



FAIRMOUNT AVE FORWARD

A STRATEGY TO UNIFY +
BEAUTIFY FAIRMOUNT AVENUE
FROM
BROAD STREET TO THE PARK



CONTEXT

Originally dubbed “LQC Fairmount” for the urban planning principals of “Lighter Quicker Chaper,” the **Fairmount Ave Forward** report details a list of recommendations to help unify and beautify Fairmount Avenue from Broad Street to Fairmount Park. As a significant connector between the Philadelphia Museum of Art and the Avenue of the Arts with anchors like the Divine Lorraine and Eastern State Penitentiary, Fairmount Avenue is prime to become Philadelphia’s next great commercial corridor.

The recommendations detailed within this report are a result of months of community engagement. This project started in January 2016 by convening business owners, developers, architects, planners, and neighborhood groups to stroll the length of the corridor. They then brainstormed what interventions could be implemented with little red tape and limited financial investments to create a single user experience along Fairmount Avenue. Those ideas were then shared with the public online and in two public meetings.

The strategy now shifts to funding and implementation. Next to each recommendation is a community support score. This score was calculated based on feedback from public engagement days. They will be taken into consideration as the Fairmount CDC and other partners seek funding for implementation. This is a living document that will be updated as interventions are realized and new conditions present themselves. Thank you to all of the volunteers and stakeholders that have provided time, feedback and expertise to help create **Fairmount Ave Forward**.

Transportation & Infrastructure

SCORE RECOMMENDATION

15 INCREASE BICYCLE INFRASTRUCTURE

Develop unique furnishings to function as creative bike racks that enhance sense of place while serving a functional purpose. Advocate for the painting of bike lanes, and ultimately the creation of buffered lanes. Highlight connection of Fairmount Avenue to the Schuylkill River Trail.

25 IMPROVE PEDESTRIAN EXPERIENCE

Consider use of curb bumpouts to improve pedestrian safety. Use paint and or planters as a quicker / cheaper option for testing bumpout locations. Embed artistic elements into the sidewalk to unify the corridor and encourage pedestrians to continue walking beyond natural terminal points.

9 IMPROVE CONNECTION TO BROAD STREET LINE & PUBLIC TRANSIT

Through the use of various street-level assets (see below) improve connection to and perception of Broad Street Line at Fairmount Avenue as a corridor transit hub. Explore east / west bus service along Fairmount Avenue and explore adjustment to tourist bus routes to prolong duration along Fairmount Ave.

Street-Level Assets

SCORE RECOMMENDATION

3 UNIFIED FAIRMOUNT AVENUE BANNERS

Deploy the use of banners on light poles to unify the corridor. Consider working with local artists to develop design. Consider the creation of zones to further enhance pedestrians' sense of place along the corridor.

14 WAYFINDING FOR PEDESTRIAN & CYCLISTS

Develop a wayfinding system to direct pedestrians and cyclists to points of interest along with helpful information like expected time to destination. Consider use of sidewalk decals to introduce concept.

2 CREATE GATEWAYS OUT OF TRIANGLES

Use the triangle spaces at 25th & Fairmount (Bulldog Park) and Broad & Fairmount as gateways to the corridor. Consider a lighting and signage strategy. At Broad, consider how improvements connect to Broad Street Line and Ridge Avenue.

13 INSTALL STREET FURNISHINGS

Engage artists to create unique street furniture to reflect sense of place such as benches and trashcans (or graphical treatments for Big Belly trash units).

1 CREATE A MOBILE PARKLET

Design a parklet (small shared public space in a traditional parking spot) that can be placed at various locations along Fairmount Ave. Create shared space between neighborhoods and deploy strategically for special events.

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Every intervention is designed to enhance a value-oriented objective. These objectives include: Arts + Culture, Brand + Identity, Social Sustainability, Economic Vibrancy & Environmental Stewardship.

23 GET CREATIVE WITH LIGHTING

Identify low-cost lighting interventions to illuminate pedestrian areas and enhance sense of place. Consider seasonal lighting schemes to keep corridor fresh and exciting. Use up lighting to highlight interesting facades.

3 FACADE IMPROVEMENT SEMINARS

Encourage commercial property owners to improve facades by sharing information about the city's Storefront Improvement Program.

Landscaping & Vegetation

SCORE RECOMMENDATION

22 IMPROVE TREE CANOPY

Identify key stretches of Fairmount Avenue to improve tree canopy. Create tree guards that incorporate art and bike infrastructure to protect canopy / unify corridor.

8 USE PLANTERS TO UNIFY & BEAUTIFY

Add custom planters to strategic corners along Fairmount Avenue to create a sense of continuity.

3 IDENTIFY GREEN WALLS

Work with commercial property owners to identify public-facing walls suitable for green wall installations. Use series of installations to highlight the connection to Fairmount Park.

4 HOST "PLANT YOUR SIDEWALK" SEMINARS

Engage both commercial and residential property owners to attend "Plant Your Sidewalk" seminars to gain the necessary skills to create and maintain beautiful vegetation along their properties.

Maintenance & Programming

SCORE RECOMMENDATION

7 ACTIVATE UNDERUTILIZED SPACE WITH POP-UP EVENTS

Focusing primarily east of Corinthian Avenue, identify areas for pop-up programs such as temporary retail, small events, beer gardens, etc. Work with community and businesses to determine appropriate programming.

5 EXPAND FESTIVALS EASTWARD ON FAIRMOUNT AVENUE

Expand events, such as the Fairmount Avenue Arts Crawl, to reach points further east along Fairmount Avenue. Identify large-scale events to draw attention between Broad & Corinthian.

4 CONNECT LOCAL GROUPS TO MAINTENANCE PLANS

As maintenance requirements increase (i.e. planters) work with local groups to identify employment opportunities / unique partnerships to create multiple levels of financial and social benefit.

3 ADVOCATE FOR APPROPRIATE ZONING

Work with registered community organizations and other neighborhood stakeholders to advocate for zoning policies that encourage first-floor commercial use.

For project updates or to get involved:
www.fairmountcdc.org

