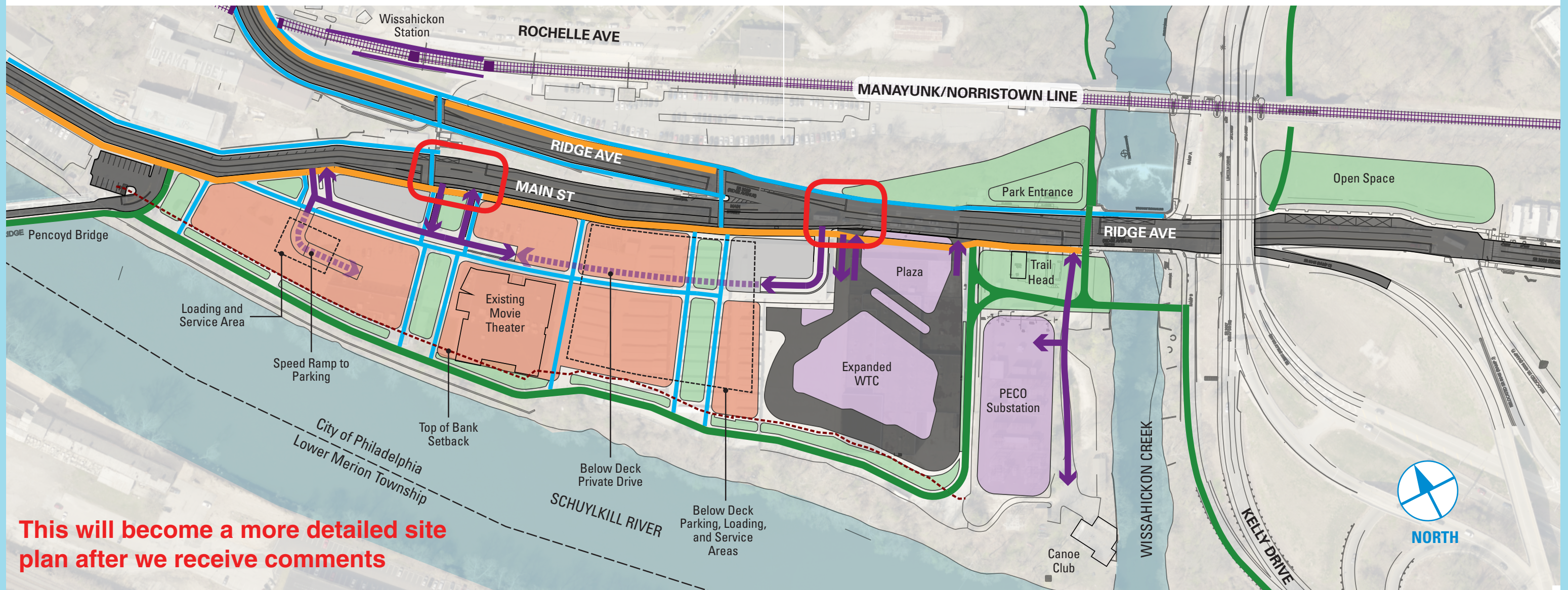
- Waterfront Trails**
 - Public access to and views of the Schuylkill River
 - Connections to the Wissahickon Transportation Center, Wissahickon Valley Park, Center City, and Lower Merion
 - Focal point for new development

- Signalized Access Points**
 - Controlled access to the Wissahickon Transportation Center and new development

- Vehicle Routes**
 - Road widening for dedicated bus turning lane on Ridge Ave and additional vehicle capacity on Main Street
 - Curb cut consolidation on Ridge Avenue and Main Street
 - Internal driveways to connect development sites
 - Accommodate loading and service needs

- Pedestrian Routes**
 - Safe, high quality sidewalks and pedestrian crossings on Ridge Avenue and Main Street
 - Physical and visual connections to the river through development sites

- Protected Bicycle Routes**
 - Curb-protected bicycle and pedestrian sidepath along west side of Ridge Avenue and Main Street
 - Protected bicycle lane on east side of Ridge Avenue



This will become a more detailed site plan after we receive comments



**More detailed public space massings/
renderings to be included after we
receive comments**

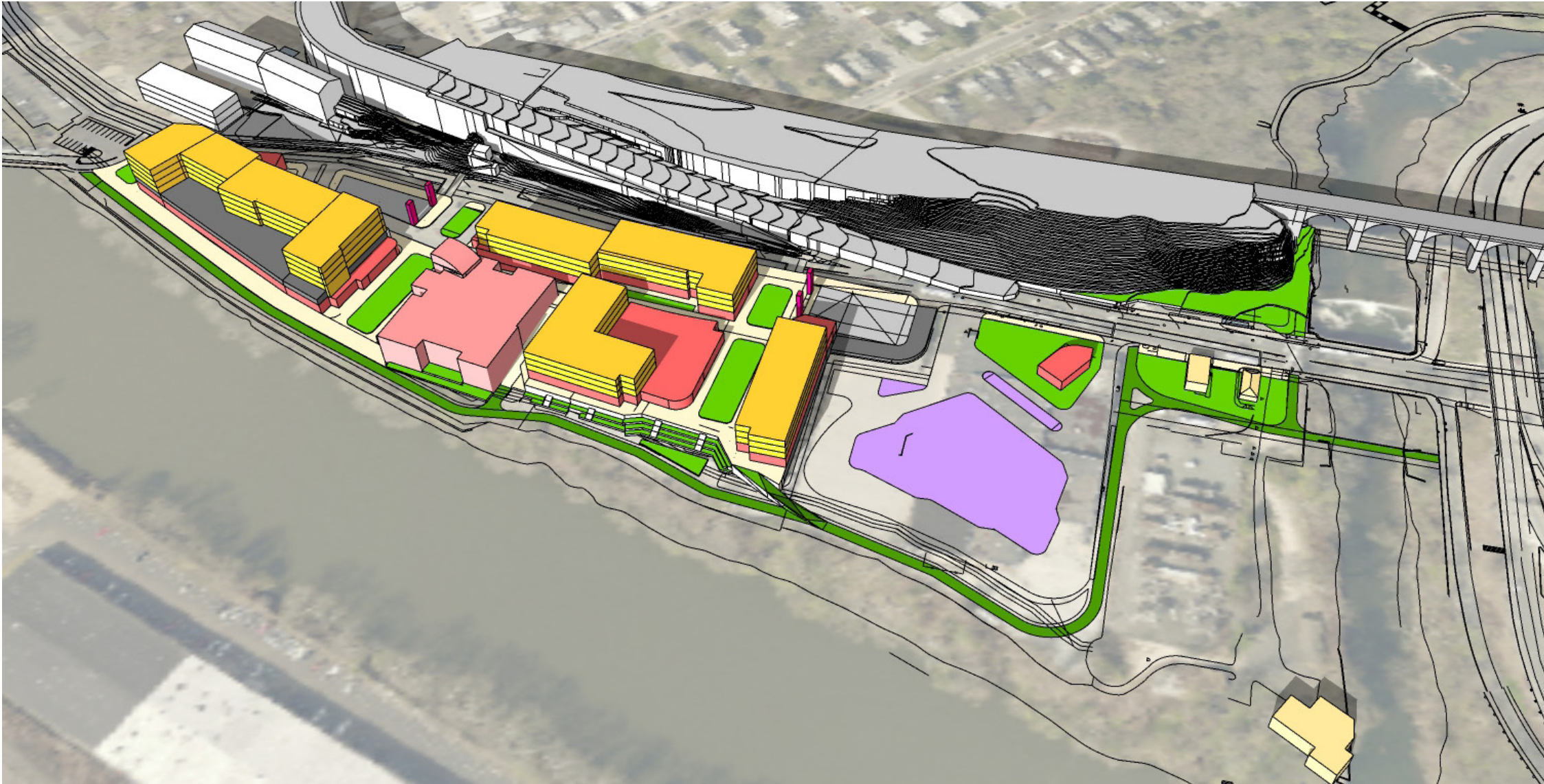
A Point of Arrival

People traveling into the Wissahickon Gateway will be greeted by an attractive point of arrival. Three distinct public spaces – (1) The Wissahickon Transportation Center plaza, (2) A trailhead and comfort station at the former WTC, and (3) the entrance to the Wissahickon Valley Park – will be designed in coordination to create a focal civic space for Northwest Philadelphia.

The WTC plaza will be defined by prominent architectural features incorporated into a headhouse building, signage, and waiting area canopies. The trailhead and comfort station will provide bathrooms, water fountains, and a rest area for recreation users. The existing building was built by the Philadelphia Transportation Company (PTC) in 19xx as a rest area for bus drivers. This building will be incorporated into the trailhead and comfort station.

The entry into Wissahickon Valley Park will be defined by an architectural gateway feature and the massive rock outcrop that leads up to Wissahickon Regional Rail Station. Existing vegetation on the outcrop will be trimmed to expose the features of the rockface. New landscaping will be added, but sparingly.

These three separate spaces will be design with each other in mind. They will be woven together with consistent landscape, paving, and architectural themes. Architectural materials will speak to the histories of the area – the natural environment of the Wissahickon Valley Park and the built industrial environment of the Schuylkill River in Manayunk.



Basic Public Space Material Guidelines

Buildings & Other Structures



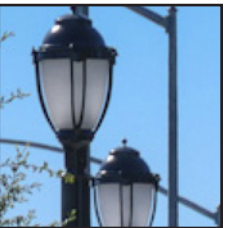
Wood Stone Metal

Street Furnishing Zone



Granite Block

Street Lighting



Pedestrian Light Pole

Street Trees



Celtis occidentalis
Common Hackberry



Ginkgo biloba (male)
Maidenhair Tree



Gleditsia tricanthos
Thornless Honeylocust



Gymnocladus dioicus (male)
Kentucky Coffeetree



Platanus occidentalis
London Planetree

New Development Opportunities

An amazing development opportunity exists in the 7.7 acres of private land in the Wissahickon Gateway. The real estate market of Northwest Philadelphia is pushing this area into transition from its current industrial and commercial uses into higher density residential and commercial uses. This plan anticipates a maximum of 150,000 square feet of “destination” retail – characterized by large format, national chains – and 350 units of multi-family housing. Maximum building heights are anticipated to be 6 stories (approximately 65 feet). The following pages present various phasing and ownership scenarios.

New development will be built to the sidewalk on Main Street and Ridge Avenue. This will fill a massive dead zone in the pedestrian environment between the Wissahickon Gateway and surrounding neighborhoods. Sidewalks on Main Street and Ridge Avenue will adhere to a consistent quality and theme of landscape and paving materials. Strong connections will be made to the Wissahickon Transportation Center headhouse on Ridge Avenue, while creating necessary buffers to internal bus operations.

Moving away from Main Street and Ridge Avenue, new development will allow for pedestrians, bicycles, and vehicles to move comfortably into and throughout private sites. A focus will be placed upon the quality of internal access routes and open space areas. Generous walkways will draw pedestrians to waterfront amenities. New retail and residential development will be oriented toward the Schuylkill River and trail. Open space nodes will be created along the linear trail.

As bigger development comes to these properties over time, it becomes necessary to build a parking garage on site. The topography of the Mr. Storage site allows for a parking garage to be “tucked” below new development. The ability to construct a parking garage on the Movie Theater site is limited by the shape and size of the site. National chains will require a relatively high amount of parking for an urban area. This high number can be offset by a shared parking strategy with residential uses and the acknowledgement of the high level of public transportation and trail access for these sites.



**More detailed development massings/
renderings to be included after we
receive comments**



Development Scenarios

The Phasing Plan anticipates how private development sites will evolve over time along side public improvements. Development at the “Movie Theater site” will happen piecemeal in the short-term, with the addition of new retail buildings, landscaping, and open space areas **(Phase 1)**. In the long-term, the “Mr. Storage site” will redevelop. It’s use and design is dependent on whether ownership can be consolidated across both sites. If ownership across the two sites remains separate, it is likely that the “Mr. Storage site” will be redeveloped with multi-family residential housing and a small amount of retail **(Phase 2, Option A)**. If ownership can be consolidated, an opportunity presents itself for a large, coordinated development based on the lifestyle center concept **(Phase 2, Options B and C)**. In the former scenario, it is essential to coordinate site design across both properties.

Legend

- Commercial and Retail
- Self-Storage
- Transportation and Utilities
- Open Space
- Multi-family Housing
- Retail/Commercial/Residential Mixed Use
- Trail
- Sidepath

Phase 2

Public Improvements

- Wissahickon Park Entrance Improvements
- Pedestrian & Bicycle Improvements on Ridge Ave

Private Improvements

- Retail and Residential Build Out
- Structured Parking
- Road Widening and Signal Upgrades on Main St
- Pedestrian & Bicycle Improvements on Main St
- Internal Pedestrian and Open Space Improvements

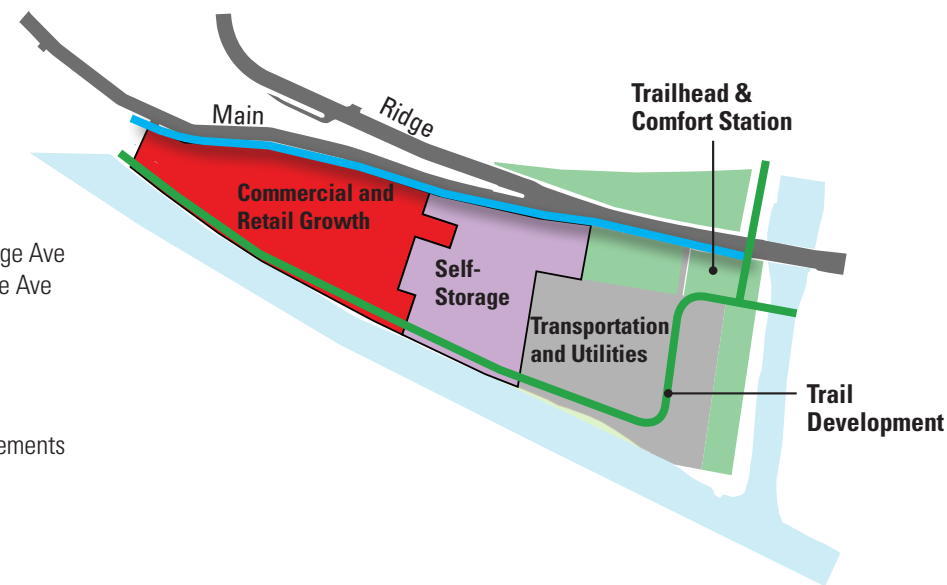
Phase 1

Public Improvements

- Transit Upgrades
- Trail Expansion
- Trailhead & Comfort Station
- Road Widening and Signal Upgrades on Ridge Ave
- Pedestrian & Bicycle Improvements on Ridge Ave
- Curb Cut Consolidation on Ridge Ave

Private Improvements

- Retail Buildings
- Internal Pedestrian and Open Space Improvements



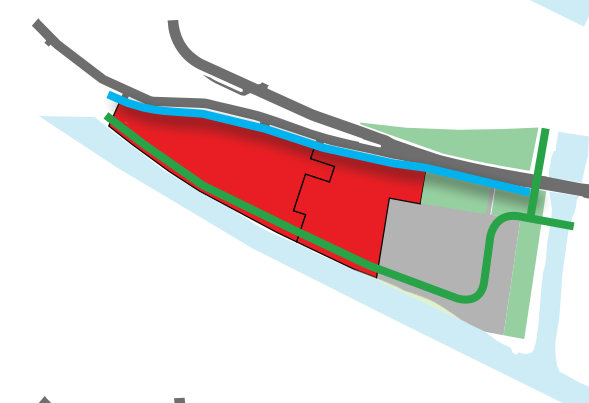
Option A

Separate Ownership
Retail Center and Multi-family Housing



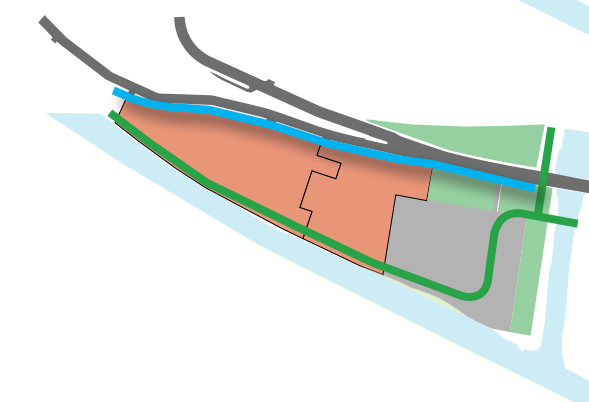
Option B

Single Ownership
Retail Center



Option C

Single Ownership
Retail Center with Multi-family Housing above



Phase 1

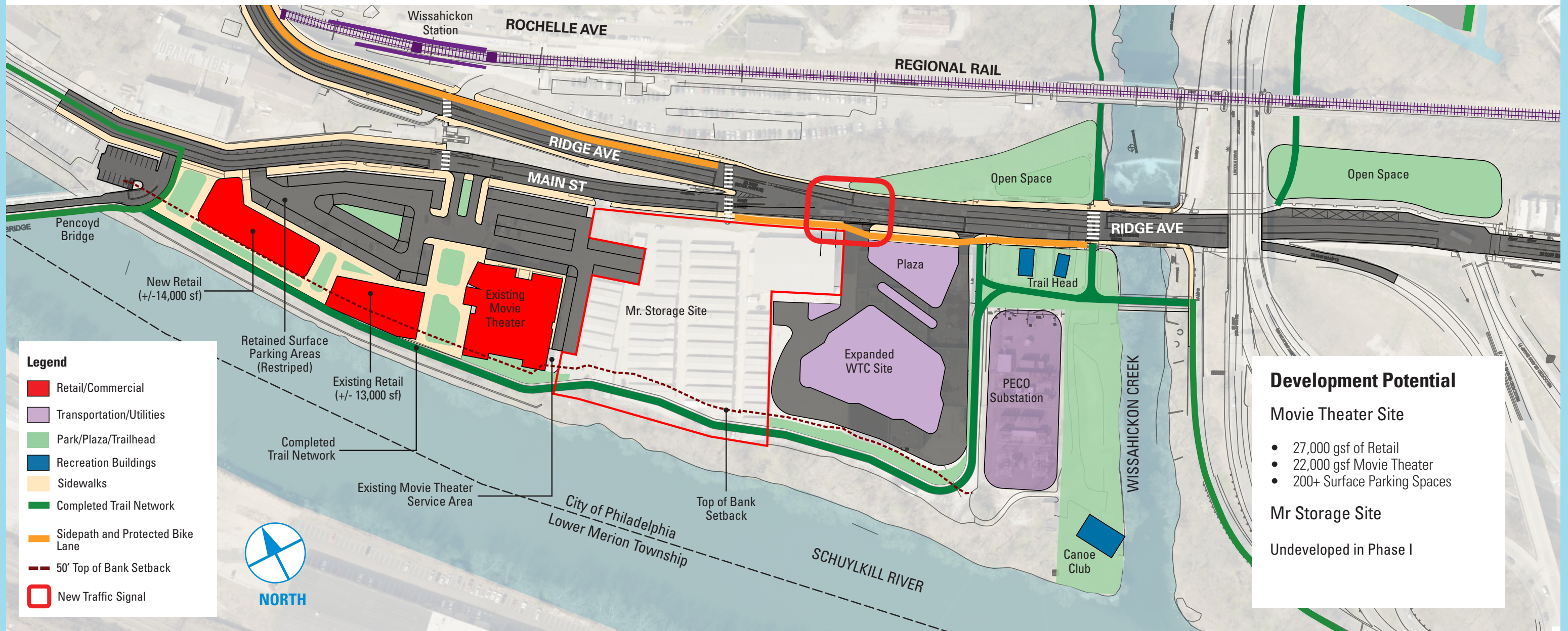
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The first big move of Phase 1 is the relocation and expansion of the Wissahickon Transportation Center. This project opens up the opportunity for expansion of the Schuylkill River Trail, construction of a trailhead and comfort station, and widening of Ridge Avenue. This road widening allows for the construction of a dedicated left turn lane into the WTC, a shared-use path and pedestrian plaza on Ridge Avenue in front of the WTC, pedestrian crossing beacons at unsignalized crosswalks, and the consolidation of curb cuts.

Meanwhile, upgrades will continue at the Movie Theater site. This includes new retail "pad" buildings that are built up to Main Street and the Schuylkill River Trail, internal pedestrian improvements, landscaping, and a park space adjacent to the movie theater and trail.

The anticipated timeframe for the completion of Phase 1 is 7 years.

placeholder for
massing diagram



Phase 2 | Option A

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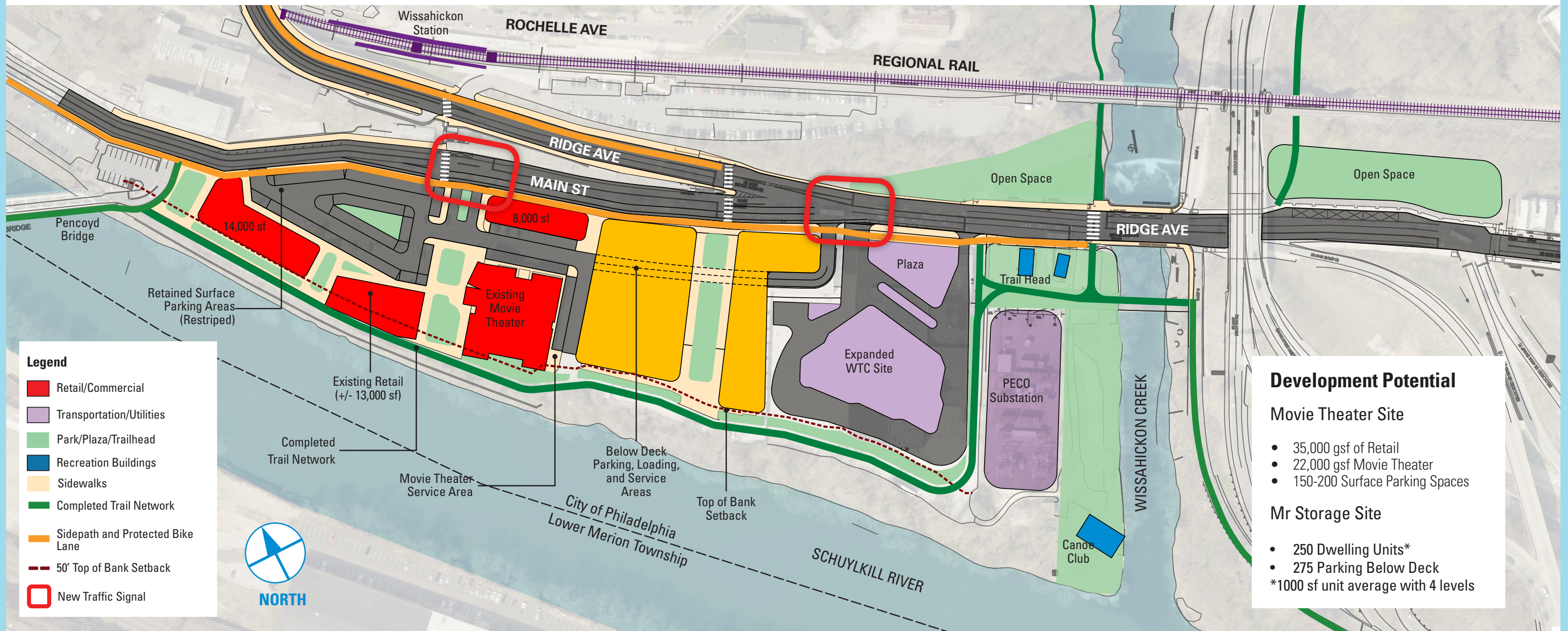
This option assumes a scenario in which the Movie Theater and Mr. Storage sites remain under separate ownership. The movie theater site will reach a critical point where continued retail development will only be possible with the construction of a parking garage. The shape and size of the site make this unlikely. However, existing buildings will continue to be redesigned to open up onto the trail and river; and common spaces will be upgraded.

contained in an underground garage that takes advantage of site topography. A one-way driveway will provide "right-in" ingress to the garage from southbound Ridge Avenue and Main Street, and egress onto Main Street via the Movie Theater. This access plan requires internal driveway coordination with the Movie Theater site, and may require a privately-funded traffic signal and road widening for Main Street. The site design will allow for a public pedestrian promenade that leads to an open space area at river.

The Mr. Storage site will likely be redeveloped with multi-family housing, given the strong housing market in Northwest Philadelphia and location next to public transit and trails. Parking will be

The anticipated timeframe for the completion of Phase 8 is 15 years.

placeholder for
massing diagram



Legend

- Retail/Commercial
- Transportation/Utilities
- Park/Plaza/Trailhead
- Recreation Buildings
- Sidewalks
- Completed Trail Network
- Sidepath and Protected Bike Lane
- 50' Top of Bank Setback
- New Traffic Signal

Development Potential

Movie Theater Site

- 35,000 gsf of Retail
- 22,000 gsf Movie Theater
- 150-200 Surface Parking Spaces

Mr Storage Site

- 250 Dwelling Units*
- 275 Parking Below Deck

*1000 sf unit average with 4 levels

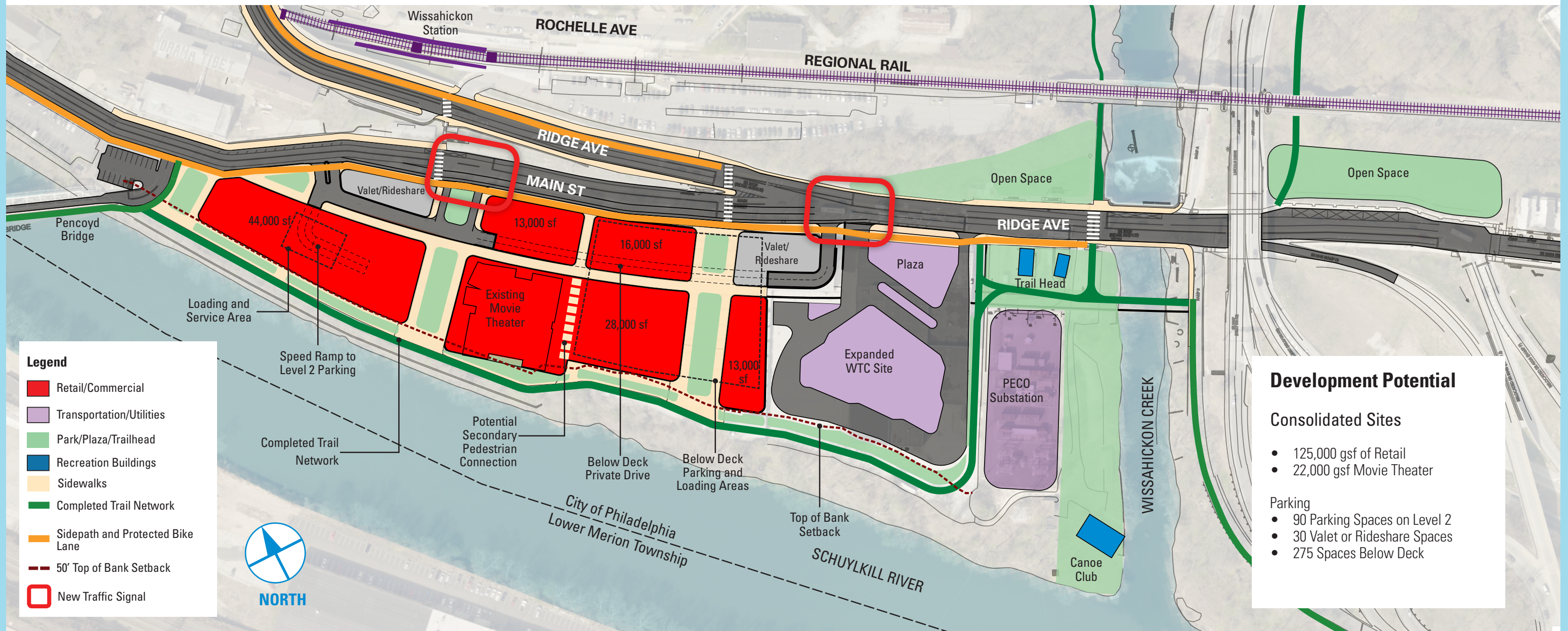
Phase 2 | Option B

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This option assumes a scenario in which the Movie Theater and Mr. Storage sites are consolidated under single ownership. A retail lifestyle center will attract national chains – including a large anchor tenant – and incorporate open space, event programming, and other placemaking features. This transformation will require the construction of an underground parking garage, a dedicated traffic signal, and widening of Main Street. New retail uses will continue to open their doors and windows to the trail and river. Parking lots may be replaced by additional open space or pad sites.

Vehicle access from Ridge Avenue will only be provided via a one-way “right-in” ingress from southbound Ridge Avenue and Main Street. All egress will occur through the signalized intersection on Main Street. The site design will allow for public pedestrian promenades that lead from Ridge Avenue and Main Street to open space areas at river.

The anticipated timeframe for the completion of Phase 8 is 15 years.



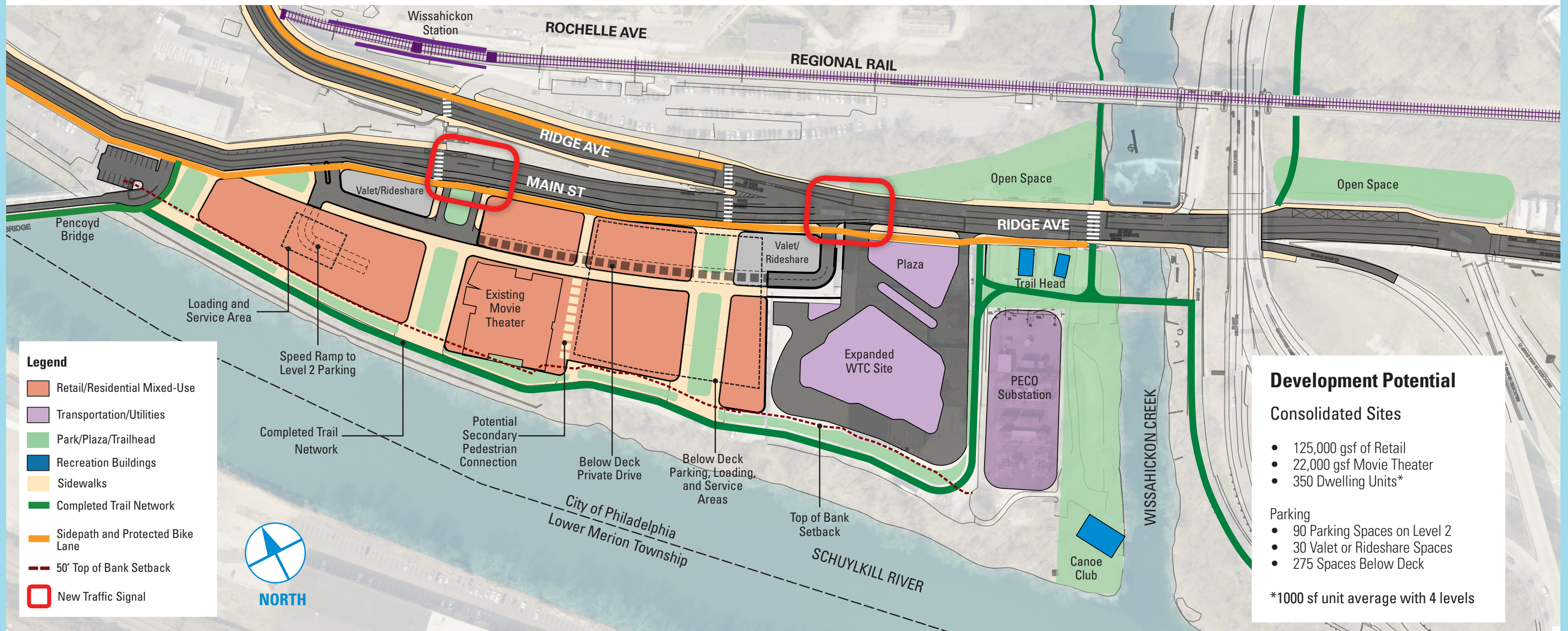
Phase 2 | Option C

DRAFT 5/11/18

This option assumes a scenario in which the Movie Theater and Mr. Storage sites are consolidated under single ownership. A mixed-use lifestyle center will attract national retail chains – including a large anchor tenant – with multi-family housing above; and incorporate open space, event programming, and other placemaking features. This transformation will require the construction of an underground parking garage, a dedicated traffic signal, and widening of Main Street. New retail uses will continue to open their doors and windows to the trail and river. Parking lots may be replaced by additional open space or pad sites.

Vehicle access from Ridge Avenue will only be provided via a one-way “right-in” ingress from southbound Ridge Avenue and Main Street. All egress will occur through the signalized intersection on Main Street. The site design will allow for public pedestrian promenades that lead from Ridge Avenue and Main Street to open space areas at river.

The anticipated timeframe for the completion of Phase 10 is 20 years.

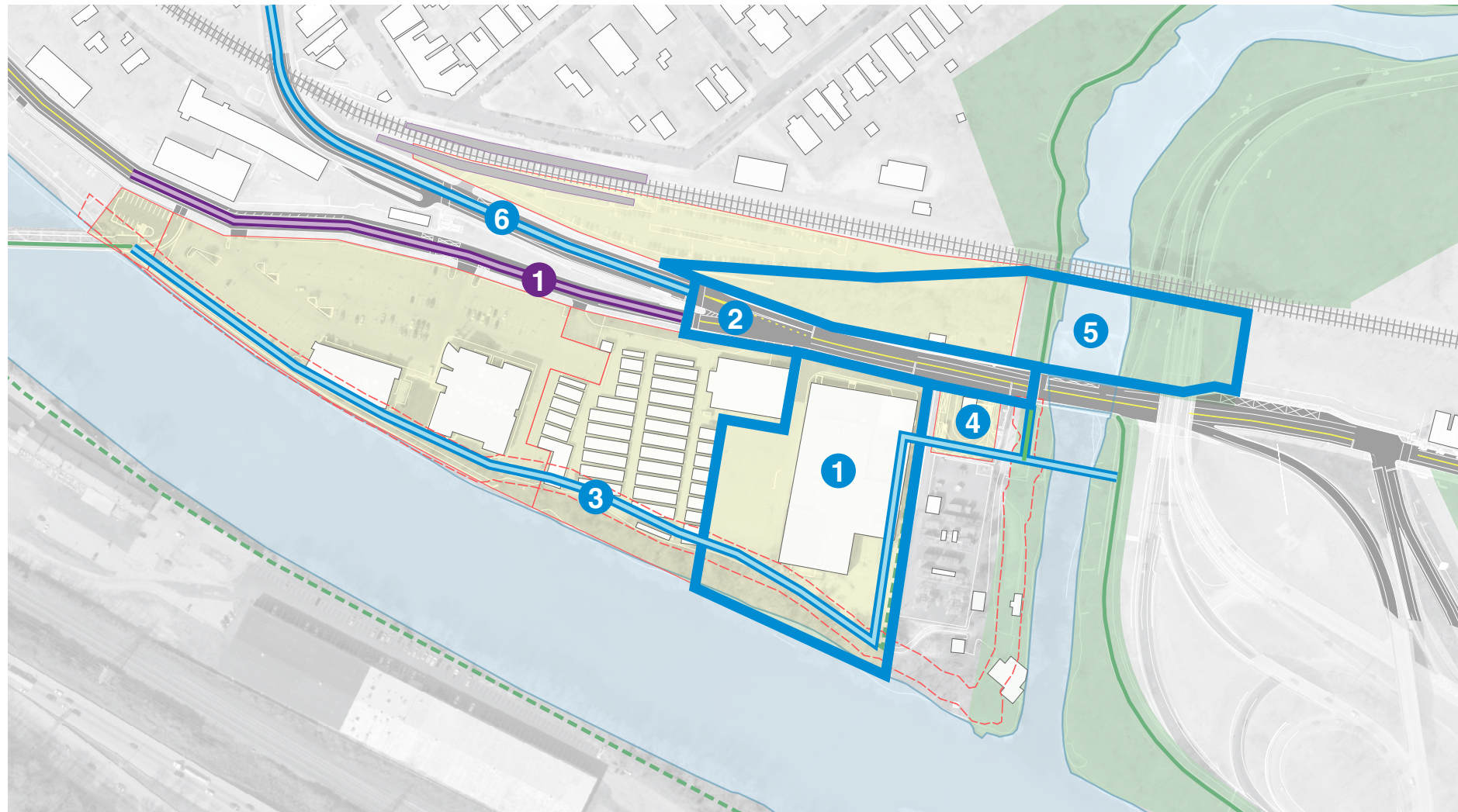


Implementation

Capital Project Plan

Support from the City, State, and SEPTA is necessary for realizing the vision at the Wissahickon Gateway. Various publicly- and privately-funded capital projects will need to be constructed in order to unlock the development potential of the area and to ensure traffic safety and efficient movement of people and vehicles. The following plan illustrates the individual capital projects necessary for the gateway to reach its full potential.

Capital Project Locator Map



Definition | Capital Project

An investment to build or maintain public infrastructure, such roads or public buildings. Capital projects are defined by their large scale and large cost relative to other investments that involve less planning and resources.

Public Projects

- 1 Wissahickon Transportation Center Expansion
- 2 Ridge Avenue Widening
- 3 Schuylkill River Trail Expansion
- 4 Schuylkill / Wissahickon Trailhead & Comfort Station
- 5 Wissahickon Valley Park Gateway Improvements
- 6 Ridge Avenue Protected Bike Lane and Pedestrian Crossing

Private Projects

- 1 Main Street Widening & Traffic Signal (pending full determination of need)

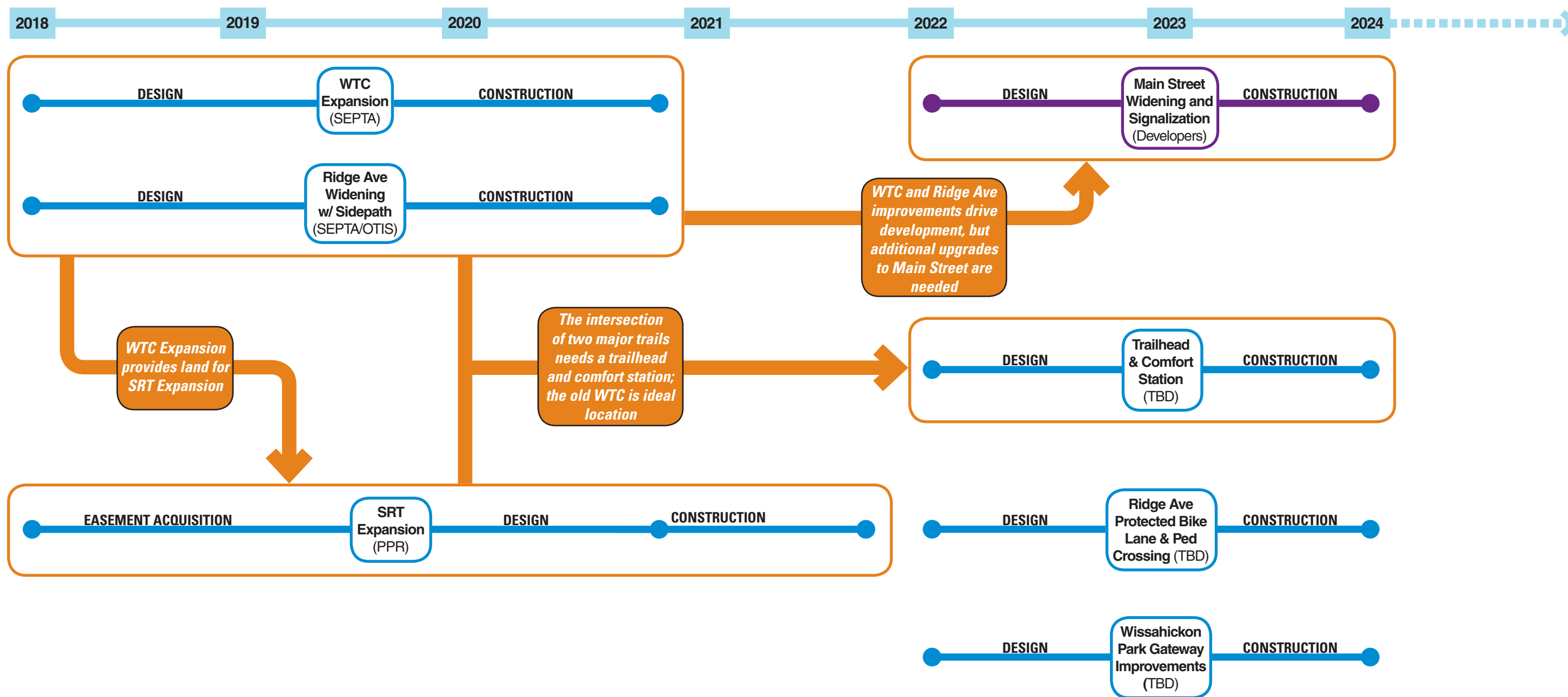
Critical Path Schedule

Full build out of the Wissahickon Gateway – according to the vision and goals established in this plan – requires a critical path schedule. The schedule is represented in the following diagram:

- Public Project**
- Private Project**
- Linked Projects**

Definition | Critical Path Schedule

A network of projects – each linked together – that will provide the City with the necessary sequence, timing, and resources for individual public and private projects.



Placeholder for cost estimate and funding matrix

Outreach Process

The public outreach process for this plan included a user survey and two public meetings.

During the month of October 2017, Planning Commission staff administered a field survey of users of the Wissahickon Gateway. The survey was also available online. A total of 486 responses were collected.

The first public meeting was held on October 30, 2017 at the Gustine Recreation Center in East Falls. 85 people attended this meeting.

The second public meeting was held on May 23, 2018 at the xxx. xx people attended this meeting.

PCPC also formed a stakeholder group for this plan, made up of representatives of community groups, city agencies, non-profits, and other interested parties. Many meetings were held regarding important decision points for the Gateway.

Project Partners

Bicycle Coalition of Greater Philadelphia
Cadence Bicycles
Central Roxborough Civic Association
Clean Air Council
Delaware Valley Regional Planning Commission
East Falls Community Council
East Falls Development Corporation
Friends of the Wissahickon
Lower Merion Township Planning Department
Manayunk Development Corporation
Manayunk Neighborhood Council
Michael Baker, International
Office of Councilman Curtis Jones, Jr.
Office of State Representative Pamela A. DeLissio
Penn Realty Group
PennDOT
Philadelphia Office of Transportation & Infrastructure Systems
Philadelphia Parks & Recreation
Philadelphia Streets Department
Roxborough Development Corporation
SEPTA
Wissahickon Interested Citizens Association



User Survey

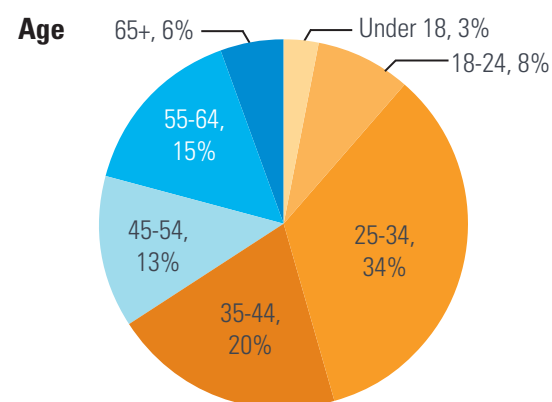
Planning Commission staff surveyed users of the Wissahickon Transportation Center, Wissahickon Train Station, Schuylkill River Trail, and the Wissahickon Valley Trail. The survey asked people how they travel through the Wissahickon Gateway area, their opinion of its current conditions, and how the area could be improved. The staff at Michael Baker International – the engineering consultant for the project – and the Clean Air Council provided valuable assistance. Participants could also take the survey online. A total of 486 responses were collected.

Who took the Survey?

25 percent of survey respondents live in the the Wissahickon Gateway’s 19128 zip code (also includes the Roxborough, Wissahickon, and Andorra neighborhoods). Another 25 percent live in the adjoining zip codes of 19119, 19127, 19129, 19131, and 19144 (Germantown, Mt. Airy, Manayunk, East Falls, Wynnefield, Parkside). Only 10% of respondents’ final destinations were in the 19128 zip code*. This is most likely due to transit riders who were on their way to work, as 23 percent indicated that they were headed to Center City or University City. King of Prussia was the most common suburban destination.

Age and gender were similar across travel modes. Ethnicity and car ownership differed by travel mode. Black respondents made up 47 percent of transit users and only 8 percent non-transit users (pedestrian, bicycle, car). White respondents comprised 45 percent of transit users and only 87 percent non-transit users. 58 percent of transit users surveyed did not own a car.

Demographics of Survey Respondents

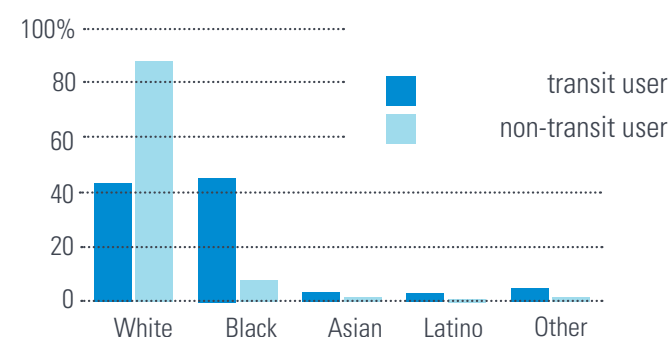


Survey Results

What makes this area unsafe?	
Speeding vehicles	203
Cyclists maneuvering through congested traffic	199
Poor visibility from buses	187
Not enough space	182
What improvements would make you feel safer?	
Protected bike lane	218
Waterfront trail	196
Widened sidewalk	163
Lighting	160
What recreational amenities would you use?*	
Bathroom	91
Water fountain	68
Rest area	17
Concession stand	12
None	30
What commercial amenities would you use?	
Coffee/Beverage	299
Bathroom	159
Convenience Food	201
Restaurant	190
None	58

*This question was only posed to trail users, who were asked to select just one amenity.

Race/Ethnicity



Public Meetings

The first of two public meetings for the Wissahickon Gateway plan took place on October 30, 2017 at Gustine Recreation Center in East Falls. The meeting attracted 85 participants from throughout the City, but the majority came from the nearby neighborhoods of Wissahickon, East Falls, Manayunk, and Roxborough.

Meeting participants gave input on how to improve the Wissahickon Gateway. Their thoughts helped to guide recommendations in the Wissahickon Gateway plan. City Planning, SEPTA, Parks and Recreation, and Michael Baker International staff facilitated feedback during an open house style meeting.

The second public meeting...

First Public Meeting Results

Choose Two (Amenities) that should be part of the new Wissahickon Transportation Center:	
Pedestrian plaza along ridge avenue	52
Specialty lighting	28
Bike parking station	25
Shops	18
Iconic signage	6
Choose two preferences for new development:	
Apartments with first floor retail	41
Office/hotel	34
Townhouses	20
Retail	18
Warehouse	3
Self-storage facilities	3

Prioritize investments for each of the following:	
Reuse of existing Wissahickon Transportation Center (Choose Two)	
Public restrooms and fountain	51
Refreshments or cafe	35
Bike share station	33
Information Center	17
Trail Improvement Options (Choose One)	
River views	35
Sitting Areas	28
Storefronts along trail	13
Gateway Treatments (Choose Two)	
Large scale landscaping	45
Unique paving and lighting	41
Public art installation	32
Iconic Signage	16