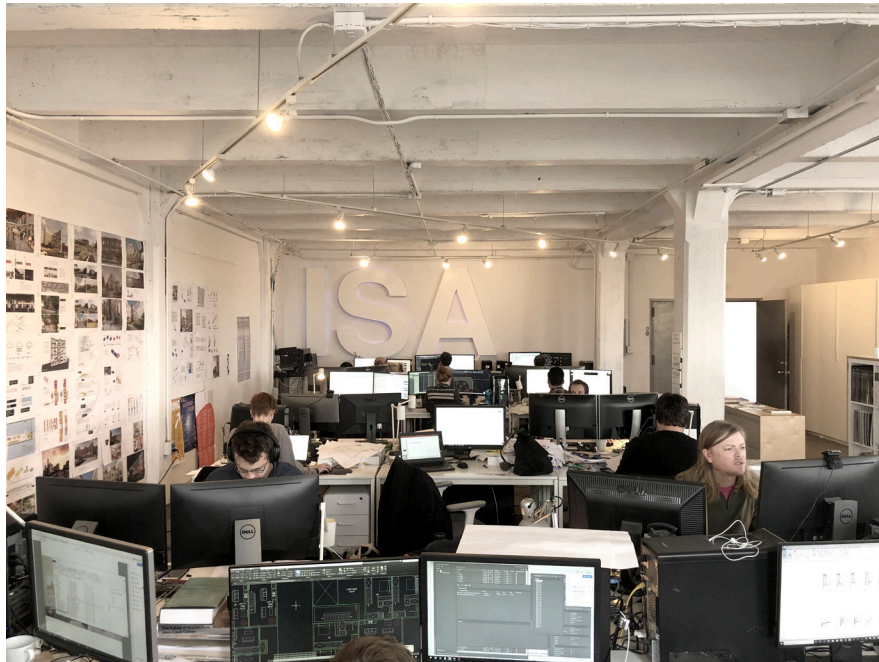


# **FKABID MASTERPLAN**

## **FISHTOWN KENSINGTON AREA BID**

**FRONT + GIRARD WORKING SESSION**  
**12.04.2020**

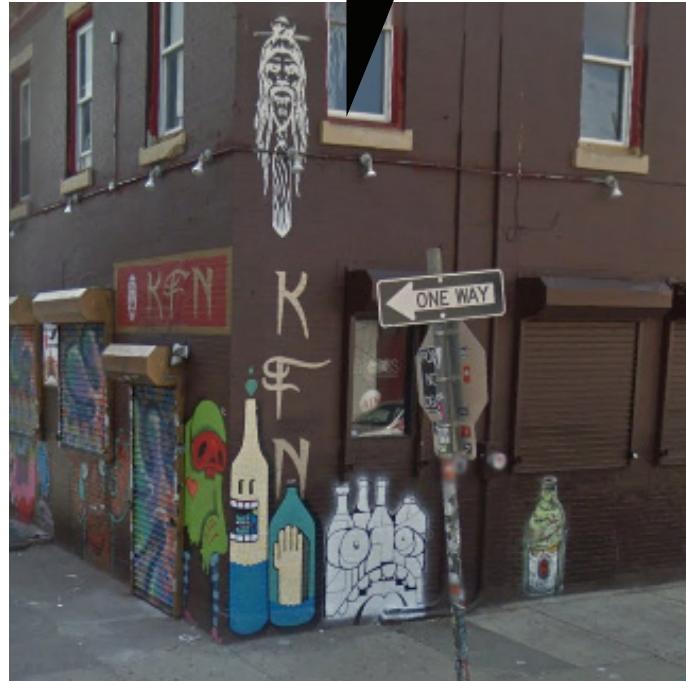


ISA OFFICES



ISA PROJECTS

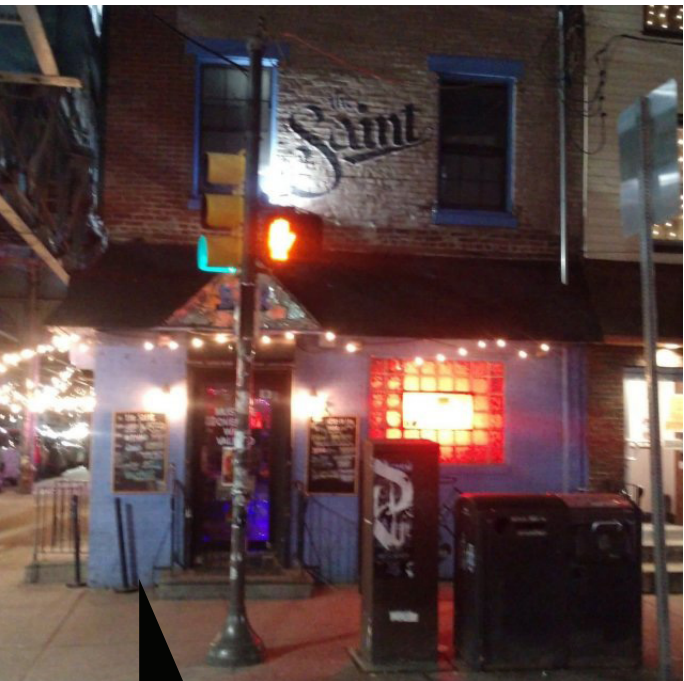
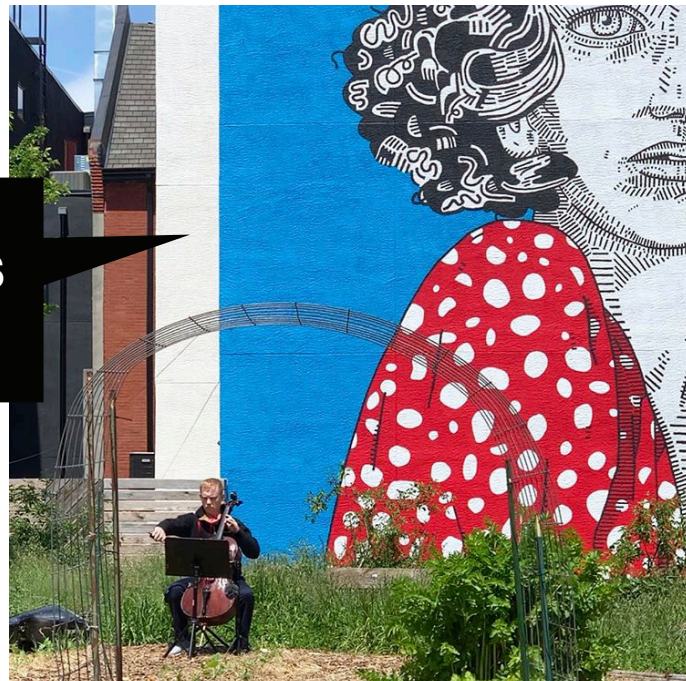
**FK HAS BEEN AND SHOULD BE A LEADER, NOT A FOLLOWER.**



**FOOD AND DRINK IDEAS START HERE.**



**WHERE OUTSIDERS BELONG.**



**THE BITE'S NOT AS BAD AS THE BARK.**

**MUSIC MATTERS.**

THE BID CAN SPONSOR IMPROVEMENTS AND MAINTENANCE AS WELL AS ADVOCACY, EVENTS AND ENGAGEMENT IN SERVICE OF ITS STAKEHOLDERS. THIS MASTERPLANNING EFFORT WILL ESTABLISH A FRAMEWORK FOR BID PROJECTS AIMED AT MAXIMIZING POSITIVE IMPACTS FOR THE COMMUNITY.

## RESOURCES + ADVOCACY

STAKEHOLDER SUPPORT

BUSINESS RETENTION PROGRAM

GRANTS + FINANCIAL SUPPORT

NEWCOMER OUTREACH

BUSINESS ATTRACTION PROGRAM

REAL ESTATE OPPORTUNITY DIRECTORY

LONG-TERM PLANNING + STUDIES

FUTURE IMPROVEMENTS PLAN

TRANSIT / TRAFFIC / PARKING PLAN

## PROJECTS + EVENTS

PUBLIC ART + FACADES

PUBLIC ART PROJECTS

DISTRICT BRANDING + SIGNAGE

FACADE IMPROVEMENT GUIDE

GREENING + VACANT LOTS

UNDERUTILIZED SITES + GREENING GUIDE

TREES, GREENING, PARKLETS

EVENTS + PROGRAMMING

SPECIAL EVENTS

## IMPROVEMENTS + MAINTENANCE

STREETSCAPES + PUBLIC SPACE

SEATING + STREET FURNITURE

LIGHTING

BIKE PARKING

CROSSWALKS + TRAFFIC CALMING

NIGHTLIFE SUPPORT INFRASTRUCTURE

DISTRICT + WATERFRONT ACCESS

CONSTRUCTION SITES + SIDEWALKS

TRASH + CLEANING

TRASH + RECYCLING RECEPTACLES

SIDEWALK SWEEPING

STREET CLEANING

## ENGAGEMENT + NETWORKING

COMMUNICATIONS + PR

FKABID WEBSITE

FKABID SOCIAL MEDIA PR

LOCAL PARTNERSHIPS

LOCAL MAKER + SUPPLIER DIRECTORY

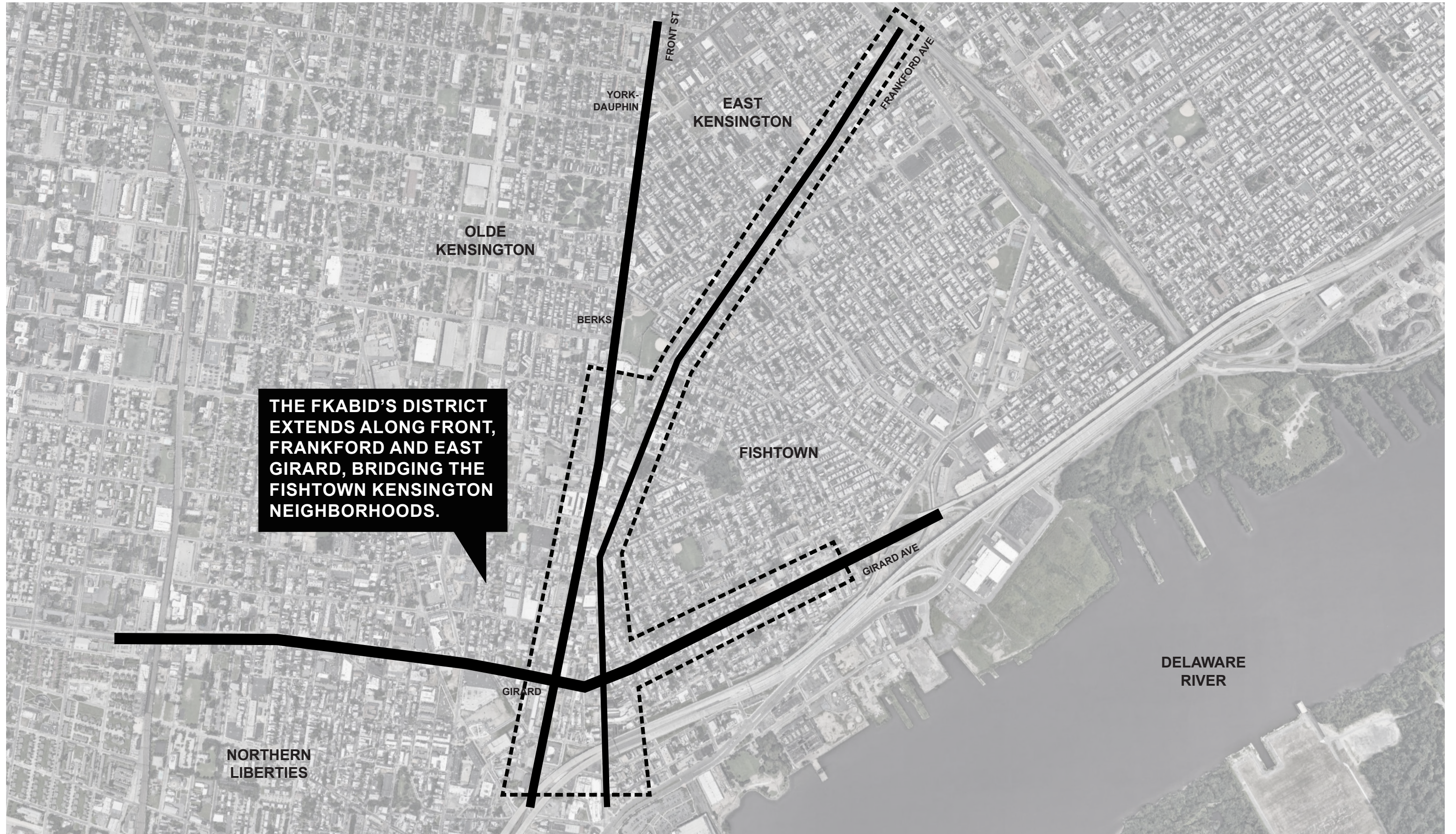
LOCAL CIVIC COMMUNICATIONS GUIDE

CITY-WIDE PARTNERSHIPS

UNIVERSITY + NON-PROFIT PARTNERSHIPS

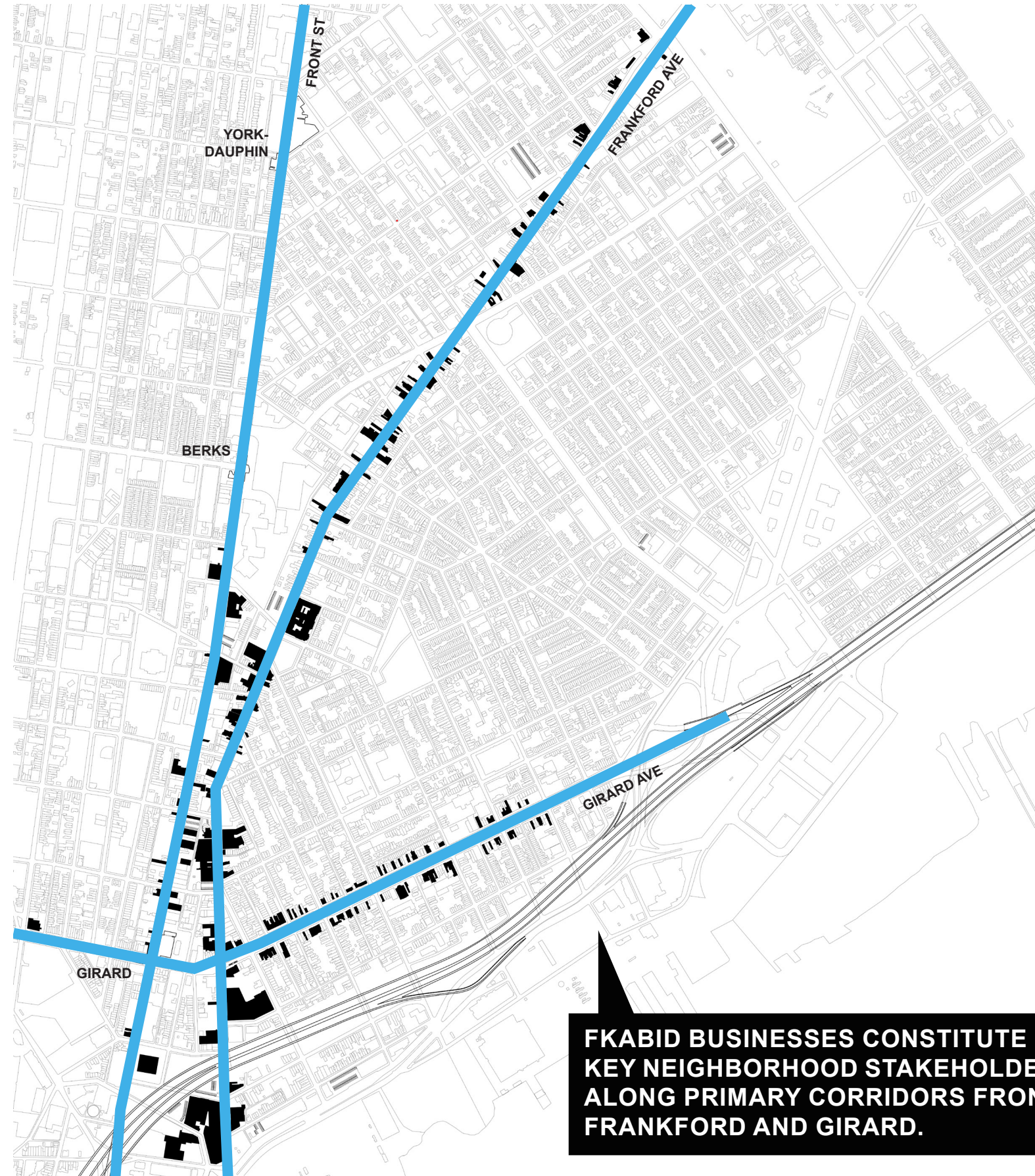
CITY AGENCY PARTNERSHIPS

# DISTRICT MAP



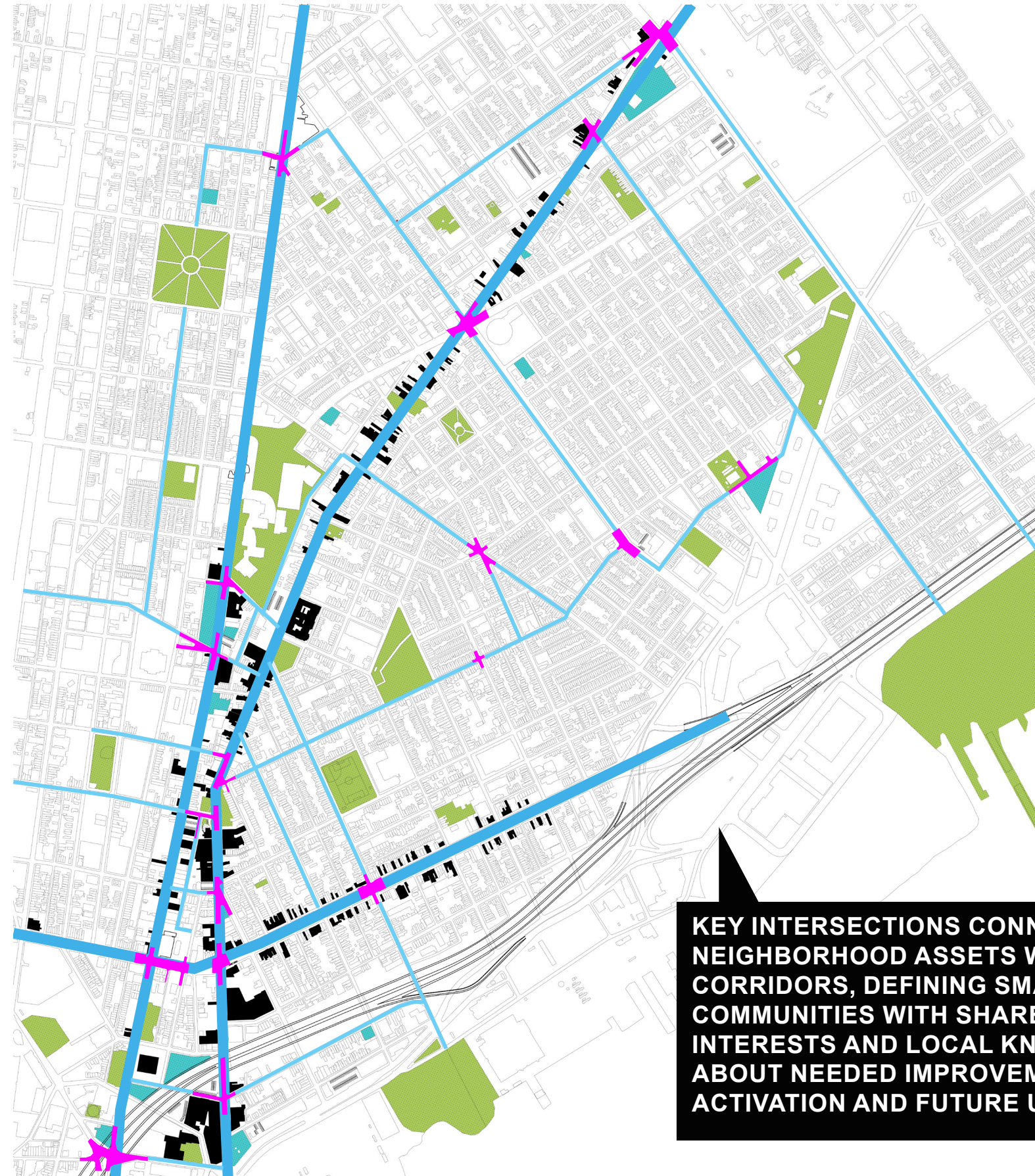
# DISTRICT MAP

- FKABID BUSINESSES
- CORRIDORS
- UNDERUSED SITES
- OPEN SPACE
- KEY INTERSECTIONS



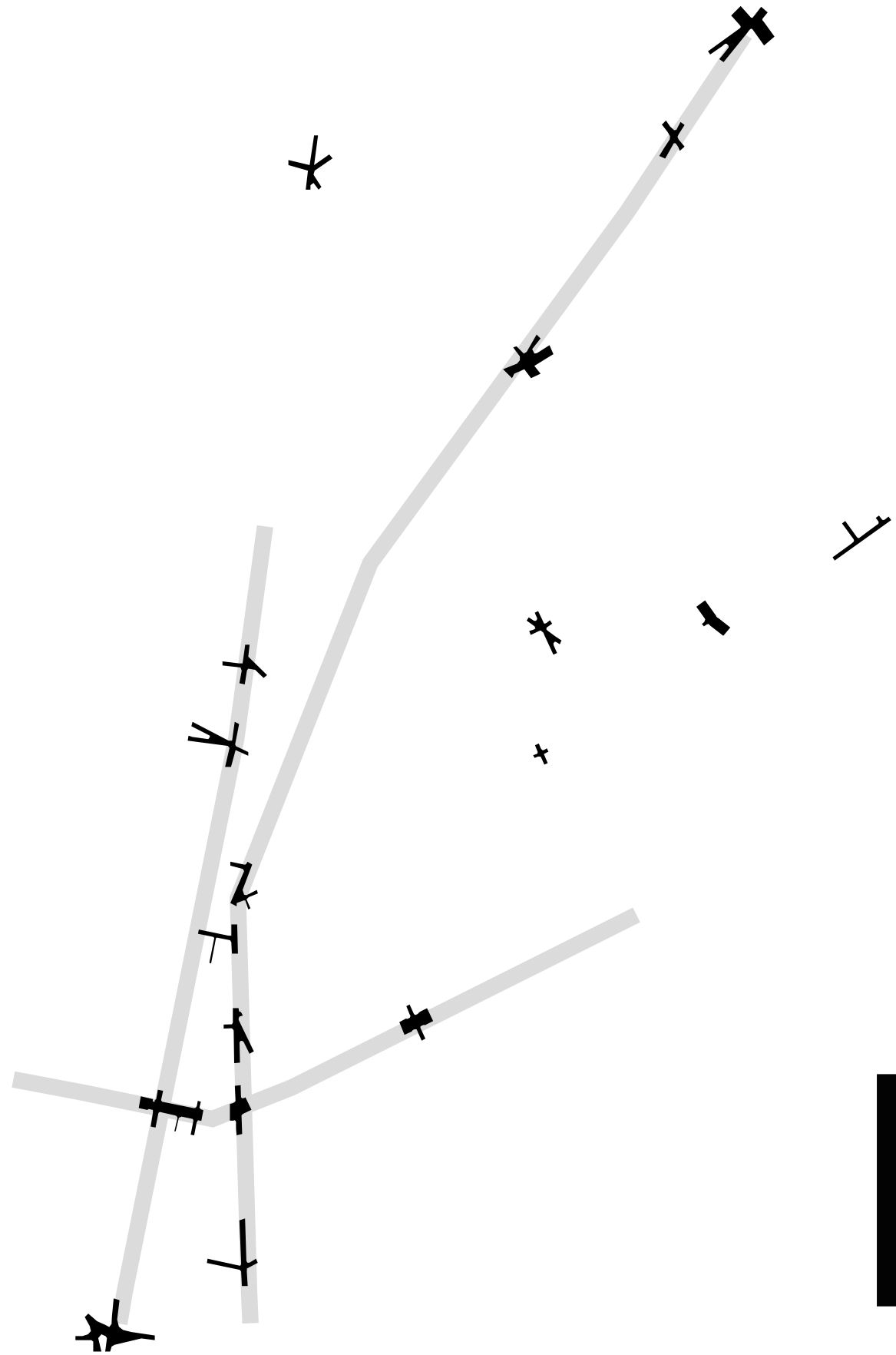
# DISTRICT MAP

- FKABID BUSINESSES
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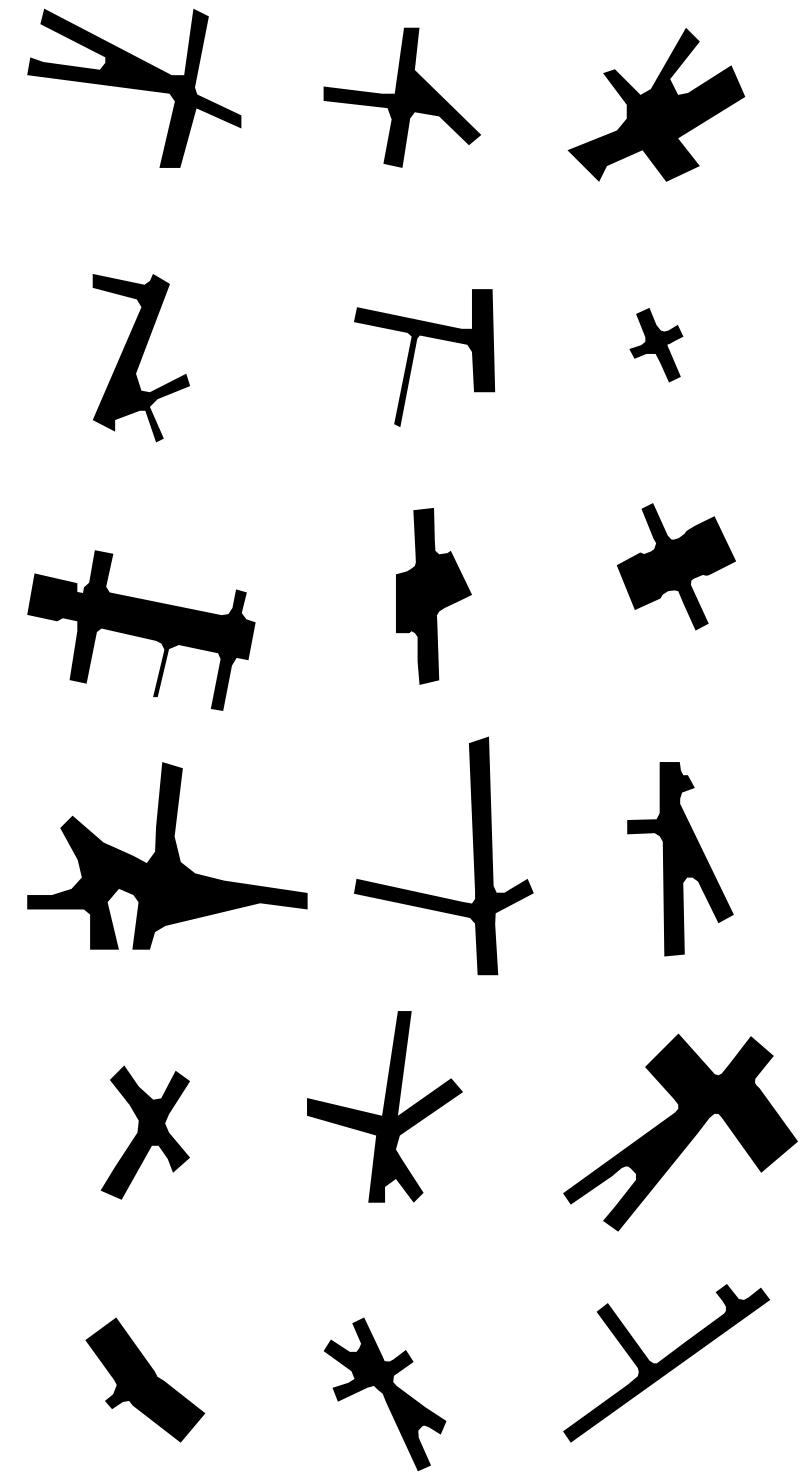


**KEY INTERSECTIONS CONNECT NEIGHBORHOOD ASSETS WITH BID CORRIDORS, DEFINING SMALLER COMMUNITIES WITH SHARED INTERESTS AND LOCAL KNOWLEDGE ABOUT NEEDED IMPROVEMENTS, ACTIVATION AND FUTURE USE.**

# INTERSECTIONS



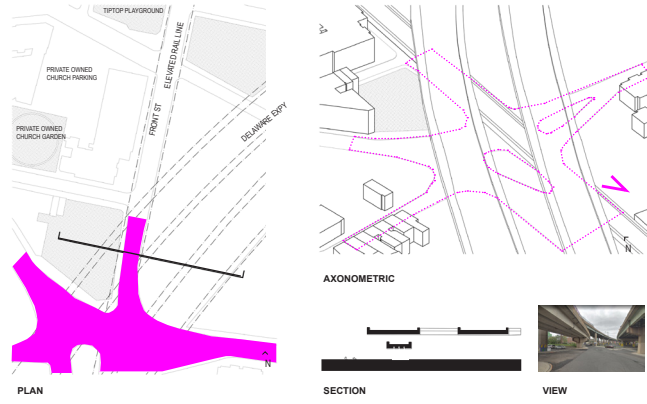
EACH INTERSECTION CAN BECOME A GRAPHIC VISUAL IDENTIFIER AND UNIQUE MICRO BRAND FOR HYPER LOCAL FKABID PROJECTS AND ENGAGEMENT NETWORKS.



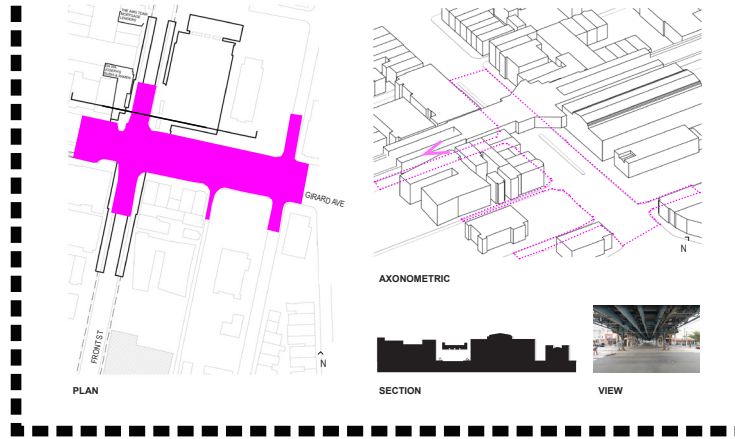


# INTERSECTIONS

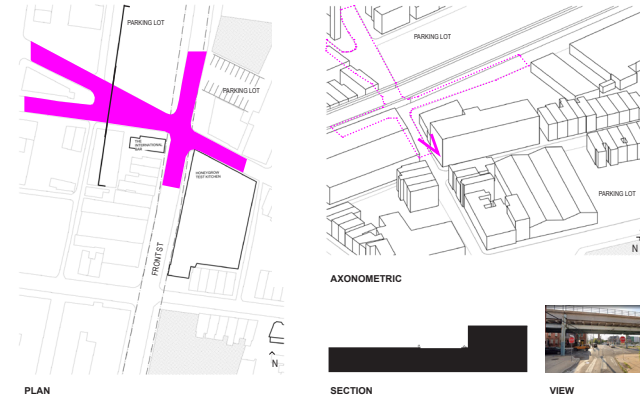
**FRONT + DELAWARE EXPY**



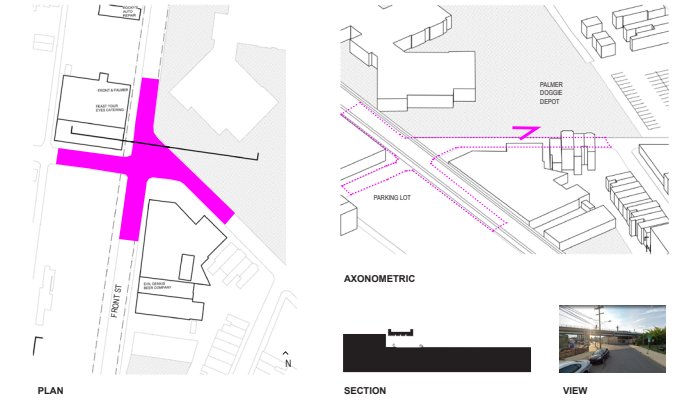
**GIRARD + FRONT**



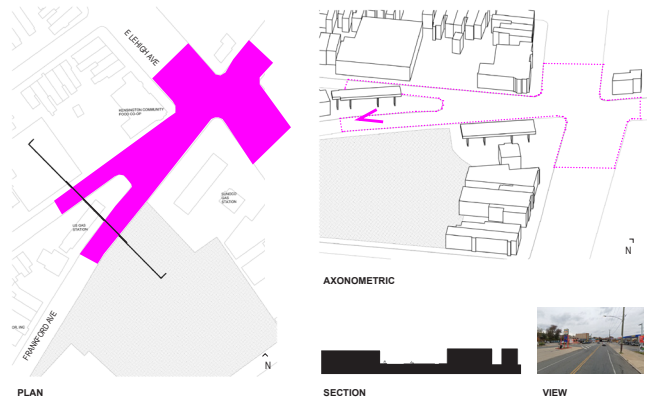
**CECIL B MOORE + FRONT**



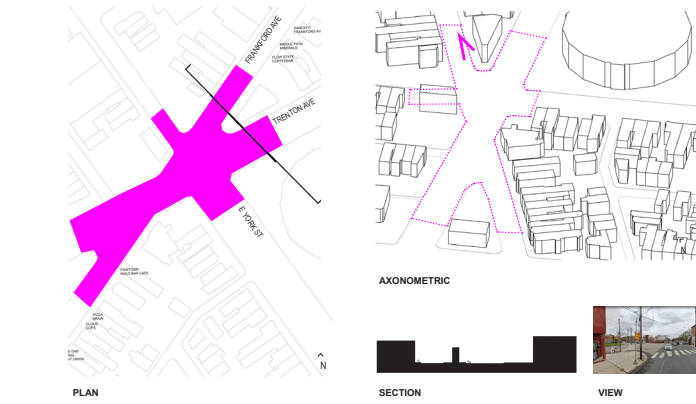
**PALMER + FRONT**



**FRANKFORD + LEHIGH**



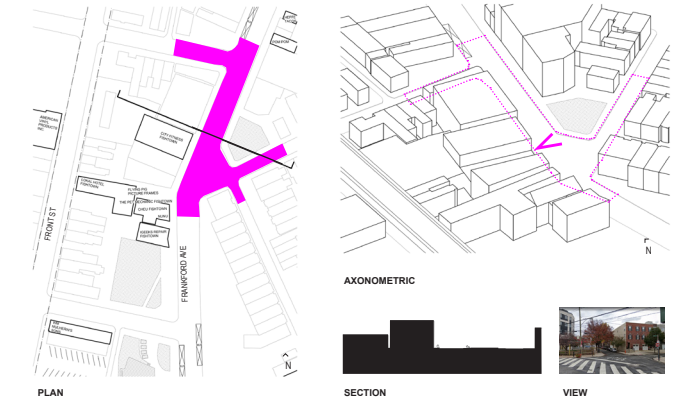
**FRANKFORD + YORK**



**SUSQUEHANNA + CEDAR**



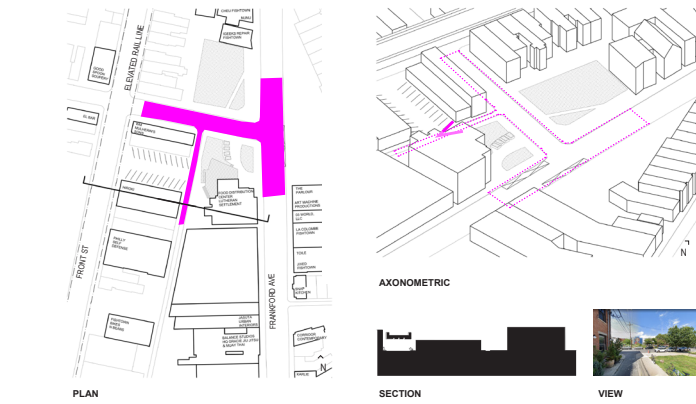
**BELGRADE + FRANKFORD**



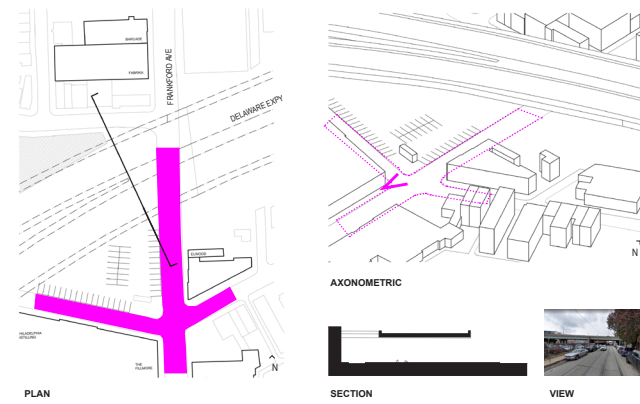
**FRANKFORD + SHACKAMAXON**



**LEE + MASTER**

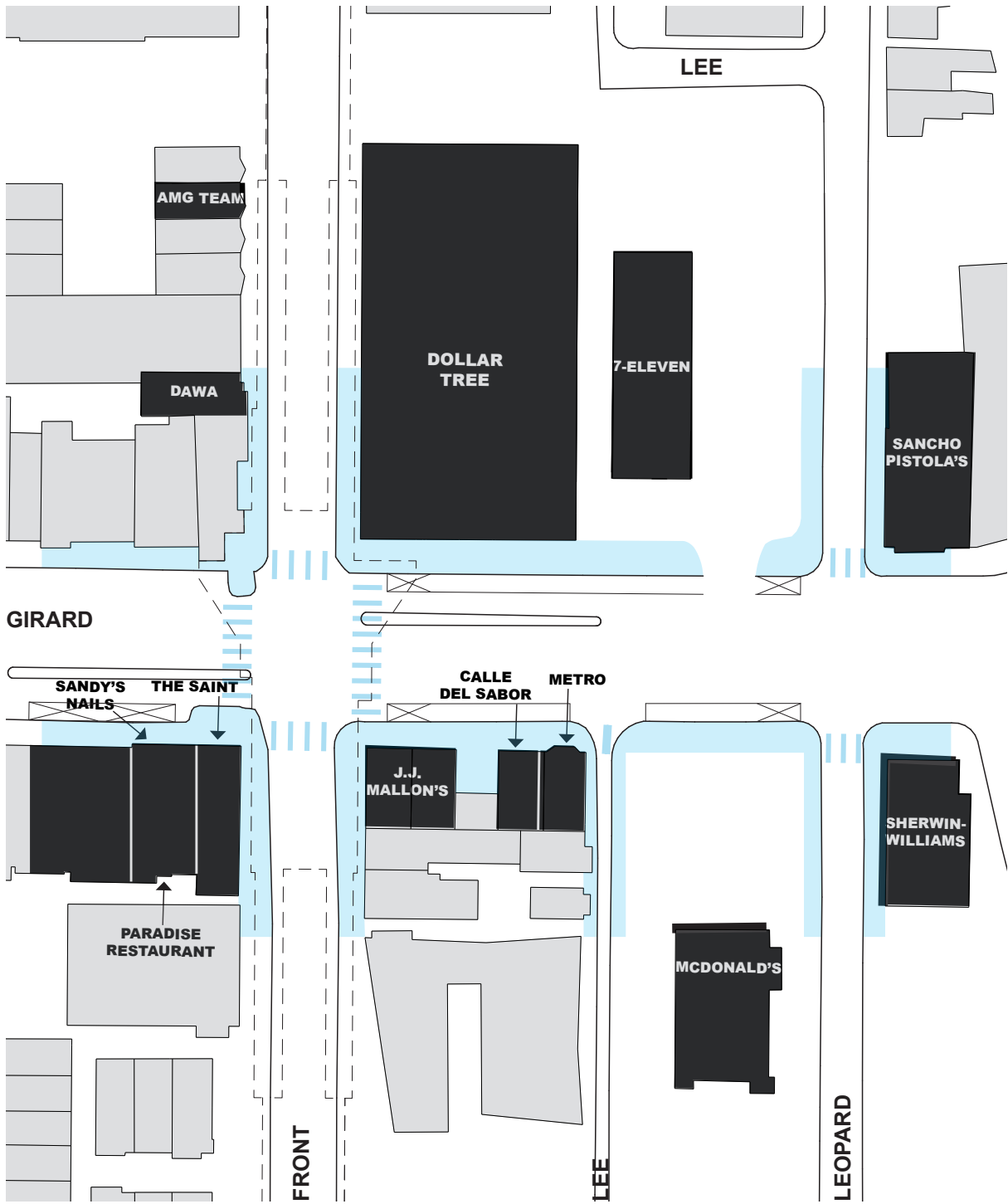
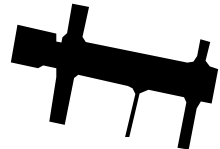


**FRANKFORD + DELAWARE EXPY**

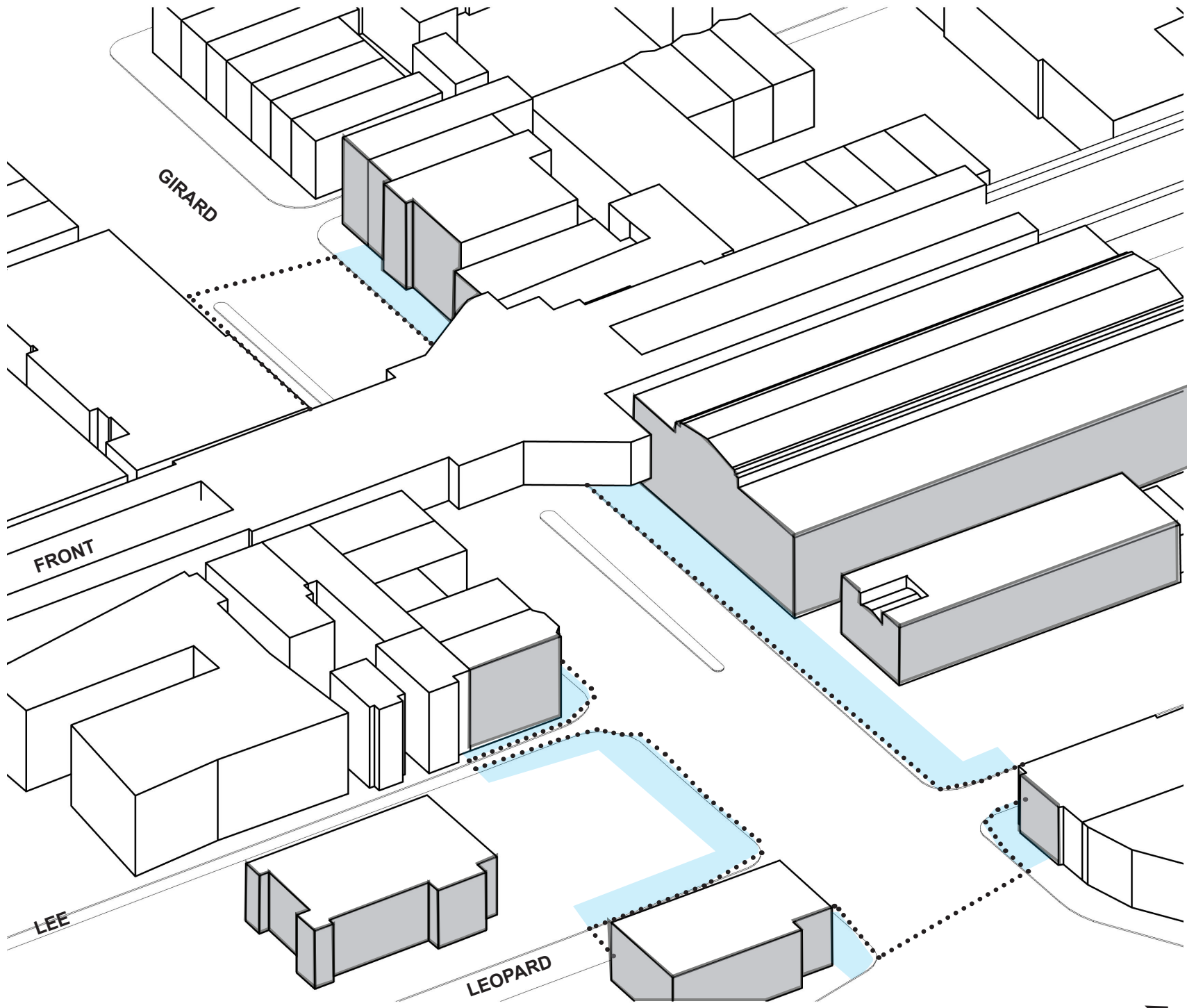


**STAKEHOLDER WORKSHOPS FOR KEY INTERSECTIONS WILL AIM TO ESTABLISH EXISTING ISSUES AND PRIORITIES FOR FUTURE PROJECTS.**

# GIRARD + FRONT

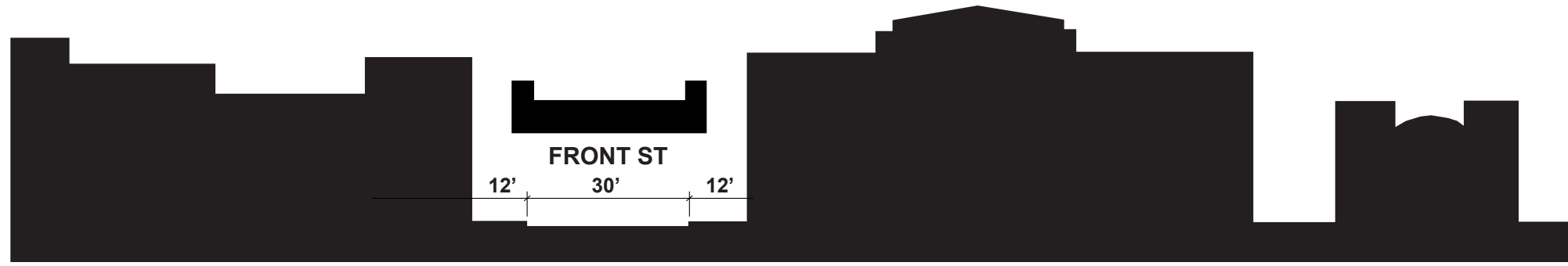
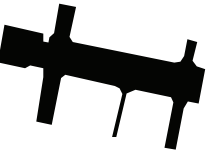


PLAN

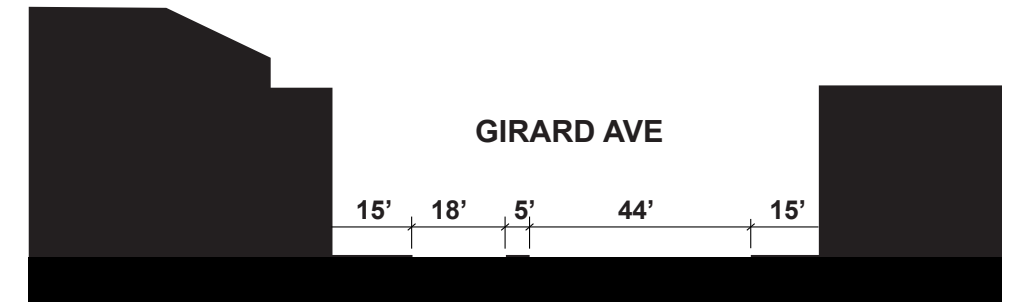


AXONOMETRIC

# GIRARD + FRONT



FRONT ST SECTION



GIRARD AVENUE SECTION

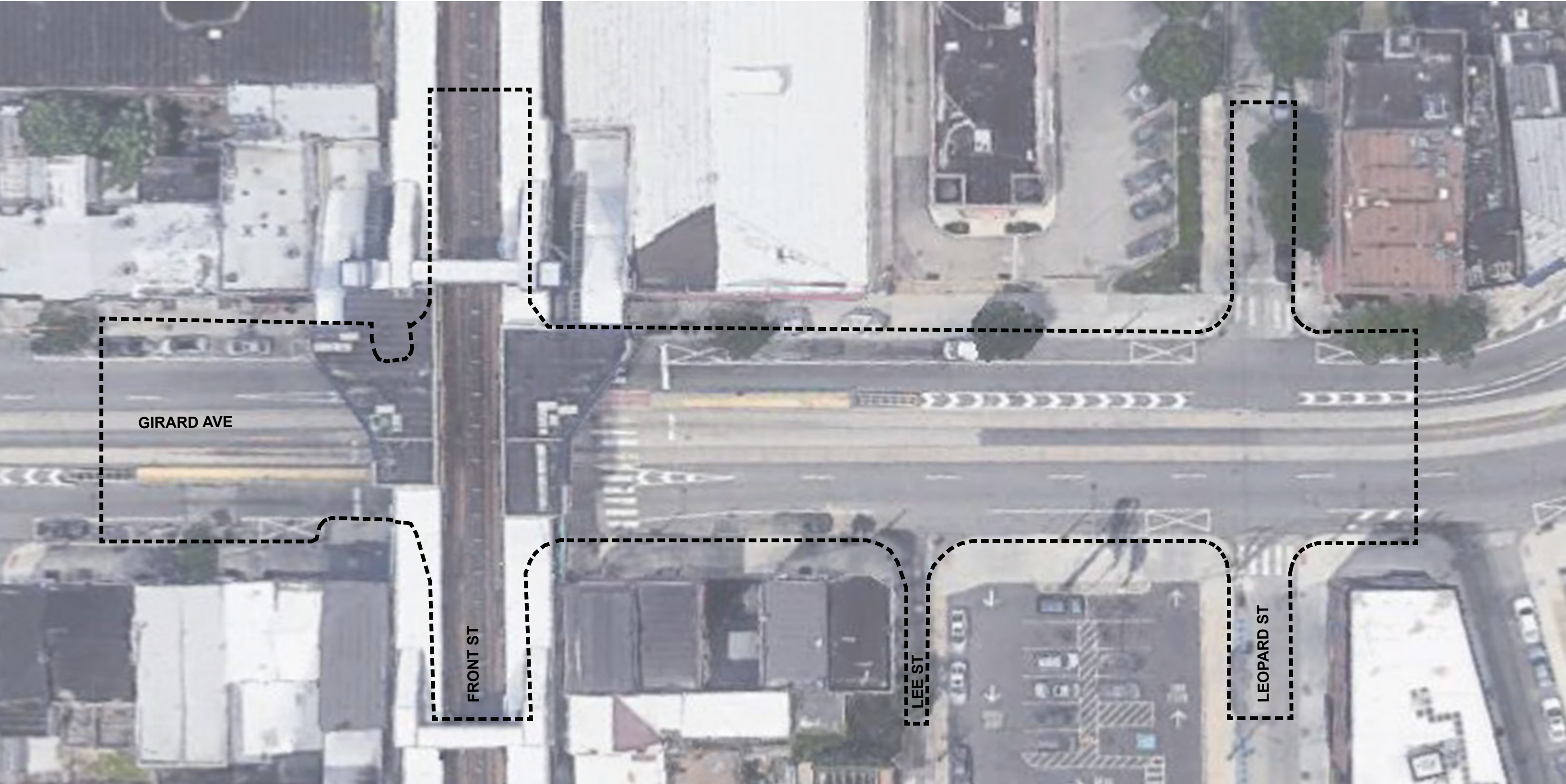
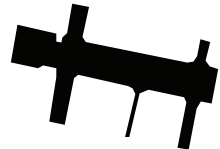


GIRARD AVE ELEVATION LOOKING NORTH



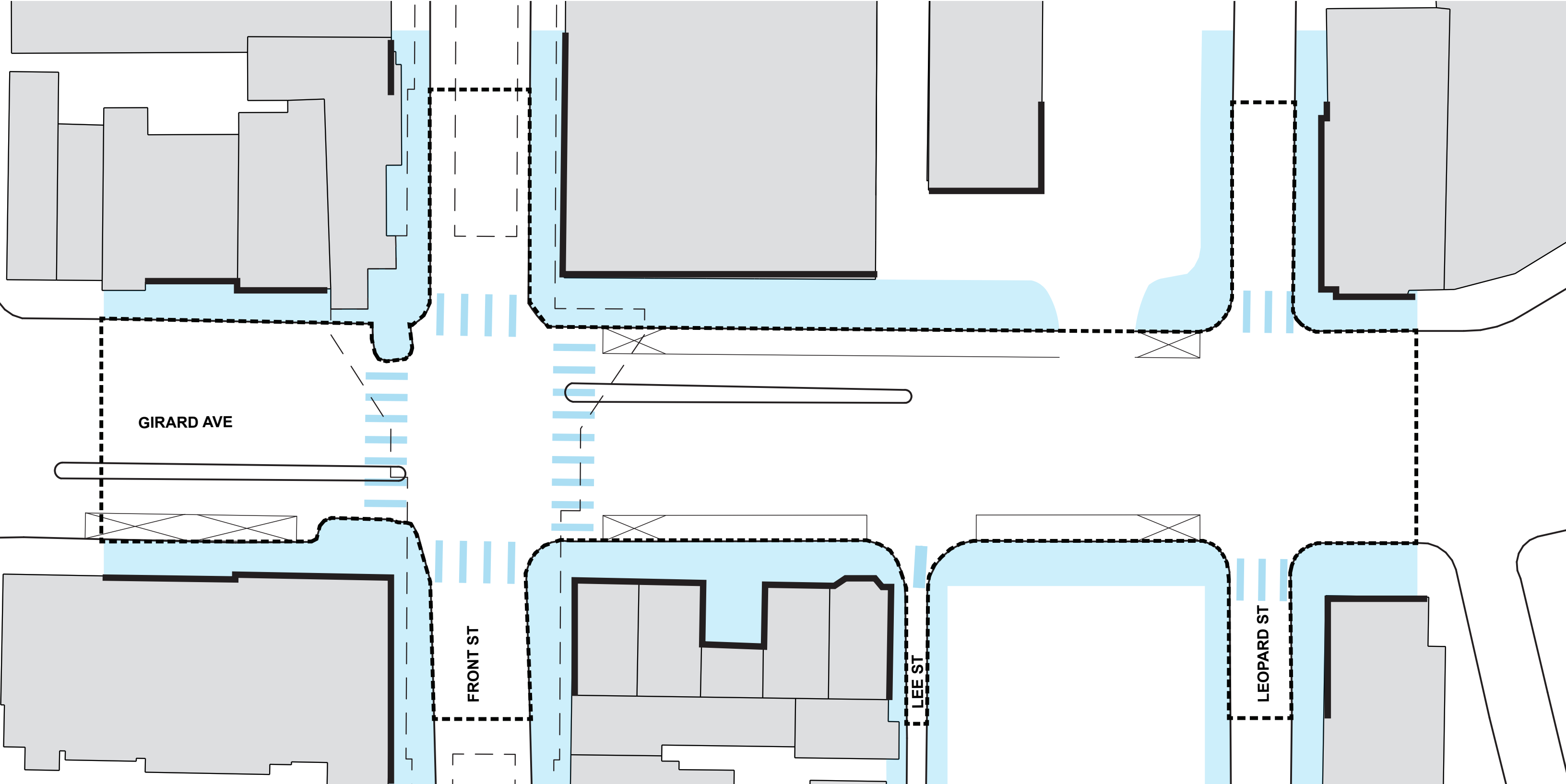
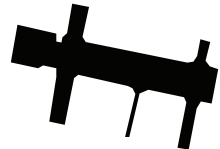
GIRARD AVE ELEVATION LOOKING SOUTH

# GIRARD + FRONT



# GIRARD + FRONT DEFINE

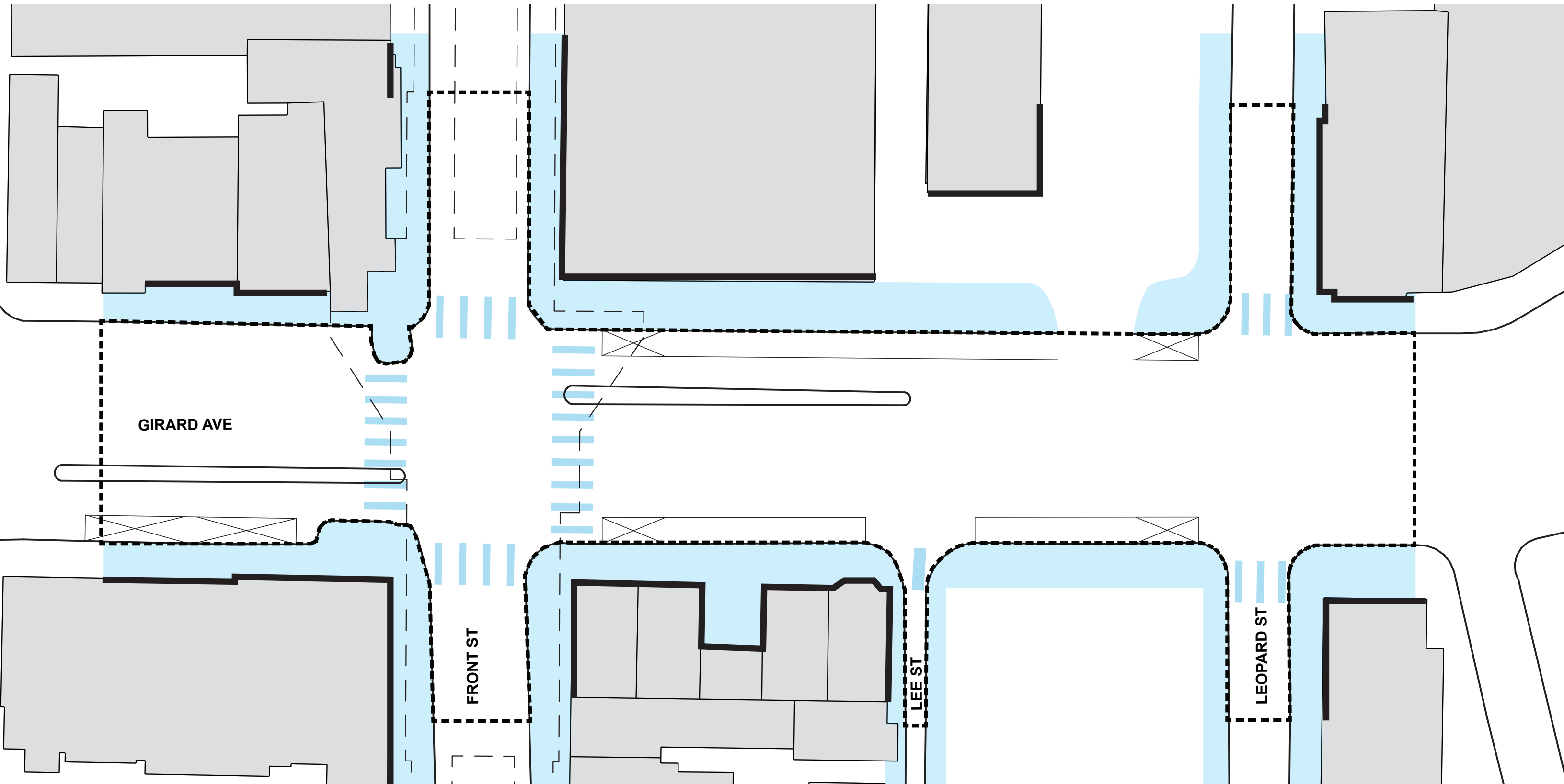
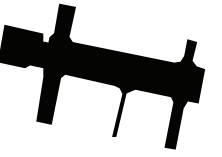
What brought your business to the Fishtown-Kensington neighborhood?  
In a word – how would you describe this intersection?  
What are the boundaries of this node? What streets would you include in this intersection zone?  
Is there a defining existing event or season where the intersection is at its best?



# GIRARD + FRONT AMPLIFY

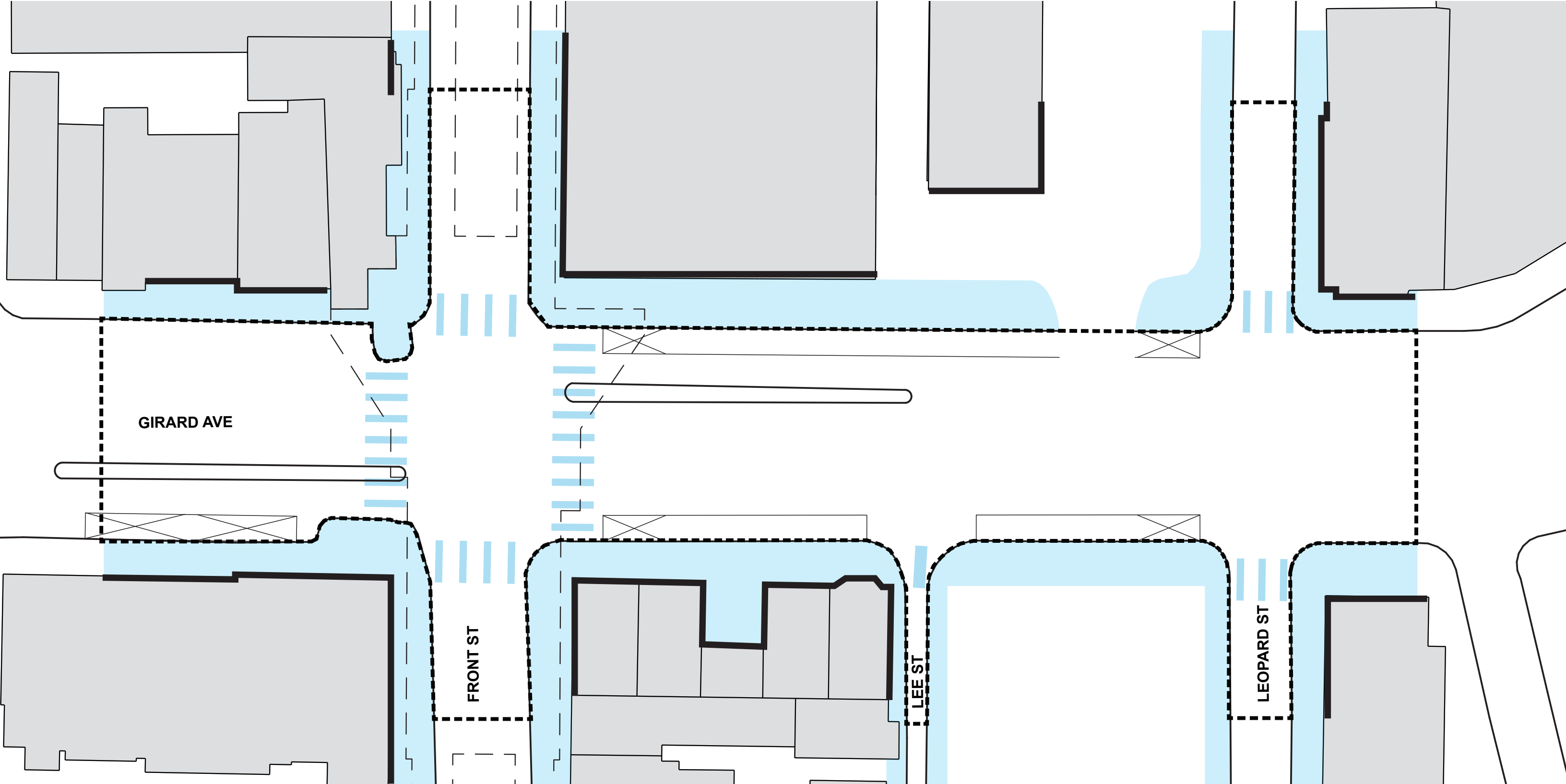
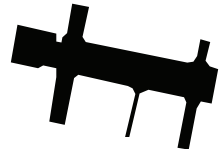
Is there something about this place that you hope never changes?

Are there existing programs and behaviors that have positive effects that could be enhanced or encouraged by the BID? If so, what are they and where might they happen?



# GIRARD + FRONT IMPROVE

Is there something about this place that you do hope changes?  
Are there existing programs and behaviors that have negative effects that could be mitigated by BID projects?



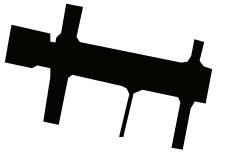
# FK 2020 + BEYOND





# **GIRARD + FRONT**

## **FUTURE POTENTIALS**



### **SHORT TERM / Triage**

**Are there things that can be done in the coming months in the physical / program / regulatory space of the intersection that would improve your business prospects in 2021?**

### **LONG TERM / Strategic Vision**

**If the double pandemic of 2020 is a chance for a reset, what missed opportunities have there been historically that we can seize now?**