



# Broad, Germantown, and Erie Improvement Project *Public Engagement Results*

September - October 2020



Updated: 11/3/2020

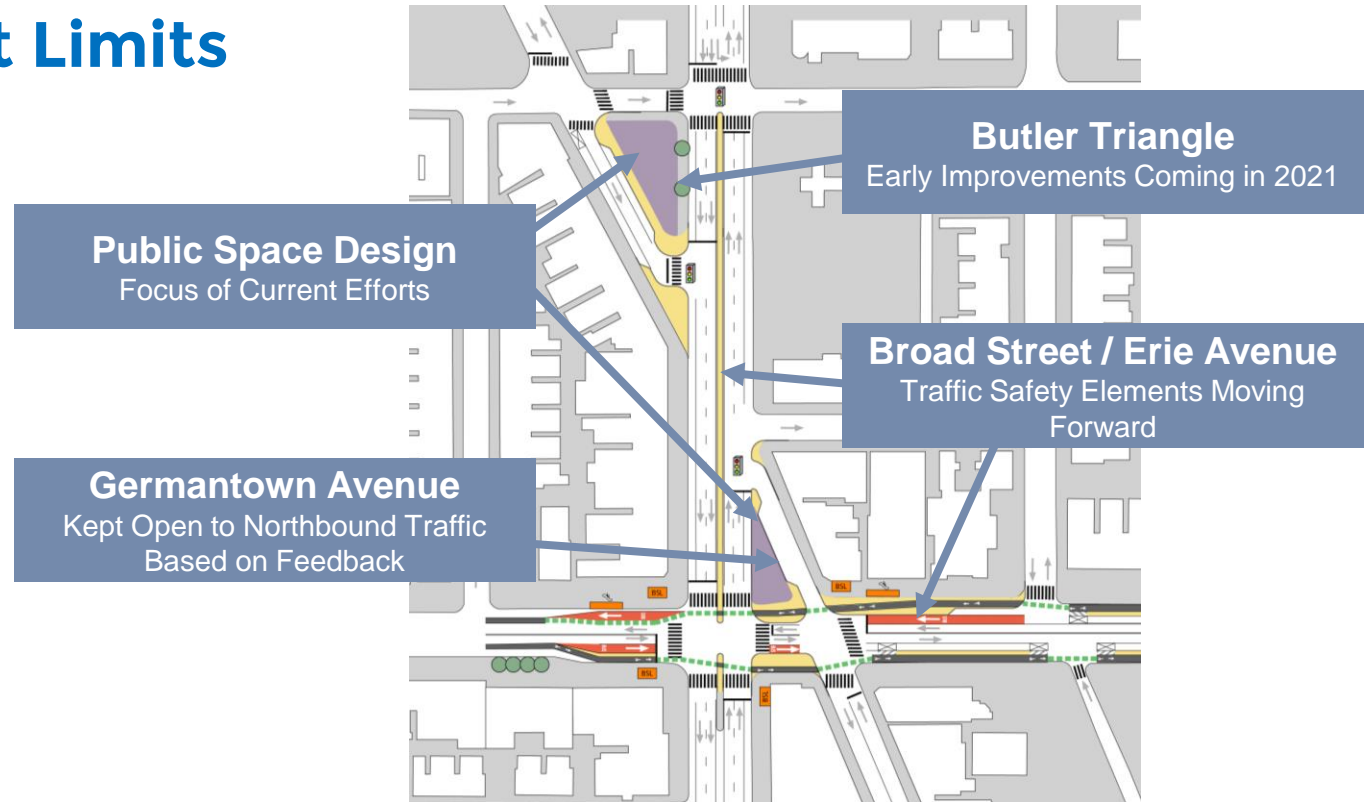


## Project Overview

Formed in 2017, the Broad, Germantown, and Erie (BGE) Task Force is a joint effort between City departments & neighborhood organizations. **The goals are to:**

- Make the intersection safer for pedestrians
- Create jobs and support businesses
- Improve and create new public spaces
- Honor local history and culture

# Project Limits





# Public Participation Process



# Co-Designing Outreach Plan

**Ongoing** meetings with stakeholders  
from May 2020 – present

**Language Access** survey and outreach  
materials were in English, Spanish, alt-text  
Bilingual staff at some in-person survey days



## Survey

From September 22, 2020 through October 20, 2020, the BGE Task Force asked for feedback in an online survey asking residents, neighborhood stakeholders, and SEPTA riders to the two triangles, streets, & sidewalks.



## In-Person & Virtual Outreach (Sept-Oct 2020)

- 2 days of in-person surveying
- 2 locations: Broad & Erie and food distribution at the Lenfest Center
- 2 days of in-person outreach to businesses
- 6 neighborhood meetings attended, reaching
- 75 meeting attendees (estimated)





## Newsletters & Emails

The survey was promoted in City and community newsletters and email lists:

- ***Nicetown-Tioga Improvement Team***
- ***Upper North Neighbors Association***
- ***Jumpstart Tioga***
- ***Senator Street's Office***
- ***Phila2035 North District email list***
- ***Broad, Germantown, Erie email list***

***Thank you*** to the groups who helped get the word out!

The City of Philadelphia would like to hear from you about three design ideas for the BGE intersection and public space. If you live, work, shop, or take SEPTA near BGE, please share your ideas for improvements you want to see to the two triangles, streets, and sidewalks. Take a moment to provide feedback on this important project in North Philadelphia.

**Today is the deadline to complete the survey. It is available until 11:59pm**

Learn more about the project and complete the survey  
<https://storymaps.arcgis.com/stories/63de6e75c9f740cabcf9fb3f0160d263>

You can also watch this video to learn more and fill out the survey at the end!  
<https://www.loom.com/share/8262821074cc481b9d275cb83e3456f6>

We still have time to have an impact on this process! Please share this information with your network. Your voice is essential! You will also find this information on our website and social media platforms using the links below.

Upper North Neighbors Association

[Click here](#) to visit our website

[Click here](#) to visit our Instagram

[Click here](#) to visit our Facebook





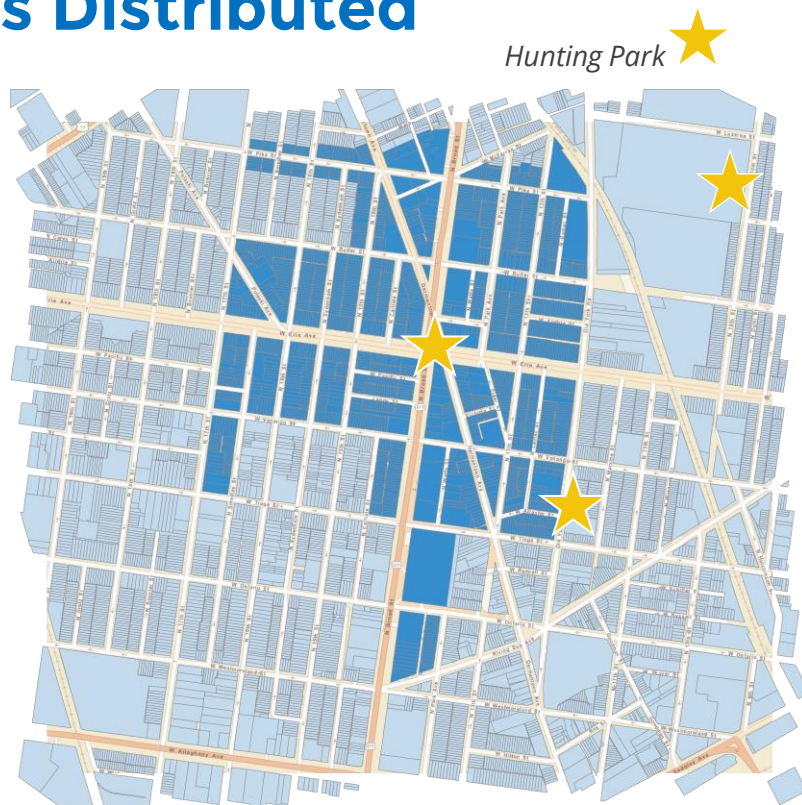
# Postcards Mailed & Flyers Distributed

**1200** Postcards to near neighbors

**1600** Flyers with QR codes\* distributed @  
**5** Events, and during in-person outreach

\*QR code was added after first 600 flyers were distributed

★ = locations flyers were distributed





## Correspondence

**6** Emails

**6** Texts

**4** Voicemails

**31K** Social Media Impressions (OTIS only)





# Online Outreach

- 1 Blog Post
- 1 Webpage (phila.gov/bge)
- 1 Landing page with intro, survey, and video
- 616 Video views

(All except video are in English and Spanish)





# Social Media



**City of Philadelphia** @PhiladelphiaGov · Oct 1

Do you live, work, or take @SEPTAPHILLY near the Broad, Germantown and Erie intersection? We want to know what upgrades you want to see to the two triangles, streets, and sidewalks! Learn more and fill out the survey [#BGEproject](#)



Take the survey: Choose your preferred improvements for Broad, Germa...  
The City is requesting feedback about three design ideas for the Broad, Germantown and Erie (BGE) intersection.  
[phila.gov](#)



**MetroPhilly** @MetroPhilly

Broad and Erie to get major redesign



Broad and Erie to get major redesign - Metro Philadelphia  
A key hub for business and transit in North Philadelphia is going to be transformed, and residents have a chance to weigh in on the design. Officials ...  
[philly.metro.us](#)





## Media & Press

### 3 Media Mentions

- **1** Spanish publication  
(print, web)
- **2** English publications  
(print, web)






## Survey



**767** survey responses

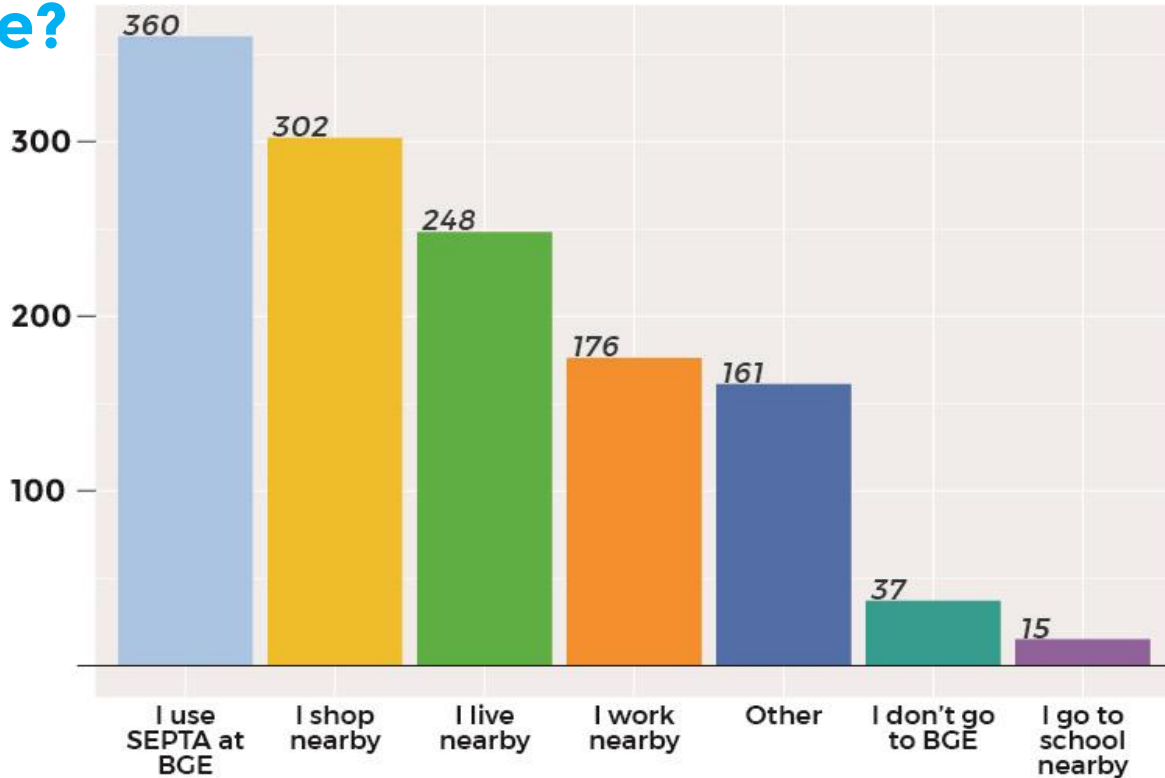


# Survey Questions & Results

# Why do you come to Broad Germantown and Erie?

*(Respondents checked all that applied)*

1. I use SEPTA
2. I shop nearby
3. I live nearby
4. I work nearby
5. Other
6. I don't go there
7. I go to school nearby



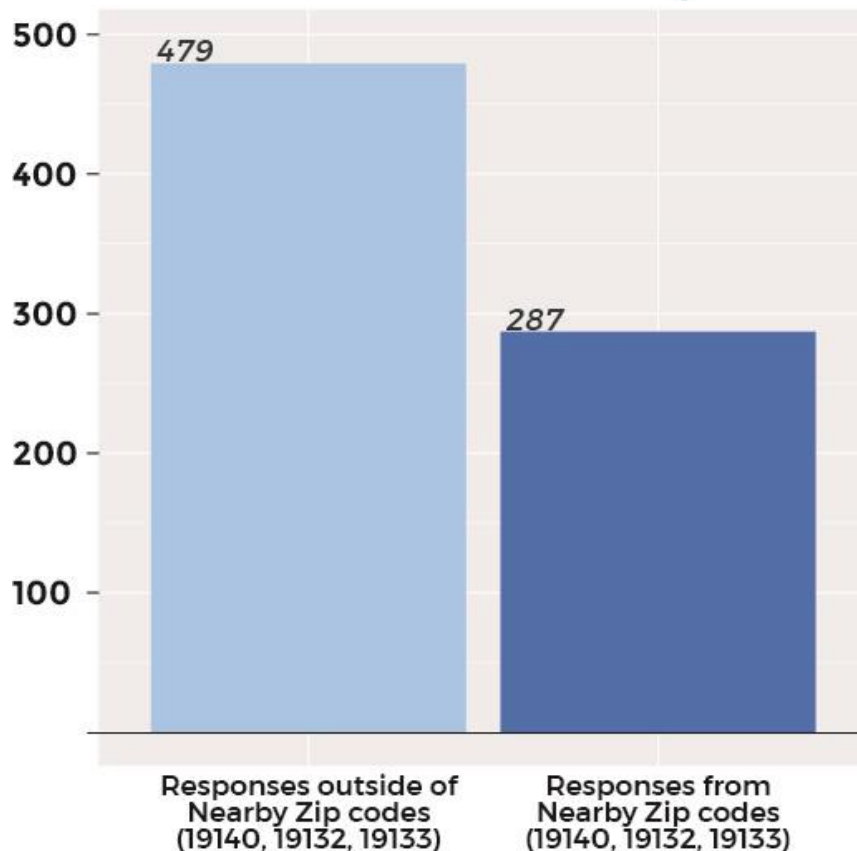


# Responses by Geography

**37% of the survey respondents are from the 3 nearby zip codes**

*3 Zip codes considered nearby Zip codes:*

- 19140
- 19132
- 19133

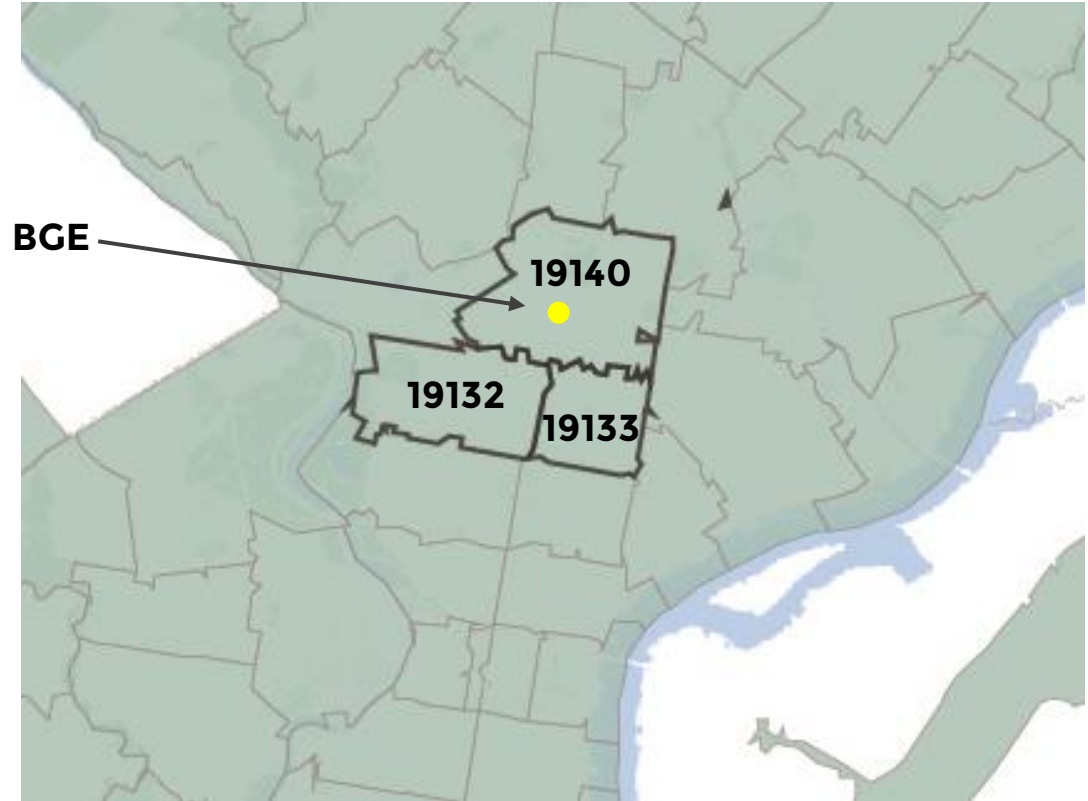


# Nearby Zip Code Map

***3 zip codes considered nearby  
zip codes:***

***North of ~ Lehigh Avenue***

- 19140
- 19132
- 19133



# Design Inspiration

# Inspiration Topic #1 – Literature



FREE LIBRARY



BLACK AND NOBEL



# Inspiration Topic #1 – Literature

DESIGN 1: LITERATURE



BROAD ST AND BUTLER ST



SHADE  
STRUCTURE



TREE GRATES



SEAT WALL



SCULPTURAL  
SEATING



BOOK SHARE  
KIOSK



LIGHTING

DESIGN 1: LITERATURE



BROAD ST AND ERIE AVE



PERENNIALS



LIGHTING



SHADE  
STRUCTURE



FIXED SEATING



TREE GRATES



TEXT IN PAVING

## Inspiration Topic #2 – Motion



23 TROLLEY ON GERMANTOWN AVE



DOUBLE-DECKER BUS, CIRCA 1940



# Inspiration Topic #2 – Motion



# Inspiration Topic #3 – Music



STRAND



GREAT NORTHERN THEATRE



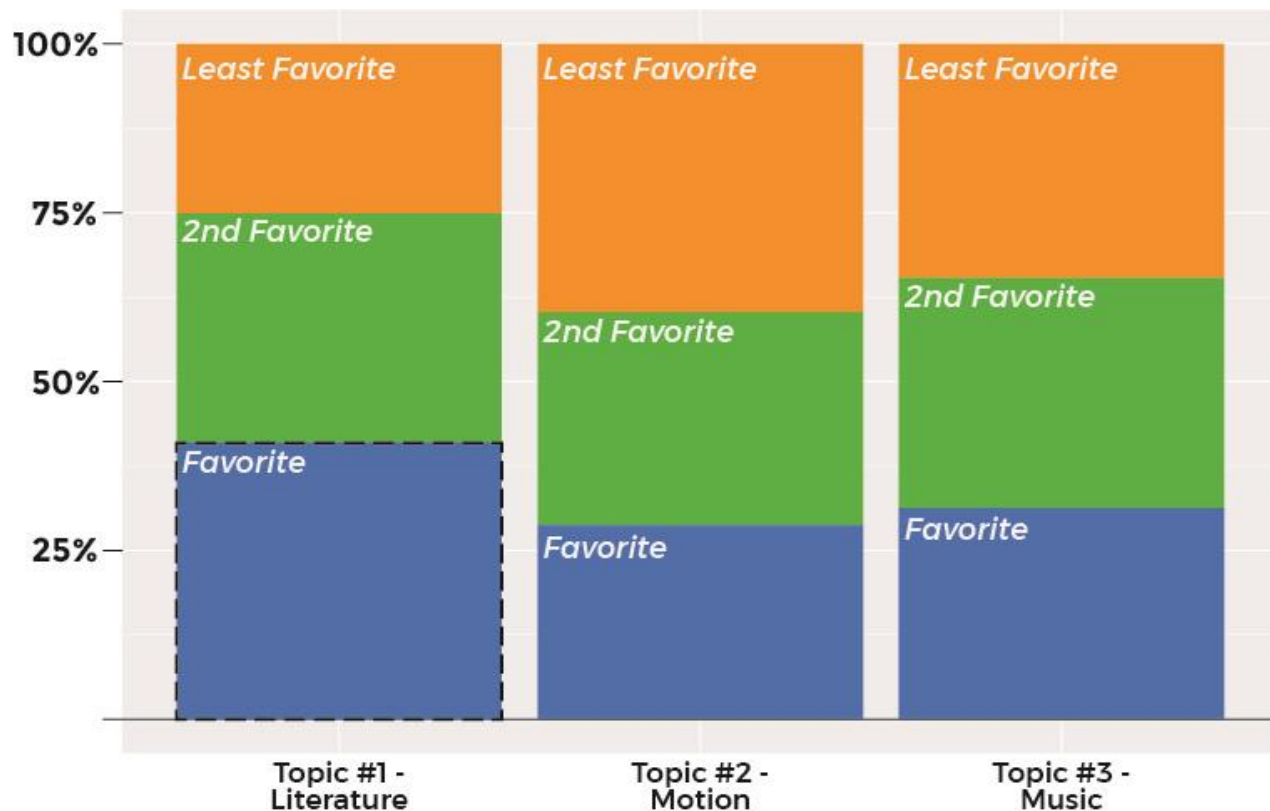
# Inspiration Topic #3 – Music



# Design Inspiration

## KEY FINDINGS:

*Literature was the preferred inspiration for both general responses and nearby Zip code responses*



# Rank these Plaza Layouts



Circles



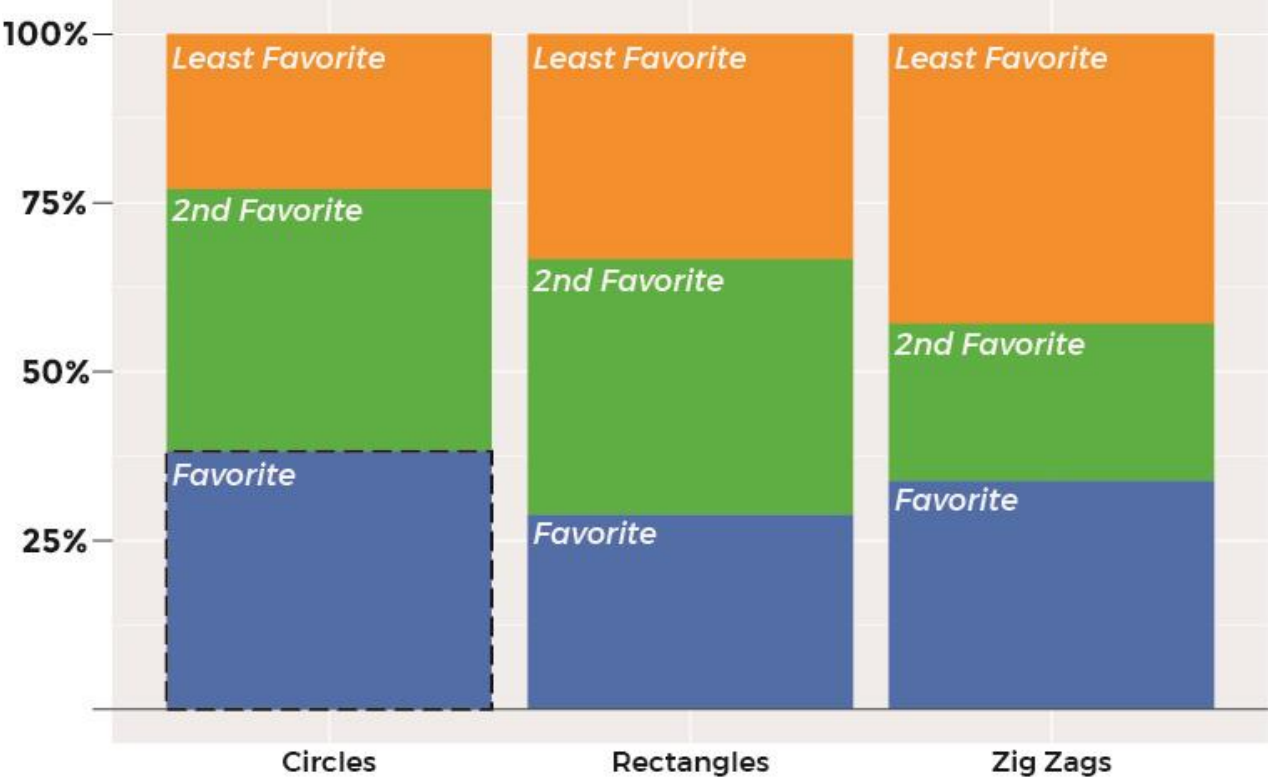
Rectangles



Zig Zag

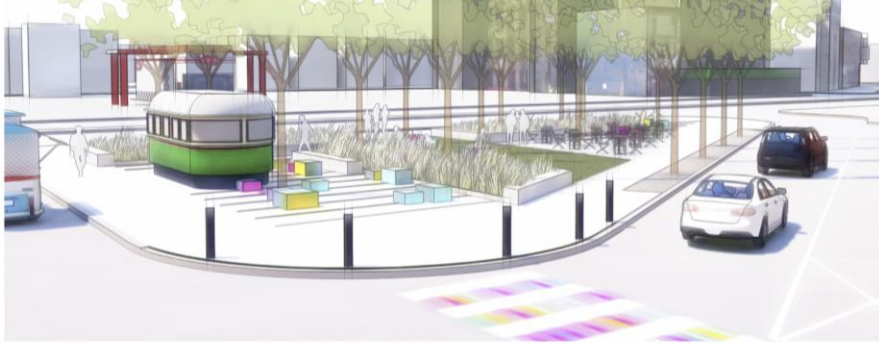
# Plaza Layouts

**KEY FINDINGS:**  
*The circle design was the preferred layout for all responses and by nearby Zip code responses.*





# Parking or more space for trees?



**More Space for Trees**



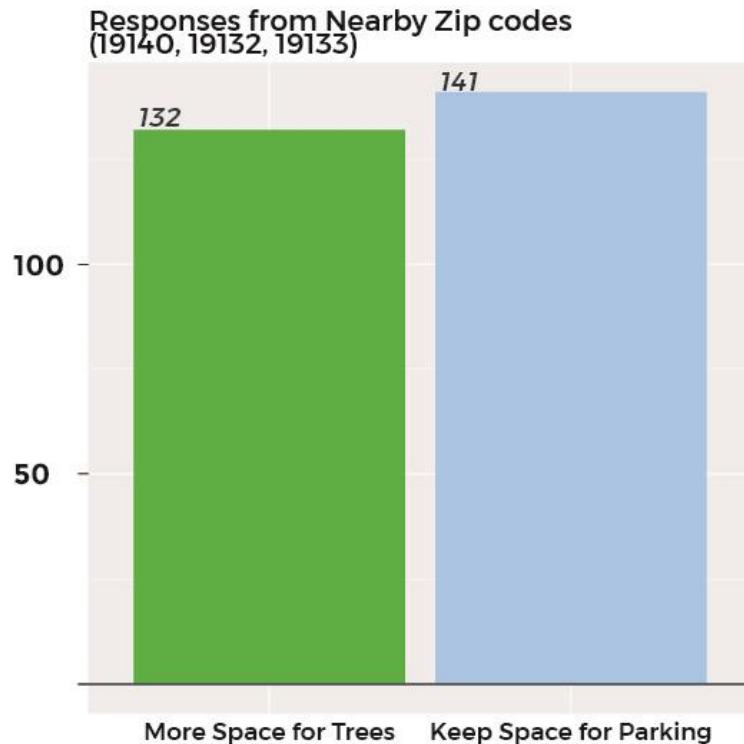
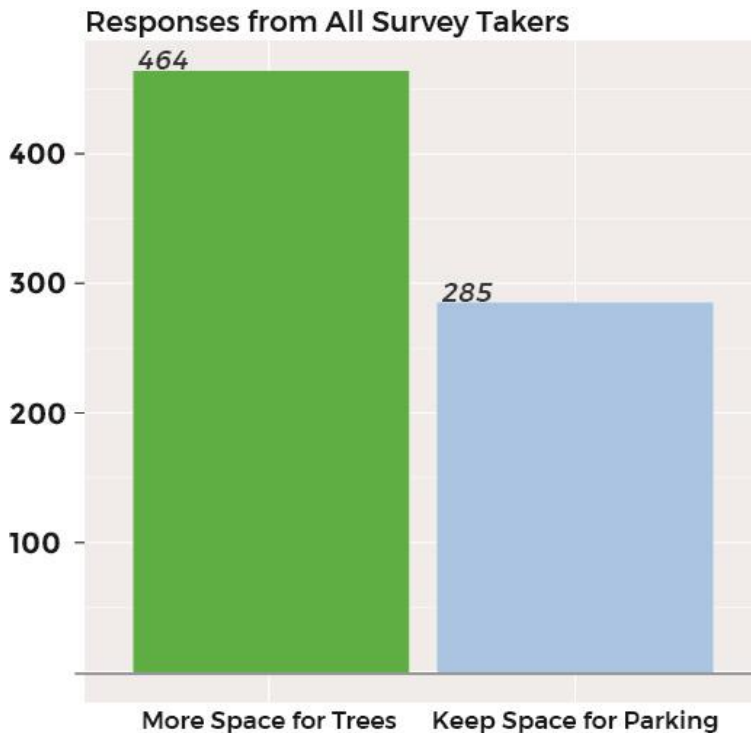
**Keep Space for Parking**

# Parking or more space for trees?

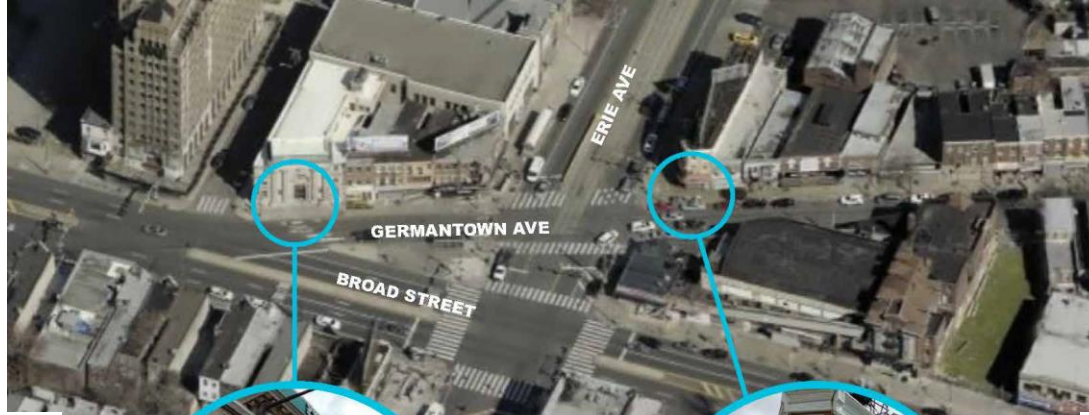
## KEY FINDINGS:

**More space for trees preferred by all survey takers.**

**Keeping the parking spaces was slightly more popular for nearby zip codes**



# Where would you prefer the Route 23 Bus Stop?



Near Citizen's Bank  
on Germantown Ave



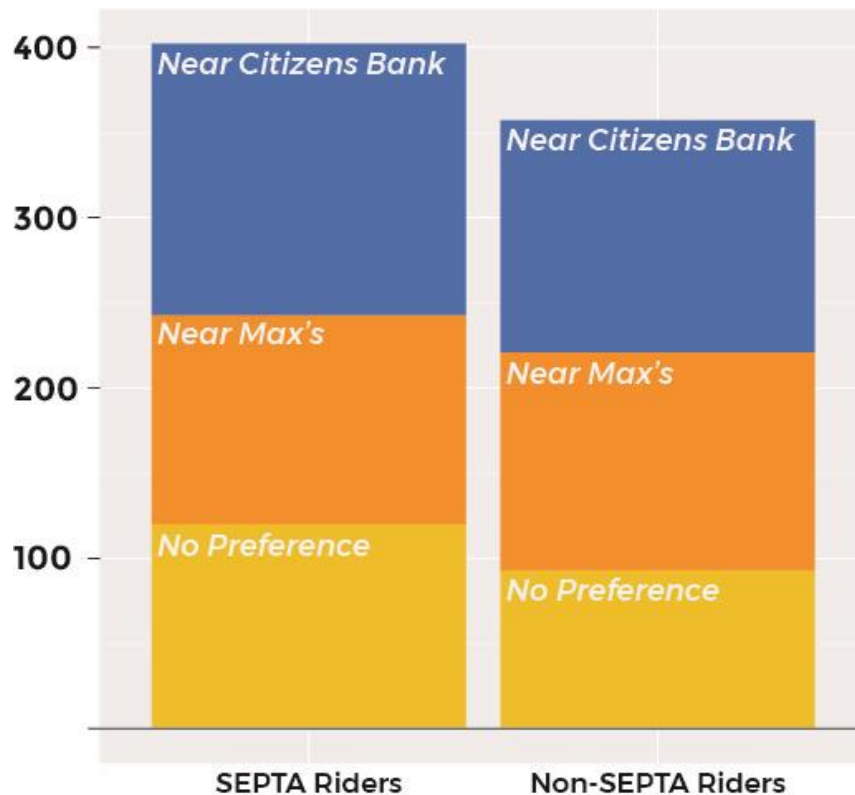
Near Max's on  
Germantown Ave  
(existing location)



# Route 23 Bus Stop Location

## KEY FINDINGS:

*No clear preference for Route 23 bus stop location.*





# Rank these Special Features



Lawn



Stage



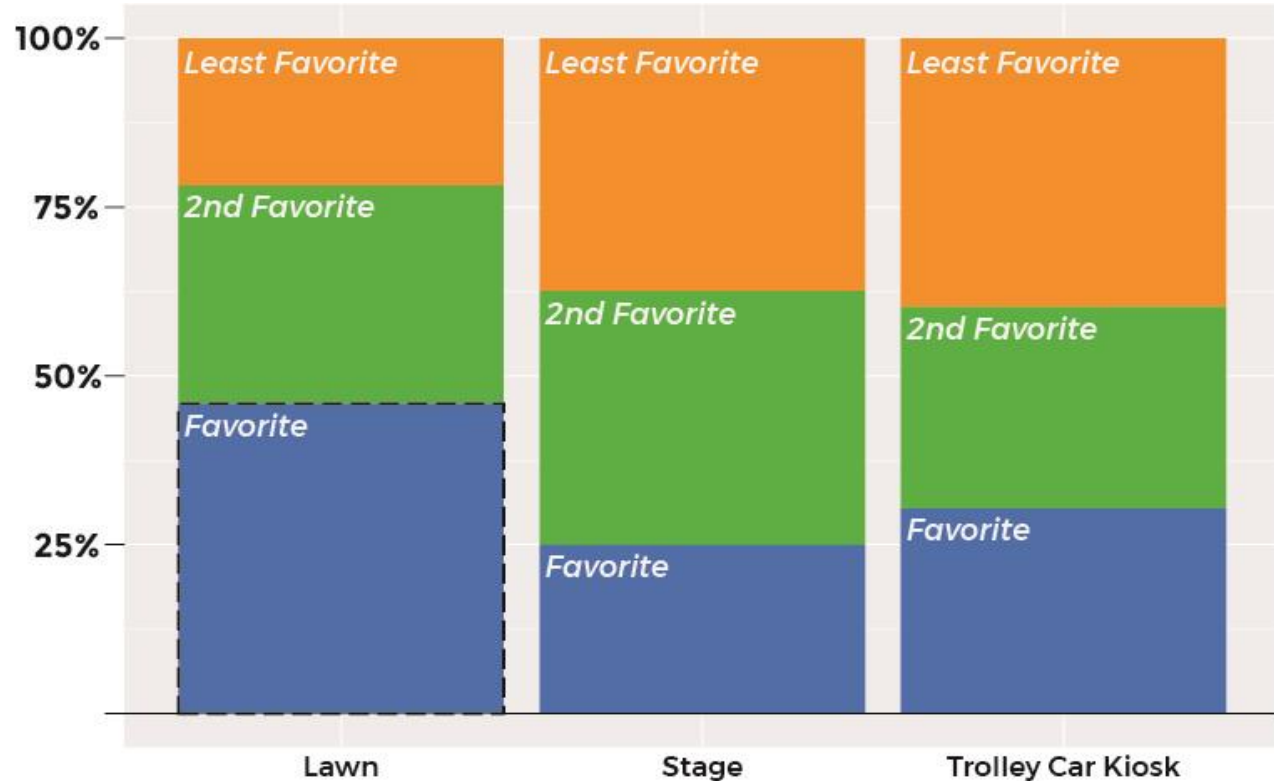
Trolley Car Kiosk

# Special Features

## KEY FINDINGS:

*Lawn is the clear favorite special feature option*

*Both the Stage and trolley car kiosk were ranked equally as least favorite*



# Which do you prefer to provide shade?



Combination of shade  
structure and trees



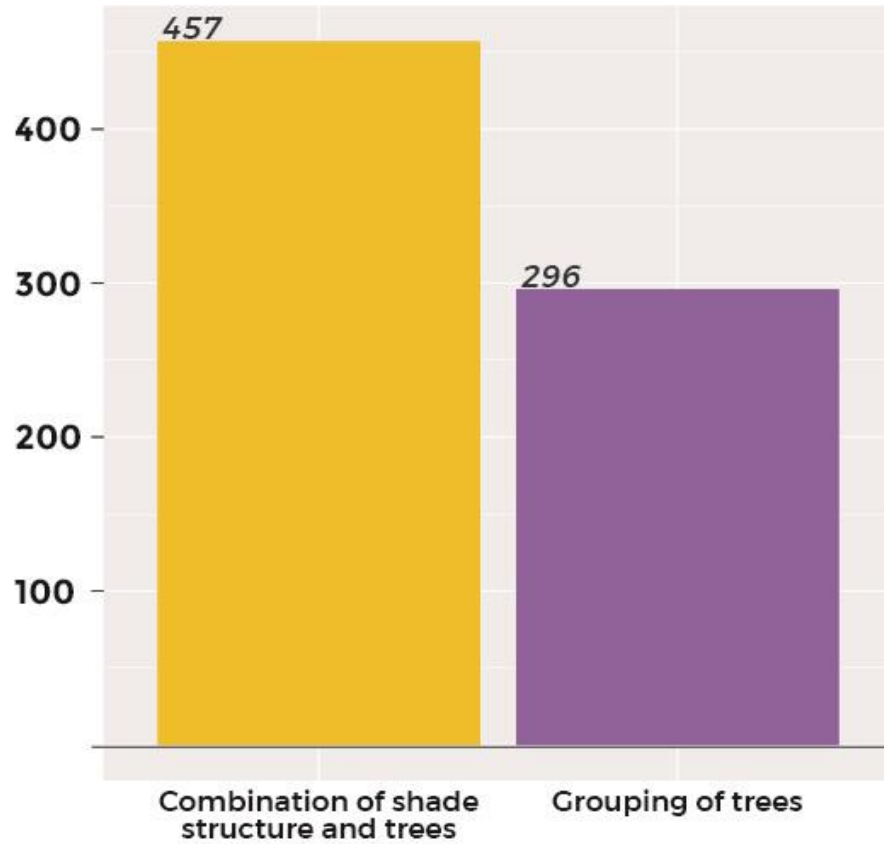
Grouping of Trees

# Shade Preference

## KEY FINDINGS:

*Preference for combination of shade structure **AND** trees.*

*Results were the same for nearby zip codes and all responses.*





# Rank these Lighting Options



Sculptural Light  
Poles



String Lights

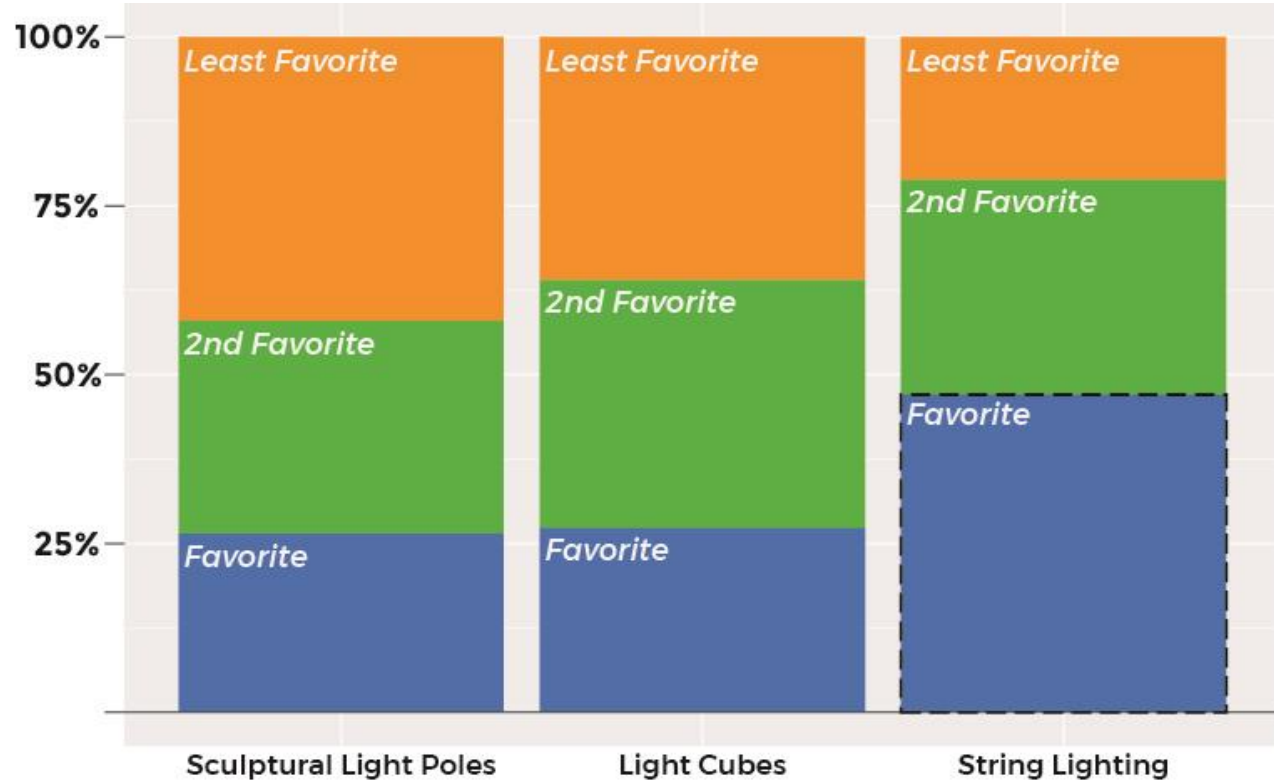


Light Cubes

# Lighting Options

## KEY FINDINGS:

***String lighting** was the favorite for both all responses and responses from nearby zip codes*



# Rank these Seating Options



Bistro



Fixed



High Top

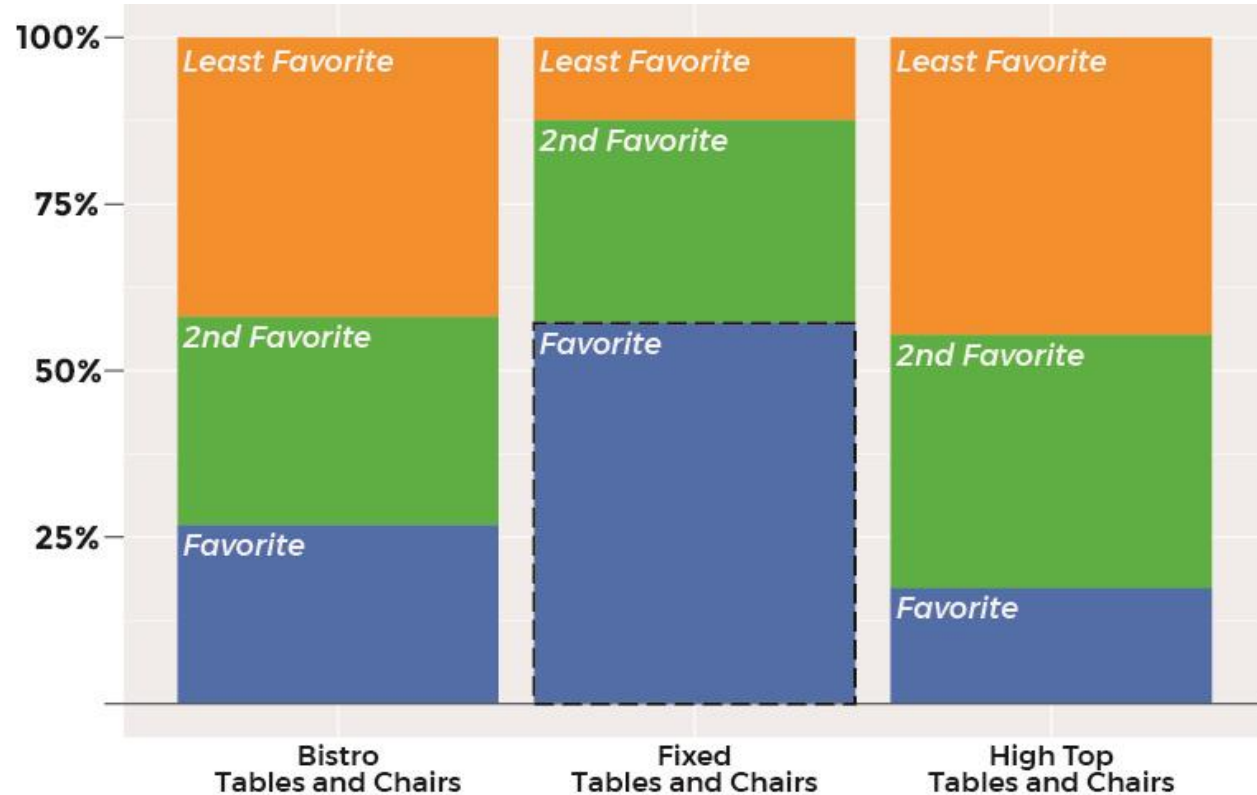
# Seating Options

## KEY FINDINGS:

***Fixed Tables and Chairs were the favorite***

***Bistro and high-top tables and chairs were equally ranked as least favorite.***

***These results were the same for all responses and responses from nearby zip codes.***





# Do you prefer either of these Other Seating Elements?



Sculptural seating



Movable seats on tracks

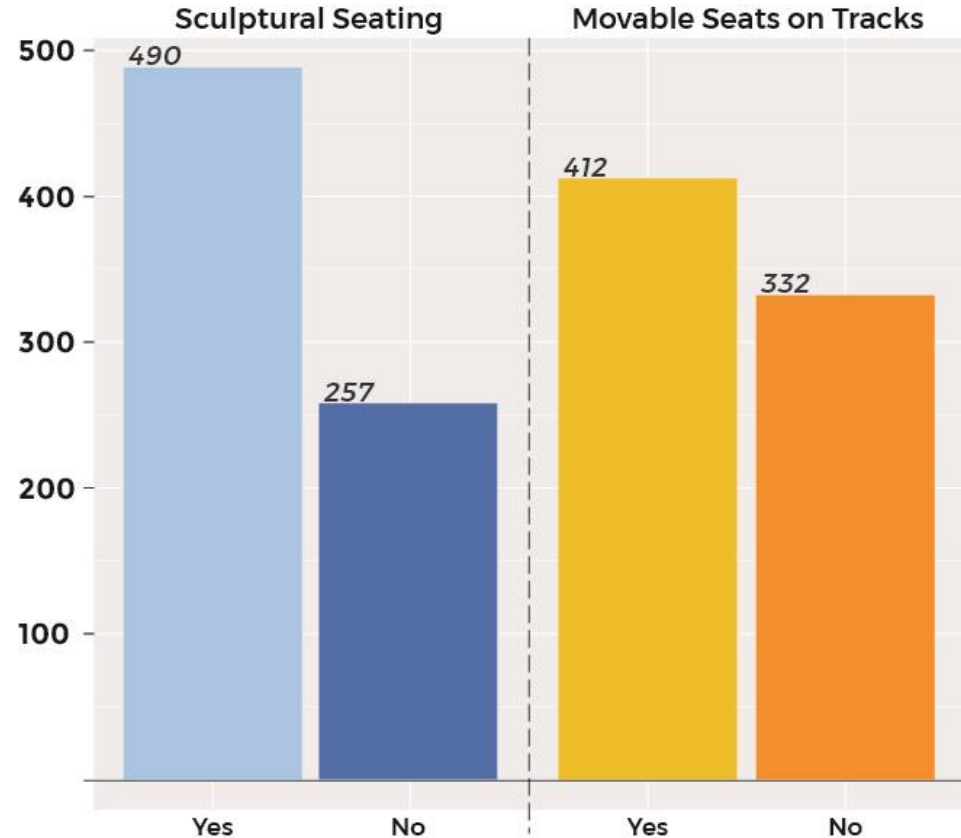
# Other Seating Elements

## KEY FINDINGS:

*Majority would like to have **sculptural seating**, among all survey respondents and nearby zipcodes.*

*Slim majority of all survey takers would like to have **movable seats on tracks** on tracks.*

*For nearby zip codes, slim majority would **not** like to have **movable seats on tracks**.*



# Which Color Palette do you prefer?



Bright Colors



Soft Colors

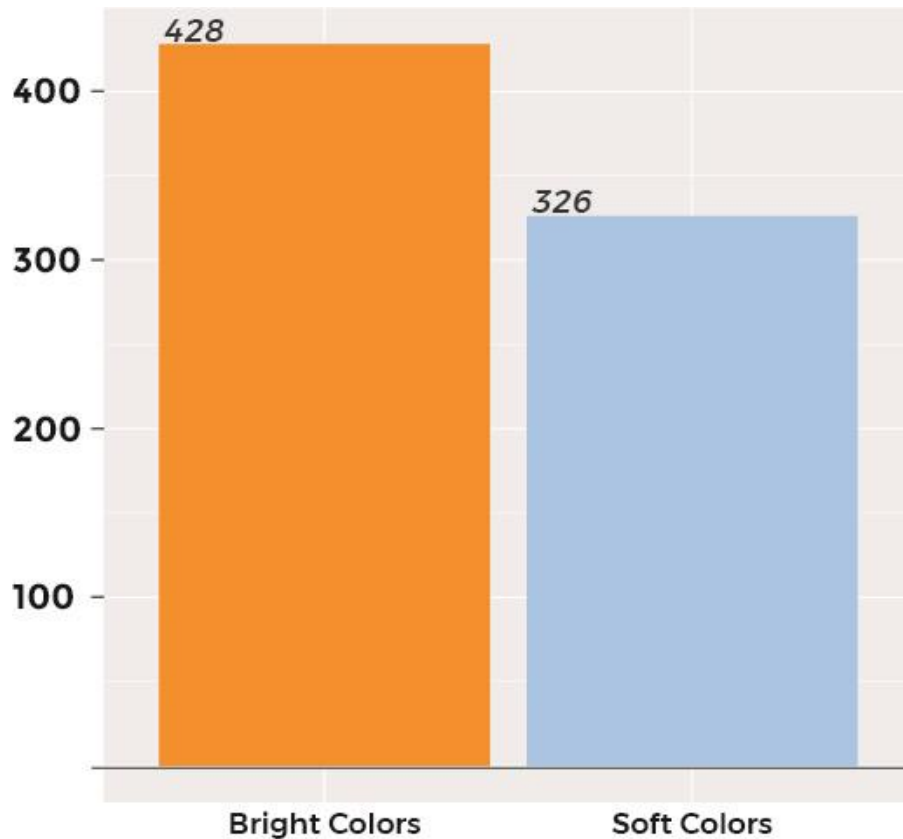


# Color Palette

## KEY FINDINGS:

*Strong preference for **bright** colors*

*Same among all respondents  
and nearby zip code responses*





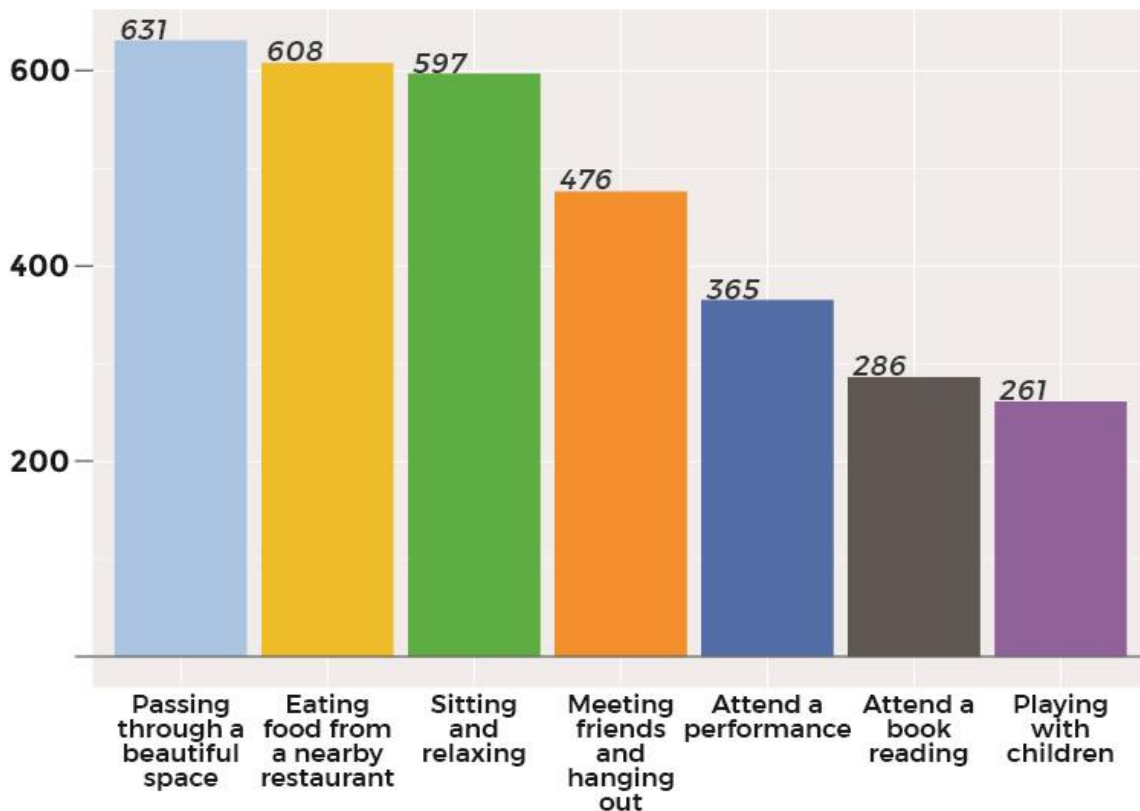
## How would you use these spaces?

- ☐ Passing through a beautiful space
- ☐ Eating food from nearby restaurants
- ☐ Sitting and relaxing
- ☐ Meeting friends and hanging out
- ☐ Attend a performance
- ☐ Attend a book reading
- ☐ Playing with children

# Using the Space

## KEY FINDINGS:

- *Most uses are well liked*
- *Less “yes” for playing with children & book reading, could be because not everyone has kids*
- *Did not ask people if they have kids*
- *Performances not as popular as passive activities*
- *Preferences the same for all respondents and nearby Zip codes*



# How often would you like Germantown Ave to temporarily close between Erie Avenue and Broad Street for special events?

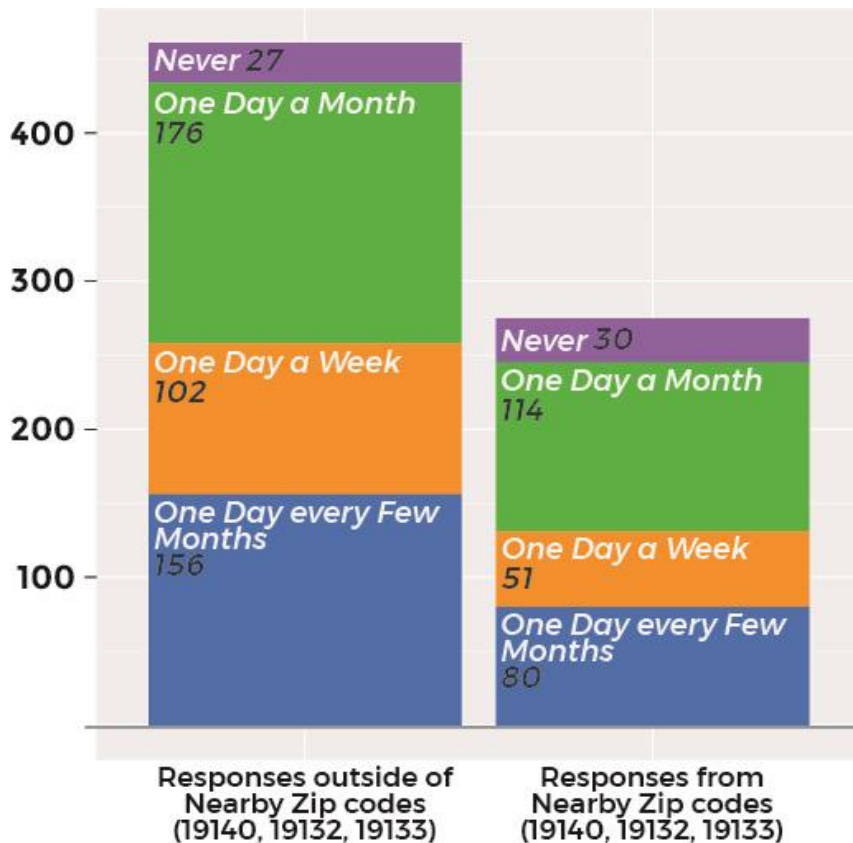
- ☐ One day a week
- ☐ One day a month
- ☐ One day every few months
- ☐ Never



# Closing Germantown Ave

## KEY FINDINGS:

- *One day a month and one day every few months are the most popular*
- *Nearby zip code responses: Slightly more “never” answers, most would like to see it closed at least one day a month.*



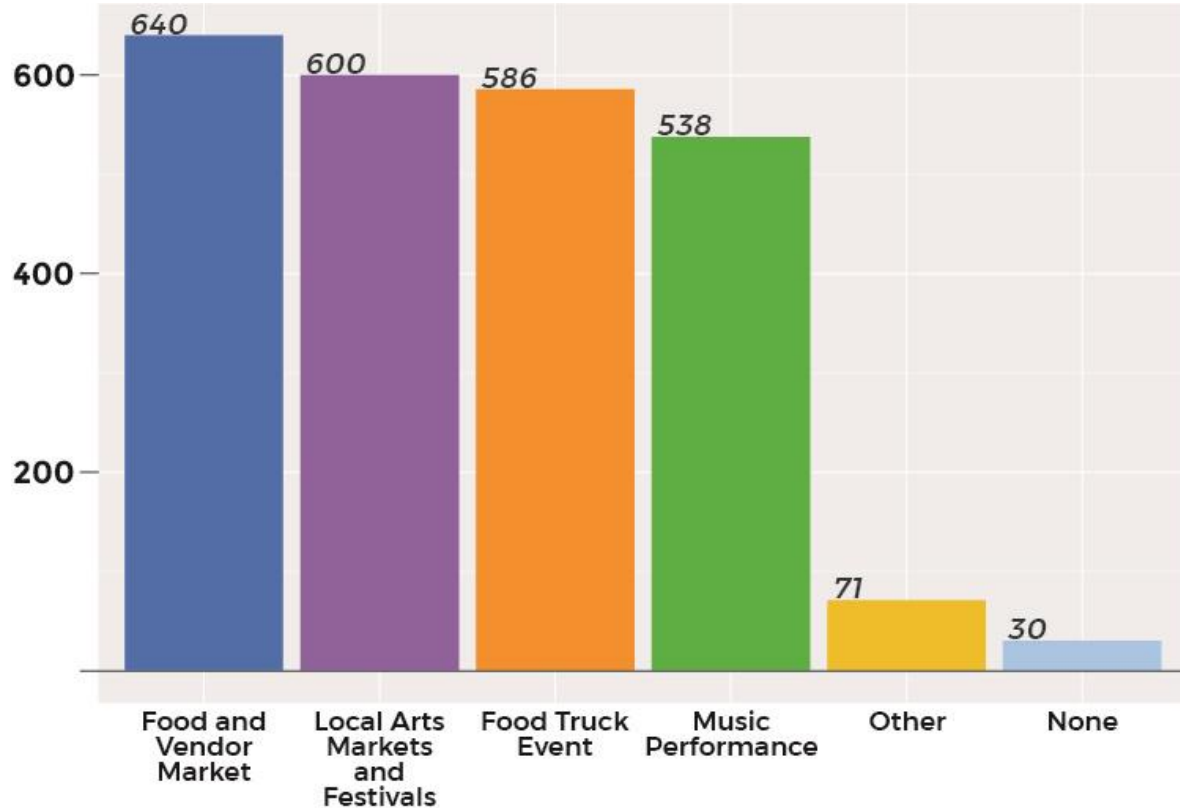
**If Germantown Ave could be temporarily closed for events between Erie Ave and Broad St, which of the following events would you be interested in attending?**

- ☐ Food and Vendor Market
- ☐ Music Performance
- ☐ Food Truck Event
- ☐ Local Arts Markets and Festivals
- ☐ None
- ☐ Other

# Activities if Germantown Avenue is closed

## KEY FINDINGS:

- *All options were popular*
- *Preferences the same for all respondents and nearby zip codes*



# Qualitative Results

## General Support

- **62** comments advocating for different options in the survey
- **42** comments of **overall support**
- **10** comments advocating for **trees** specifically
- **4** comments on having **intergenerational space**
- **4** comments saying “**do it already!**”
- **2** comments complimenting **process**

*“I lived around this area for over 50. I am excited to see N.Philly being recognized. I know whatever design is chosen it will be a joy for everyone.”*

*“I can't wait for this project to finally break ground!”*

# Qualitative Results

## Concerns or Issues Raised

- **130** comments about **maintenance and security**
- **14** comments about **traffic calming**
- **10** comments about **gentrification**
- **5** comments about **ADA accessibility & senior-friendly design**
- **4** comments about **noise**
- **No direct concerns about process**

*"A high level of safety to the area so that the community can have a wonderful experience!!"*

*"Trash clean up and regular maintenance! You can make a beautiful design but if it is not maintained, it doesn't matter."*

*"Protect people in the public space from distracted drivers."*

*"It is my hope that this space is inclusive and respects those in the community without gentrifying the area. Please give us the opportunity and resources we rightfully deserve in our communities without pushing us out! "*





# Qualitative Results

## Additional Ideas and Thoughts

- **8** requests for incorporation of **local art** or **murals**
- **6** requests for **WIFI** and/or **charging stations**
- **4** requests for a **community information board/local art display**
- **6** requests for **bright lighting**
- **4** requests for **lighting to be soft/gentle/down-lit/up-lit**
- **3** requests for a “**Welcome to Broad & Erie**” sign

# Qualitative Results

Additional Ideas and Thoughts

- **27** new suggestions for programming!

*Food  
eating  
contests*

*Fashion  
Shows*

*Health  
Fair*

*Events  
for  
Children*

*Senior  
Days!*

*Farmers  
Market*

*"Friends of the  
Ave" committee  
that assists with  
events & planning*

*Dance  
Contests*

*Motivational  
Speakers*

*Events with  
elected  
officials*

*Book  
Fair*

*Jazz/Oldies  
Music*

*Gospel*

*Knitting  
or  
Crochet  
Classes*



# Next Steps

## Summary & Take Away

**6 meetings** with 5 RCOs & Civic Associations

**767 survey responses** across 2 languages

**1600** flyers distributed with phone, text, and online feedback options

### What we heard:

- Preference for **literature** for the theme and **circles** for the layout
- **Lawn, fixed seating,** and **string lights** were preferred features
- Preference for **bright colors** and a combination of **shade structure and trees**
- **More space for trees** preferred by all survey takers, **more space for parking** slightly more preferred by survey takers in nearby zip codes.
- Close Germantown Ave. between Broad & Erie **once a month** or **once every few months.**
- **Maintenance** and **security** are crucial

## Follow-Up

- Revise the design of the triangles based on feedback from the survey
- Share the new proposed design with the community for final revisions
- Implement temporary improvements in 2021 and facilitate further engagement and testing of features
- Construct the project in 2022 through 2023





# Follow project online

Web: [phila.gov/bge](http://phila.gov/bge)  
Twitter: [#bgeproject](https://twitter.com/bgeproject)  
Facebook: [#bgeproject](https://facebook.com/bgeproject)



# Ask us questions

Email: **bge@phila.gov**  
Phone/Text: **215-436-9886**



# Thank you!