

VISION ZERO

CITY OF PHILADELPHIA

ZERO TRAFFIC DEATHS BY 2030

BROAD STREET MEDIAN & CORRIDOR SAFETY PROJECT

PROJECT SUMMARY



North Broad Street is a Vision Zero High Injury Network street, with a high number of driver and pedestrian crashes. The City of Philadelphia received federal funding to install Vision Zero raised medians from Girard Avenue to Cecil B Moore Avenue. Pedestrians on this section of North Broad are involved in only 6% of the crashes but account for 50% of the people killed or seriously injured from traffic crashes.

This Vision Zero project will:

- Install raised concrete medians from Girard Avenue to Cecil B Moore Avenue
- Create pedestrian refuges at intersections

See back of this document for more information about raised medians.

WHY TRAFFIC SAFETY IS IMPORTANT ON BROAD STREET

Every year, there are over 10,000 reported crashes in Philadelphia, **killing 100 people and seriously injuring 250 more.**



CRASHES ON BROAD STREET

On Broad between 2014 to 2018, there were **148 reported crashes**, resulting in:

111 People with minor or moderate injuries



8 People with severe injuries



Traffic deaths and serious injuries are preventable and unacceptable.

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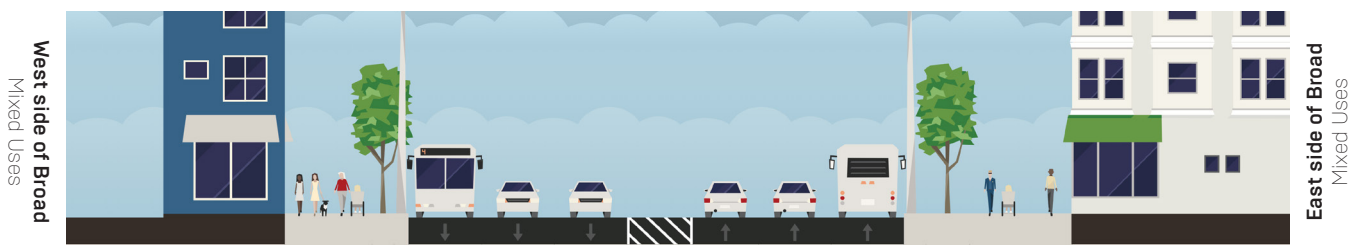
PROJECT SAFETY GOALS

The primary goal of this project is to make Broad Street safe for neighbors walking, biking, and driving. Raised medians can reduce pedestrian crashes by 46%.

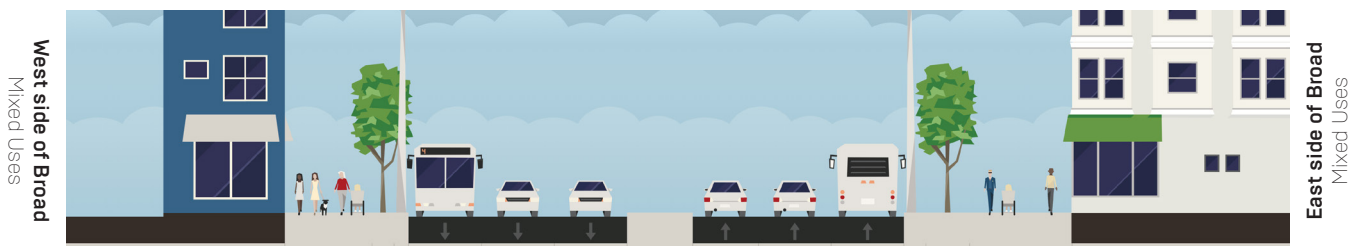
This project will make Broad Street safer and comfortable by:

- Slow turning speeds on to North Broad Street
- Improve driver visibility of crosswalk
- Creating a protected space for pedestrian crossings
- Ease crossing for slower pedestrians
- Reduce risky behaviors such as u-turns and weaving
- Create defined left turn locations at intersections and business driveways

EXISTING CONDITIONS



FUTURE IMPROVEMENTS



Typical Concrete Median



Cut-through Concrete Median



Future Improvement Opportunities

