

VISION ZERO

CITY OF PHILADELPHIA

NORTH BROAD STREET: HARDENED CENTER LINE PILOT PROJECT

ZERO TRAFFIC DEATHS BY 2030

PROJECT SUMMARY



Every paving project is an opportunity to install Vision Zero improvements.

North Broad Street is a **Vision Zero High Injury Network** street, with a high number of driver and pedestrian crashes. As part of PennDOT's paving of North Broad Street, the City of Philadelphia is pleased to partner with PennDOT to install Vision Zero improvements to five high crash locations along North Broad Street.

This Vision Zero project will:

- Install a **hardened centerline for one block** on North Broad Street, between Allegheny Avenue and Westmoreland Street & Rising Sun Avenue.
- Install hardened centerlines for forty feet (40') at the North Broad Street intersections of:
 - Westmoreland Street & Rising Sun Avenue
 - Ontario Street
 - Tioga Street
 - Venango Street

See back side for more information about **hardened center lines**.

WHY IS THIS PROJECT IMPORTANT?

Every year, there are over 10,000 reported crashes in Philadelphia, killing 100 people and seriously injuring 250 more. Traffic deaths and serious injuries are preventable and unacceptable.

North Broad Street is a High Injury Network street. It has more serious crashes compared to other Philadelphia streets, and this project area of North Broad Street has a large number of serious crashes.

In the project area:

180 CRASHES
IN THE
PROJECT
AREA.

193 PEOPLE
INJURED
IN
CRASHES IN THE
PROJECT AREA.

8 PEOPLE
WERE KILLED OR
SERIOUSLY INJURED
IN CRASHES IN THE
PROJECT AREA.

Source: PennDOT (2013-2017)

VISION ZERO

CITY OF PHILADELPHIA

NORTH BROAD STREET: HARDENED CENTER LINE PILOT PROJECT

ZERO TRAFFIC DEATHS BY 2030

PROJECT DETAIL

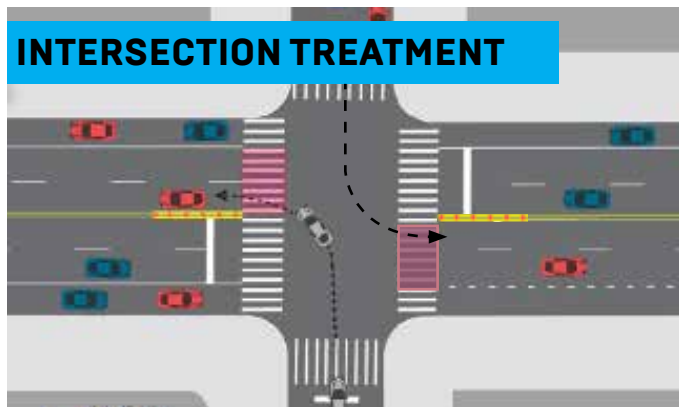


- Intersection treatment locations
- ▬ Full block treatment



HARDENED CENTERLINE

(Above) Hardened centerline at North Broad & Tioga Streets



Graphic credit: NYCDOT with modifications

INTERSECTION TREATMENT

SAFETY BENEFITS

FULL BLOCK TREATMENT

- Prevent illegal mid-block U-turns between Allegheny Avenue and Westmoreland & Rising Sun

INTERSECTION TREATMENT

- Slow turning speeds onto North Broad Street, improving safety of people walking in the crosswalk
- Improve driver visibility of crosswalk while turning onto North Broad Street

(Above) Intersection treatments will slow driver turns onto North Broad Street and force a sharp turn. Sharp driver turns will improve visibility of the crosswalk in the driver-pedestrian conflict zone (pink box).