

WHAT IF YOU COULD  
RECLAIM CONCRETE  
FOR YOUR COMMUNITY?



PEDESTRIAN PLAZA  
PROGRAM



CITY OF PHILADELPHIA  
LIFE • LIBERTY • AND YOU™

# PEDESTRIAN PLAZA PROGRAM GUIDELINES

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# PEDESTRIAN PLAZA PROGRAM GUIDELINES

## RECLAIMING CONCRETE FOR COMMUNITIES

Philadelphia is home to vibrant neighborhoods whose residents enjoy a mix of retail and recreational amenities. These neighborhoods are reinforced by strong pedestrian amenities: neighborhoods where it is easier and more enjoyable to walk are lively and livable communities. In many of the city's neighborhoods small street segments that create unnecessary turning movement or break up the grid, making it harder for Philadelphians to walk around their city. The City of Philadelphia will review applications for new Pedestrian Plazas from community groups and non-profits and then work with selected applicants to implement the Plazas by performing installation and awarding grants for furnishings and maintenance.



Pedestrian Plazas in San Francisco: Before and After

## PEDESTRIAN PLAZAS PROGRAM

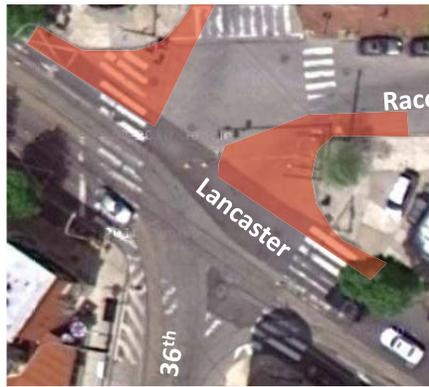
Pedestrian Plazas provide the public the chance to sit and enjoy the city's busy street life. This program will make our streets safer for pedestrians and drivers alike by converting underutilized street segments into public space. Working with the community the City will paint over these underutilized segments and allow the community to install benches, tables, chairs, bike parking and some limited landscaping turning them into Pedestrian Plazas. Such spaces will be designed both to meet the City's safety guide lines and to provide a pleasing addition to the urban environment. Applicants who wish to create pedestrian plazas should be prepared to identify a space, produce a concept for the space, including potential furnishing elements and likely uses, collect written support from local stakeholders, and be prepared to provide maintenance of the space after construction according to the requirements stated in this application.

## LOCATION

The City of Philadelphia is looking to place the Pedestrian Plazas in neighborhoods with strong community organizations, healthy retail environment and underutilized road space. The City will consider plazas that utilize

- Intersections with excess roadway space or redundant turning areas
- Road segments that do not play an integral part in circulation, such as streets that cut diagonally across the traditional grid
- Areas where adjacent streets have a posted speed limit of 25MPH or less
- Nearby commercial activity or other uses that generate significant volumes of pedestrian activity
- Local organizations with interest, willingness, and capacity to invest in the long-term maintenance of the space

Below are intersections that may be well suited for inclusion in the demonstration program. This list is for informational purposes only. The City of Philadelphia encourages applications for intersections or street segments not on this list.



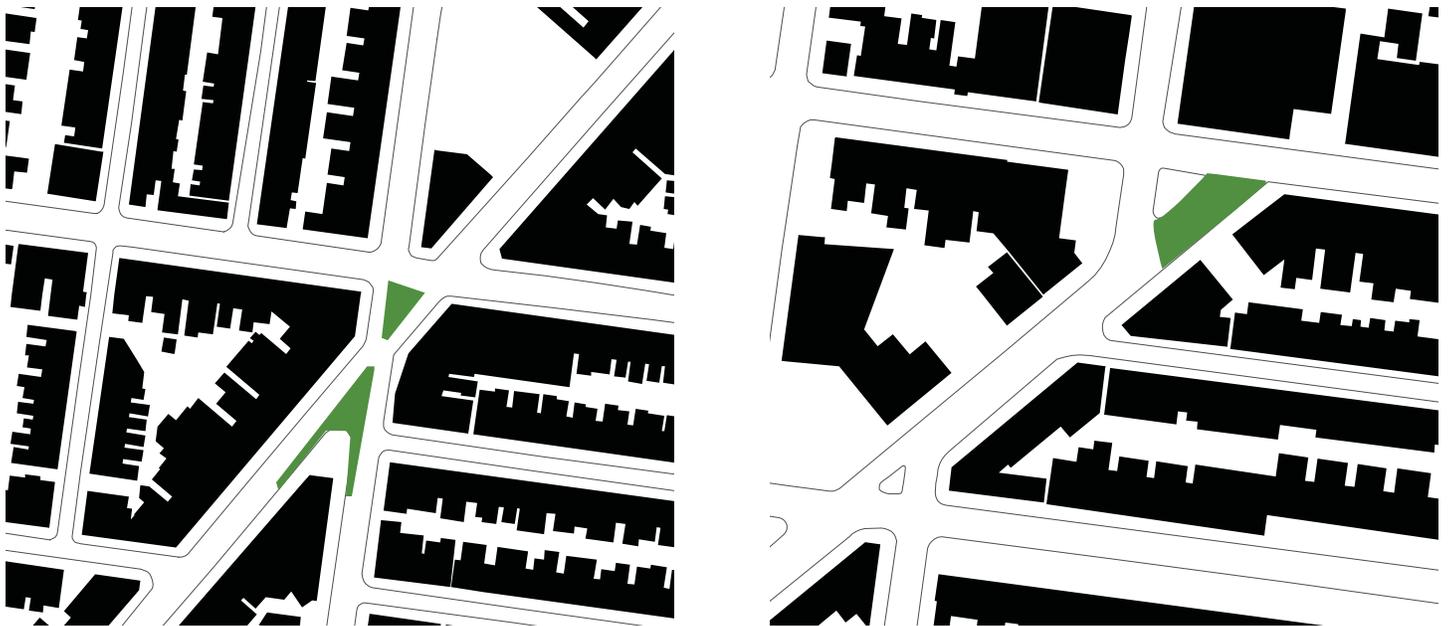
## APPLICANT RESPONSIBILITIES

Thriving public spaces receive care and attention from the communities around them. Applicants that show significant planning and community support went in to the design and development of their proposal are more likely to be selected for inclusion in the Pedestrian Plaza program. Selected applicants will be required to sign a License and Operating Agreement (see sample on page 17). The applicant will be responsible for the insurance, maintenance and programming of the space and will work closely the City of Philadelphia to manage the implementation of the plaza. The applicant will also be responsible for maintaining Workers Compensation and General Liability insurance covering their employees and operations as required under

the Agreement. They will also be responsible for ensuring that the community at large has the opportunity to learn about and participate in the design of the Pedestrian Plaza.

Eligible applicants will be local community organizations, Community Development Corporations (CDCs) or Business Improvement Districts (BIDs) who oversee, manage or work in the area where the Pedestrian Plaza is proposed. Smaller community organizations who will not be able to meet the maintenance and funding requirements may partner with outside organizations.

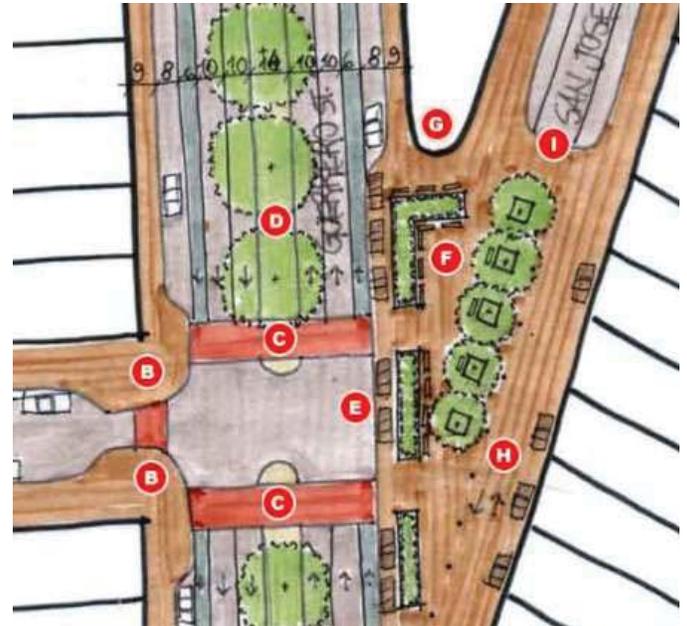
**Conceptual Design** – Pedestrian Plaza location and designs should contribute positively to the urban environment and promote the safety of its users. Applicants are encouraged to explore methods of designing Pedestrian Plazas that are unique additions to their immediate neighborhood and draw upon the contributions of local artisans. If selected, applicants will work with the Streets Department to develop the final design for painting the road and ensuring that their proposals comply with the Streets Department’s safety and materials regulations. Designs which requires significant construction or alteration of the roadway will not be considered. Successful applicants will submit a proposed location with visual aids, including photographs. Applicants can also provide aerial image with the approximate boundaries delineated.



Sample designs for street segment painting

Successful applicants will also submit a list of proposed elements and estimated quantity there-of. This may include objects to buffer the space, such as planters, boulders or other objects of sufficient weight and size. Other elements may include but not be limited to seating features, (including chairs, tables and benches), umbrellas, bike racks and sculptural elements. A complete list of possible and suggested furnishings is provided on Page 9. All elements of concept must be removeable and should not necessitate the construction or re-engineering of curbs, tree beds, etc. While permanent installations may be a long-term goal of the applicant, the purpose of this program is to re-purpose roadway space for pedestrian use in a way that is efficient, low-cost, and minimally invasive. In developing the conceptual design, communities should consider a variety of questions such as;

- What balance of open space, seating, and other elements make sense for the location?
- Does the site concept match up to local capacity to care for and maintain the space?
- Are there local businesses or artisans that might be willing to contribute something unique (outdoor furniture, sculpture or other public art, floral arrangements, bike racks, etc.)?
- Is the space flexible? Can it adapt to different seasons, age groups, residents and passersby?



**Maintenance Plan** – Applicants will develop a maintenance plan that will serve as the basis for an ongoing maintenance agreement. The plan must delineate entities responsible for, and frequency of

- Watering and replacing of any planted features
- Sweeping and cleaning of space
- Securing or storing of moveable furniture
- Securing or storing of any other portable design element
- Shoveling paths for pedestrians in case of snow.

Strong maintenance plans will delineate measurable results as well as staff and funding required for its implementation. Existing volunteer organizations and adjacent businesses can play a role in maintenance plans, but must demonstrate ability to perform the duties described. The Applicant will also be responsible for maintaining Workers Compensation and General Liability insurance covering their employees and operations as required under the Agreement. In cases where applicants lack financial resources to commit to ongoing maintenance, limited City funding may be available.

**Programming** – The City of Philadelphia encourages applicants to plan for cultural and community programming of the Pedestrian plaza. Programming may include art/craft fairs, farmers markets, limited sponsorship events, holiday celebrations, temporary art installations, and music and dancing. All programming of the site must comply with relevant City regulations. Applicants may propose revenue generating programming but any revenue generated shall be used solely for the management, operation, and maintenance of the plaza. Such programming will be required to abide by all relevant City regulations. Strong programming plans will describe program elements and display knowledge of what regulations they must

comply with. Your community might want to consider the following questions:

- Would your community want activities to be a permanent or temporary element?
- Different activities can cater to users of different age groups and backgrounds
- Is there an existing community activity (weekly farmers' markets, for example), that might be a good fit for the plaza?



- Does your space even need programming to make it successful?
- Can your community provide adequate maintenance and security for the activities

**Community Outreach** – For an initial application, applicants must submit documented evidence of support from adjacent business owners and meeting minutes or other documentation demonstrating that the application was addressed at one or more regularly scheduled community meetings. Applicants may also submit petitions with signatures from the residents and businesses that are in support of the planned pedestrian plaza. Furthermore applicants with community listservs are welcome to disseminate notice of the application in this manner, and may submit documentation illustrating community response. If selected, applicants will be required to complete or submit the following:

- Letters of support from District Councilperson and any local community organizations and business associations
- Hosting one or more public meetings wherein City staff will explain the implementation process, receive input, and address community questions and concerns

## CITY OF PHILADELPHIA RESPONSIBILITIES

The City of Philadelphia will review all proposals and work with the winning applicants to finalize the designs, maintenance, and programming as well as the community outreach sessions. The City will

- Develop the final design for and paint the road segment's conversion into a Pedestrian Plaza.
- Make sure all maintenance and funding plans comply with City regulations and direction and provide the project manager technical assistance.

- Support each application through a grant of approximately \$25,000 to fund the applicant organization's proposal. Limited additional funding may be available on an as needed and as available basis.

## DETAILED REVIEW OF APPLICATION PROCESS

### Application Requirements

- Identified location and supporting photos
- Letters of support from abutting property owner(s)
- Maintenance and Funding Plan
- Site Concept (proposed furnishing and other elements)
- IRS Form 990 (if applicant is incorporated)

### Selected Application Supplementary Requirements

- Letters from council and community organizations
- Documentation of ability to insure the Plaza.
- A signed Licensing and Operating Agreement
- Participation in City-led public meeting to gather final input

Applicants are encouraged to submit their applications electronically by emailing Ariel Ben-Amos ([ariel.ben-amos@phila.gov](mailto:ariel.ben-amos@phila.gov)) and they shall also submit five (5) paper copies to

Ariel Ben-Amos Mayor's Office of Transportation and Utilities  
Municipal Services Building, Suite 1430  
1401 JFK Blvd.  
Philadelphia, PA 19102

**Applications are due COB OCT 3<sup>rd</sup>.** The City of Philadelphia will then review applications. The City will contact up to five applicants.

# PEDESTRIAN PLAZA SAMPLE FURNISHINGS LIST

The following are examples of acceptable furnishings and decorative elements that applicants may wish to consider for incorporation into the site concept for their plaza applications. They are illustrative examples only, and are in no way an endorsement of particular designers, manufacturers, colors, or placements. The City of Philadelphia encourages Pedestrian Plaza applicants to be creative and practical as we work together to create a safer and more attractive streetscape in our city.

## Planters

Planters are a way to incorporate vegetative and floral elements into Plaza spaces without costly reconstruction and landscaping. Planter should be

- Sufficient heavy to serve as an effective buffer between pedestrians and automobiles
- Sufficient large to create a sense of enclosure in the space
- Durable and resistant to weather, changes in temperature, and rust



## Boulders & Sculptural

Buffers Planters are not the only way to delineate Plaza spaces. Sculpted or natural boulders, limbs, and other natural or found objects can combine with other elements to create effective and attractive buffers. Buffers should be

- Resistant to weather
- Serve multiple purposes, such as planting beds and seating, as seen on the left



## Public Seating

Public seating is a major component of most public spaces. Communities should

- Choose tables and chairs that are light enough to reconfigure
- Consider providing extra seating for nearby cafes and shops can help business, but it is important that seating remain available to all
- Does your organization have capacity to secure or store tables and chairs at night? Consider adjacent businesses as potential partners
- Consider how much seating is appropriate? What types (upright & reclining chairs? High-top or low-top tables?) are appropriate for the location?



## Umbrellas & shade

For plazas in streets and intersections with low or no tree canopy, providing shade is crucial for health and comfort. Communities should consider

- Are standalone umbrellas better than umbrellas attached to tables?
- How many can reasonably fit in the space your community has selected?
- Does your organization have capacity to secure or store umbrellas at night? Could adjacent businesses be potential partners?

## APPLICATION PROCESS OVERVIEW

### PROPOSAL BRIEFINGS: AUGUST 10th, 24th, 31st

The City of Philadelphia will host mandatory informational briefings for interested community groups in the Municipal Services Building, room 1450 on one of the following dates and times:

August 10th - 10AM

August 24th - 6PM

August 31st - 10 AM

### DEADLINE: OCTOBER 3rd @ 5PM

Proposals must be submitted by October 3, 2011. Applicants must submit an initial application with the following components, described in detail on pages 4-5:

- Candidate location with visual aids
- Concept for space, including proposed furnishings
- Maintenance & Funding plan
- Preliminary documentation of community support as described
- IRS Form 990 (if applicant is incorporated)
- Proof of general liability insurance coverage for plaza, minimum \$1 Mil.

### REVIEW PERIOD: OCTOBER - NOVEMBER

By early November, the City will select up to five proposals for final approval.

### DEVELOPMENT PERIOD: NOVEMBER - MARCH

The City will provide technical support throughout the development period. By the end of the development period, **selected applicants** will be required to complete and provide the following:

- Letter of support from district councilpersons
- Letter of support or other indication of support from adjacent property owners
- Letter of support, meeting minutes, or survey results indicating support from local community organizations
- A Certificate of Insurance evidencing Workers Compensation, with statutory limits and General Liability with a \$1,000,000 each occurrence limit, naming the City of Philadelphia, its officers, employees and agents as additional insureds as required by the Agreement
- Signed insurance agreement with the City of Philadelphia

By the end date of the development period, The **City** will complete the following:

- The City will convene one (1) public meeting in the project area to discuss the project, receive community input, and explain the implementation and maintenance processes
- The Streets Dept will approve a final design for the project
- Provide a maintenance agreement for selected applicants who have submitted all necessary documentation

### IMPLEMENTATION PERIOD: SPRING 2012

The City of Philadelphia expects to begin implementing the Pedestrian Plaza demonstration project during late Spring of 2012.