
TRAFFIC IMPACT ASSESSMENT

PHILADELPHIA CASINO & HOTEL
FRONT STREET AND PATTISON AVENUE
PHILADELPHIA, PA

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EXECUTIVE SUMMARY

PHL Gaming, LLC retained Langan Engineering and Environmental Services, Inc. to conduct a traffic impact assessment for the proposed construction of a new hotel and casino. The new hotel and casino is proposed to be located along Pattison Avenue between Front Street and 3rd Street in the City of Philadelphia, Pennsylvania. We have prepared this assessment in accordance with standard accepted methodologies.

Project Description

The casino will provide gaming consisting of 2,400 slot machines, 80 gaming tables and 25 poker tables. In addition, non-gaming space that is typical to casinos will be provided. The non-gaming space will consist of eating areas for patrons and back of house space for the casino operation, among other things. The hotel will provide 250 rooms that will largely be used by casino patrons.

The casino and hotel will be located between Front Street and 3rd Street, which is to the east of the Philadelphia Sports Complex. Site access for patrons will be provided along Front Street. All delivery and service access will be provided via 3rd Street. The site location is shown in Figure 1.

Study Area

We assessed the casino and hotel traffic for the following critical intersections:

- Front Street and I-95 Ramps (To/From the North)
- Front Street and I-76 Ramp (From the East)/I-95 Ramp (To the South)
- Front Street and I-76 Ramp (To the East)
- Front Street and Packer Avenue

Trip Generation

We used data for another Pennsylvania casino and data compiled by the Institute of Transportation Engineers (ITE) as contained within the ninth edition of Trip Generation, to estimate trip generation for the casino and hotel. We then adjusted the estimated trip generation to account for available mass transit and the synergy and effects of an event at the Philadelphia Sports Complex. During non-event times at the Philadelphia Sports Complex, we estimate the casino and hotel will conservatively generate approximately 1,400 new trips (902 entering vehicles and 498 exiting vehicles) during the weekday evening peak hour and approximately 1,135 new trips (528 entering vehicles and 607 exiting vehicles) during the Saturday evening peak hour. During event times at the Philadelphia Sports Complex, we estimate the casino and hotel will conservatively generate approximately 980 new trips (631

entering vehicles and 349 exiting vehicles) during the weekday evening peak hour and approximately 796 new trips (370 entering vehicles and 425 exiting vehicles) during the Saturday evening peak hour.

Trip Distribution

We determined the directional distribution of site generated traffic by reviewing traffic volume data contained in the Philadelphia Sports Complex Parking and Traffic Management Plan report dated 21 September 2010 and prepared by Langan. A copy of that report is in Appendix A. We then identified overall travel patterns to and from the Philadelphia Sports Complex, which we reasonably expect will be the same for the casino and hotel. Based on our review, we anticipate that 60% of site traffic will use I-76 and I-95 and 40% will use local roads to travel to and from the site.

Traffic Assessment

During event times at the Philadelphia Sports Complex, the critical intersections accommodate high traffic volumes. The addition of the casino and hotel traffic during event times will not create a significant impact and any changes to traffic operations will be imperceptible. The hotel and casino traffic is a fraction of the traffic generated by events at the Philadelphia Sports Complex. Accordingly, we expect that during non-event times, the critical Front Street intersections will easily accommodate the casino and hotel traffic with favorable traffic operations.

The site is ideal for the proposed casino and hotel from a traffic perspective. The majority of site traffic impact will be relegated to a small section of Front Street between the I-76 and I-95 ramp intersections and the site. Consequently, the majority of site traffic will not have to travel anywhere near the Philadelphia Sports Complex to access the site, which will minimize the site traffic impact on the Philadelphia Sports Complex area.

PHL Gaming, LLC plans to utilize a shuttle bus or trolley service that will run along Pattison Avenue between the site and Broad Street during events at the Philadelphia Sports Complex. The shuttle service will allow event patrons to easily travel to and from the casino and hotel without having to use their own vehicle, which will further reduce the site traffic impact on the Philadelphia Sports Complex area. Moreover, the casino and hotel will allow event patrons to arrive earlier or depart later for events, which will improve traffic operations in the Philadelphia Sports Complex area. Event patrons can also park at the casino and hotel and then use the shuttle service to travel to the Philadelphia Sports Complex, which will also improve traffic operations in the Philadelphia Sports Complex area.

INTRODUCTION

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Study Area

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- Front Street and I-76 Ramp (To the East)
- Front Street and Packer Avenue



Figure 1 – Site Location Map



DESCRIPTION OF EXISTING CONDITIONS

This section generally describes the road network, mass transit and traffic volumes near the site.

Road Network

The road network near the site primarily serves the Philadelphia Sports Complex and provides considerable road capacity to accommodate event traffic at the complex. Front Street, 7th Street, Darien Street, 10th Street and Broad Street provide the north-south traffic flow near the site. Pattison Avenue and Packer Avenue provide the east-west traffic flow near the site. I-76 and I-95 provide regional access to this area with various ramp connections along Front Street, Darien Street and Broad Street.

The casino and hotel site is located along Front Street and is less than a half mile from the Front Street intersections with ramps to I-76 and I-95. The close proximity of the site to these ramp intersections provides efficient access to the regional highway network that is unique only to the site.

Mass Transit

Subway service is provided along Broad Street to the west of the site. The last stop of the Broad Street line is at Pattison Avenue, which is approximately one mile to the west of the site. Bus service is also provided along Packer Avenue and 10th Street to the west of the site.

Traffic Volumes

We previously prepared the Philadelphia Sports Complex Parking and Traffic Management Plan report dated 21 September 2010 to identify ways to better manage parking and traffic operations during events at the Philadelphia Sports Complex. A copy of that report is in Appendix A. As part of that report, traffic counts were conducted during a Phillies game and an Eagles game. The traffic counts began approximately 2-3 hours prior to the start of an event and continued until approximately 1-2 hours following the end of an event.

The Phillies game counts were conducted on Thursday, October 8, 2009 for a 2:37pm game. The pre-game counts were conducted from 12:00pm until 3:00pm and the post-game counts were conducted from 5:00pm until 8:00pm. It is also important to note that a Flyers game was scheduled that evening at 7pm at the Wachovia Center which did cause additional traffic volume because of departure for the Phillies game and the arrival for the Flyers game.

The Eagles game counts were conducted on Sunday, October 11, 2009 for the 1:00pm game. The pre-game counts were conducted from 10:00am until 1:30pm and the post-game counts were conducted from 3:30pm until 6:00pm.

Table 1 shows the peak hour volumes identified for the critical Front Street intersections based on the traffic counts conducted during the Phillies and Eagles games.

**Table 1 – Intersection Peak Hour Traffic Volumes
Event Times**

Intersection	Volume Range
Front Street & I-95 Ramps	2,100-2,400
Front Street & I-76/I-95 Ramps	2,950-3,100
Front Street & I-76 Ramp	2,400*
Front Street and Packer Avenue	2,100-2,400

*This intersection was only counted once so there is no volume range.

As can be seen in Table 1, during event times at the Philadelphia Sports Complex, the critical Front Street intersections accommodate high traffic volumes.

SITE TRIP GENERATION AND DISTRIBUTION

This section of the report covers site generated trips and trip distribution.

Trip Generation

Typically, trip generation is estimated by using trip rates contained within the ninth edition of Trip Generation, published by the Institute of Transportation Engineers (ITE). The ITE does not have any trip rates for a casino like the one proposed, so we reviewed trip rates established by another firm for a regional Pennsylvania casino as a comparable. The peak traffic hours for that regional Pennsylvania casino were identified to be Friday evening from 5:00PM to 6:00PM and Saturday evening from 6:00PM to 7:00PM. Table 2 shows the trip rates used for estimating the trip generation of the proposed casino.

Table 2 - Casino Trip Rates (Trips/Slot Machine)

Friday Evening Peak Hour		Saturday Evening Peak Hour	
Enter	0.25	Enter	0.13
<u>Exit</u>	<u>0.13</u>	<u>Exit</u>	<u>0.16</u>
Total	0.38	Total	0.29

The proposed casino will have 2,400 slot machines, 80 gaming tables and 25 poker tables. The gaming tables can accommodate up to nine players and the poker tables can accommodate up to seven players. Accordingly, the total of 3,295 players that can be accommodated on the casino floor was used to estimate the trip generation shown in Table 3.

Table 3 - Estimated Casino Trip Generation

Friday Evening Peak Hour		Saturday Evening Peak Hour	
Enter	824	Enter	428
<u>Exit</u>	<u>428</u>	<u>Exit</u>	<u>527</u>
Total	1,252	Total	955

We used ITE hotel trip rates to estimate trip generation for the proposed 250-room hotel as shown in Table 4.

Table 4 – Estimated Hotel Trip Generation

Friday Evening Peak Hour		Saturday Evening Peak Hour	
Enter	78	Enter	100
Exit	<u>70</u>	Exit	<u>80</u>
Total	148	Total	180

Table 5 shows the total estimated trip generation for the proposed casino and hotel.

Table 5 – Estimated Casino and Hotel Trip Generation

Friday Evening Peak Hour		Saturday Evening Peak Hour	
Enter	902	Enter	528
Exit	<u>498</u>	Exit	<u>607</u>
Total	1,400	Total	1,135

The trip generation estimates in Table 5 are higher than what will actually occur for several reasons. First, the Broad Street subway line and nearby bus routes are within walking distance of the site. We expect a portion of casino patrons will use mass transit and then walk to the site similar to other entertainment areas in the city like South Street. In addition, to accommodate patrons using the Broad Street subway during event times, PHL Gaming, LLC will provide shuttle bus or trolley service along Pattison Avenue between Broad Street and Front Street to transport people between the site and the subway and the Philadelphia Sports Complex. Second, the hotel will largely be used by casino patrons and will not necessarily generate its own traffic. Finally, the Philadelphia Sports Complex will provide a synergy with the casino. People coming to an event at the Philadelphia Sports Complex can easily walk over to the casino or take the shuttle service that will be provided by the casino, further reducing the traffic that would be generated by the casino. The opposite is also expected where event patrons would come to the casino and hotel and park and then walk or take the shuttle service over the Philadelphia Sports Complex, which would improve traffic operations in the complex area.

During non-event times at the Philadelphia Sports Complex, we have not accounted for any trip generation reductions to perform a conservative assessment. During event times at the Philadelphia Sports Complex, we have accounted for some trip generation reductions. As cited in the Philadelphia Sports Complex Parking and Traffic Management Plan report, during event times entertainment venues in and around the Philadelphia Sports Complex will experience trip generation reductions. Trip generation reductions are attributed to linked trips, which are made by event patrons coming to the Philadelphia Sports Complex who also go to an entertainment

venue while at the complex. Trip generation reductions are also attributed to a stay-away factor, which involves potential entertainment venue patrons who stay away during an event at the Philadelphia Sports Complex. The linked trips and the stay away factor could reduce the casino and hotel trip generation by as much as 50%; however, to perform a conservative assessment we have assumed a 30% reduction in trip generation to account for mass transit usage, linked trips and the stay-away factor during event times.

Table 6 shows the total estimated trip generation for the proposed casino and hotel during event times at the Philadelphia Sports Complex.

Table 6 – Estimated Casino and Hotel Trip Generation Event Times

Friday Evening Peak Hour		Saturday Evening Peak Hour	
Enter	631	Enter	370
Exit	349	Exit	425
Total	980	Total	795

Trip Distribution

We reviewed the traffic volumes identified in the Philadelphia Sports Complex Parking and Traffic Management Plan report. Based on those traffic volumes, we identified overall travel patterns to and from the Philadelphia Sports Complex. Table 7 outlines the resulting trip distribution to and from the Philadelphia Sports Complex, which we reasonably expect will be the same for the casino and hotel.

Table 7 – Overall Trip Distribution

To/From	Percent
I-95 – North	15%
I-95 – South	15%
I-76 – East	15%
I-76 – West	15%
Broad Street – North	20%
10 th Street – North	5%
7 th Street – North	5%
Front – Street – North	10%

Based on the available ramps to the regional highways and the expected travel paths for casino and hotel patrons we identified the trip distribution for the Front Street critical intersections as outlined in Table 8.

Table 8 – Intersection Site Trip Distribution

Intersection	Site Trip Percentage
Front Street & I-95 Ramps	25%
Front Street & I-76/I-95 Ramps	40%
Front Street & I-76 Ramp	48%
Front Street and Packer Avenue	71%

TRAFFIC ASSESMENT

This section of the report identifies the traffic volumes at the critical Front Street intersections during non-event and event times at the Philadelphia Sports Complex and qualitatively assesses site traffic impacts.

Traffic Volumes Comparison

We conservatively compared the traffic volumes for the critical Front Street intersections with the highest estimated site traffic volumes that will use those intersections during event and non-event times at the Philadelphia Sports Complex. Table 9 shows the traffic volumes comparison.

Table 9 – Intersection Traffic Volumes Comparison

Intersection	Existing Volume Event Times	Site Traffic Volume Event Times	Site Traffic Volume Non-Event Times
Front Street & I-95 Ramps	2,100-2,400	245	350
Front Street & I-76/I-95 Ramps	2,950-3,100	392	560
Front Street & I-76 Ramp	2,400*	470	672
Front Street and Packer Avenue	2,100-2,400	696	994

*This intersection was only counted once so there is no volume range.

As can be seen in Table 9, the estimated site traffic volumes that will travel through the critical Front Street intersections during event times will be a fraction of the overall intersection volumes and will range from approximately 10% to 33% of the intersection volume depending on the location. The addition of the casino and hotel traffic during event times will not create a significant impact and any changes to traffic operations will be imperceptible. In addition, the majority of site traffic will be relegated to Front Street, which will minimize the impact on event patrons heading to the Philadelphia Sports Complex.

During non-event times, the volumes at the critical Front Street intersections will be low as compared to those during event times shown in Table 9. The estimated site traffic volumes that will travel through the critical Front Street intersections during non-event times are nowhere near the existing intersection volumes during event times. As a result, we reasonably expect that during non-event times, the critical intersections will easily accommodate the casino and hotel traffic with favorable traffic operations.

CONCLUSION

From a traffic impact perspective, the site is well situated for the proposed casino and hotel. Front Street will provide a direct connection between the site and I-76 and I-95. As such, the majority of site traffic volume will be relegated to a small section of Front Street between the I-76 and I-95 ramp intersections and the site. These same intersections also serve the Philadelphia Sports Complex. Event traffic from the Philadelphia Sports Complex is several times more than what the proposed casino and hotel will generate. In addition, there are several north-south roads proximate to the site that city residents can use to travel to the casino and hotel. The availability of multiple routes to the site will reduce the site traffic impact along any particular route.

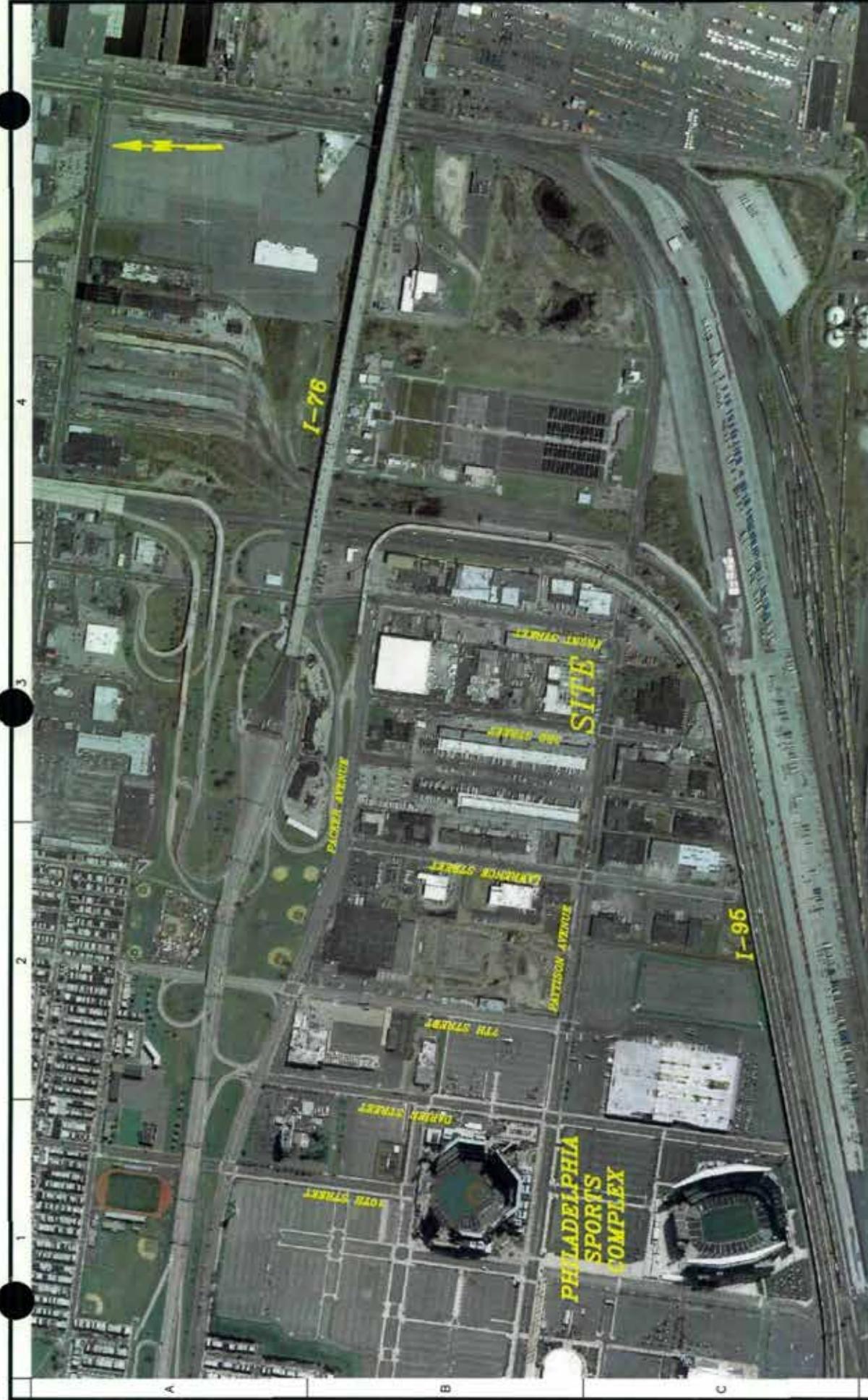
We also expect that a significant number of casino patrons will use area mass transit and then either walk to the site or take advantage of the shuttle bus or trolley service that PHL Gaming, LLC plans to utilize, running along Pattison Avenue between the site and Broad Street during events at the Philadelphia Sports Complex. The shuttle service will allow event patrons to easily travel to and from the casino and hotel without having to use their own vehicle, further reducing the site traffic impact of the proposed casino and hotel. We also expect event patrons to come to the casino and hotel and park and then walk or take the shuttle service over the Philadelphia Sports Complex, which would improve traffic operations in the complex area.

The casino and hotel will also help spread out the arrival and departure time periods for event traffic at the Philadelphia Sports Complex as some event patrons will arrive earlier or leave later so they can come to the casino or the hotel. The spreading out of event traffic over longer periods of time that the casino and hotel will cause will improve traffic operations within the Philadelphia Sports Complex area.

For the cited reasons, we have concluded that the site is ideal for the proposed casino and hotel from a traffic perspective and that the surrounding road network will adequately accommodate site traffic.

APPENDIX A

Philadelphia Sports Complex Parking and Traffic Management Plan



LANGAN ENGINEERING & ENVIRONMENTAL SERVICES 30 Susan 11th Street, Suite 1100 Philadelphia, PA 19103-4800 P: 215.364.6400 F: 215.364.0871 www.langan.com NEW JERSEY PENNSYLVANIA NEW YORK CONNECTICUT MICHIGAN FLORIDA VIRGINIA CALIFORNIA ILLINOIS INDIANA OHIO ARIZONA COLO. TEXAS	Project PHL GAMING, LLC CASINO & HOTEL CITY OF PHILADELPHIA PHILADELPHIA COUNTY PENNSYLVANIA	Drawing Title SITE LOCATION MAP	Project No. 220057201	Drawing No. 1
	Date 12/20/2012	Scale 1"=1000'	Drawn By ME	Submission Date 12/20/2012

Philadelphia Sports Complex Parking and Traffic Management Plan

Philadelphia, Pennsylvania

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1 Introduction

Traffic is a critical component in planning for the sustainable development and growth of any neighborhood, but it is especially important near large entertainment venues, such as in Philadelphia's Stadium District. In such areas, it is critical that vehicular and pedestrian traffic, and parking be carefully planned for safety, efficiency and minimization of impacts on the environment and local community. The City of Philadelphia clearly understands this need and has embarked upon this study that not only addresses existing congestion and parking conditions during major events, but also provides a plan to accommodate future economic growth and changes in land use patterns. This study focuses on operational improvements that will enhance the future experience for the communities, stadiums, teams, fans and other stakeholders.

The Philadelphia Sports Complex currently consists of four major professional sporting venues: Lincoln Financial Field, Citizens Bank Park, the Wachovia Center and the Wachovia Spectrum. The Spectrum is currently being demolished and its footprint will be replaced by the proposed *Philly Live!* project and reconfigured parking lots. Traffic operations for events at the Sports Complex are managed by a combination of entities. The Philadelphia Police Department controls traffic and pedestrians on the surrounding local street network. The event host provides some Stadium security personnel to help direct traffic and pedestrians before and after the event. Central Parking manages parking for the official on-site lots. During Eagles games and dual-events, overflow parking is provided in FDR Park and in the Naval Hospital lot and is managed by Expert Parking.

This Sports Complex Parking and Transportation Management Plan study provides suggestions to improve operations by making recommendations in four broad areas:

- Vehicular Traffic Management – to gain an understanding of traffic circulation, including signage and origin-destination pairs to get visitors to the Complex and to the appropriate parking location.
- Pedestrian Management Plan – including a review of pedestrian flow corridors and tailgate zones.
- Parking Management Plan – which may be described as “who parks where”
- Gameday Coordination Plan – a commonly agreed-to operations plan to describe the role of operations personnel and a joint understanding of how the gameday entities interact.

2 Existing Event Parking Analysis

The following is a brief discussion of various large events at the existing Sports Complex, including parking demands and a summary of traffic and parking management for events. Events are currently scheduled so that there is ample parking for all events, except for some dual events, when all lots can approach capacity. Table 1 summarizes peak demands for each individual existing use.

Table 1
Single Event Peak Parking Demand
Existing Events at the Philadelphia Sports Complex

Event	Peak Single-Event Demand
Wachovia Spectrum/Center Event	7,200
MLB Game	10,000
MLB Post-Season Game	15,000
NFL Game	18,000

Lincoln Financial Field

Located within the sports complex, south of Pattison Avenue, Lincoln Financial Field (LFF) is the home of the NFL's Philadelphia Eagles. Lincoln Financial Field also hosts Temple University football games and occasional soccer games, concerts, the Army-Navy football game. From September 2008 through August 2009, Lincoln Financial Field hosted 21 major events.

Lincoln Financial Field has 68,532 seats for football games. Typically, almost all of the seats are sold for pro football games; however actual attendance is typically lower due to "no shows". During the 2008 seasons, the average attendance was almost 96% of capacity. Pre-season games typically have an attendance of approximately 55,000.

Not every striped on-site space is used for Eagles games, due to parking inefficiencies from tailgating (most evident in the Wachovia lots), as well as the availability of parking in several large off-site private lots. The total supply of striped spaces for NFL games is 19,765 (5,497 spaces at Lincoln Financial Field, 8,318 spaces at Citizens Bank Park, and 5,959 spaces at the Wachovia complex). There are also about 2,600 overflow parking spaces in FDR Park and in the Naval Hospital lot.

Citizens Bank Park

The baseball stadium, with 43,647 seats, is the home of the Philadelphia Phillies (MLB). It also hosts occasional concerts.

From September 2008 through August 2009, average baseball attendance was 43,723. During that time there were 87 baseball games and two concerts. High-attendance regular-season Phillies games have resulted in a parking demand of about 10,000 vehicles.

Overlapping or closely scheduled events at two (or more) entertainment facilities can result in magnified traffic and parking issues. These are called "dual-event days". In the time period mentioned above, there were events at both Citizens Bank Park and the Wachovia Complex on 32 days. With the closing of the Wachovia Spectrum, the number of such dual-event days may increase. For example, there may be fewer open days for scheduling concerts and family shows, leading to more event days at the Wachovia Center, and more dual-event dates when a Wachovia Center event is scheduled on the same day as an event at the other venues.

Wachovia Complex (Wachovia Center and Wachovia Spectrum)

The Wachovia Center, with 21,600 seats for basketball games, is home to the Philadelphia 76ers (NBA). The seating capacity is 19,519 for the arena's other major tenants, the Philadelphia Flyers (NHL) and the Philadelphia Wings (NLL). Former part-time tenants of the facility were the Philadelphia Phantoms (AHL) and Philadelphia Soul (AFL).

The Phantoms' primary facility was the Wachovia Spectrum. Formally closed on October 31, 2009, the Spectrum will be demolished and the site reused by the *Philly Live!* development. The Philadelphia KiXX (MISL [soccer]) also called the Spectrum home, though they have now moved to a different facility (Liacouras Center at Temple University) not on the Sports Complex. Seating capacity at the Spectrum was 18,136 for basketball and 17,380 for other sports.

From September 2008 through August 2009, the two arenas hosted approximately 280 major events. About 16% of the events were NBA basketball games and approximately 17% were NHL hockey games. Including the minor league teams mentioned above, sporting events comprised about 58% of the annual events. Another 27% are family shows and 13% are concerts. The remaining 3% of events included private events and religious and motivational speakers. Some examples of non-sporting events hosted at Wachovia are Disney on Ice, monster trucks, the circus, and wrestling.

About 60% of arena events occurred on the same day as another arena event; with 12% of event days having three or four events. The vast majority of dual-event days (days on which an event was scheduled at both the Wachovia Spectrum and the Wachovia Center) occurred on Friday, Saturday, or Sunday. Multi-event days (when multiple events occurred at one facility over the course of the day) mostly occurred on Saturday.

The peak attendance for a 76ers game has been approximately 16,000 patrons, for a Flyers game the peak attendance has been approximately 18,000 patrons, and for a sold-out concert the attendance is approximately 20,000 patrons. High-attendance

Flyers and Sixers games result in a regular-season parking demand of about 7,200 vehicles.

Single Day Peak Parking Demand

The Dual Event combination of a Phillies post-season game plus a Flyers game could result in more parked cars than an Eagles game. Table 2 below compares the demand of a typical Eagles game with the demand of a Dual Event day.

The Dual Event day parking counts in the table below are from October 8, 2009, when the Phillies game ended about 45 minutes before the Flyers game began. Thus, not all 19,300 cars were parked simultaneously. However, there are rare occasions when the start and end of two events overlap slightly, increasing the number of cars that would be parked simultaneously.

Table 2
Single Day (Multiple Events) Peak Parking Demand
Existing Events at the Philadelphia Sports Complex

Event	Eagles Game	Phillies Playoff Game + Flyers Game
NFL Game	18,000	
NHL Game		6,000
MLB Post-Season Game		13,300
Total	18,000	19,300

Existing Transit Conditions

The Southeastern Pennsylvania Transportation Authority (SEPTA) provides subway service to the Sports Complex via the Pattison Station of the Broad Street Line. The Pattison Station is at the intersection of Pattison Avenue and Broad Street, adjacent to the Sports Complex. There are four station head houses, two north of Pattison Avenue and two south of Pattison Avenue, all on the east side of Broad Street. While the subway is the primary means of public transportation to events at the Sports Complex, several local SEPTA bus lines also serve the area.

The ride on the Broad Street Line from Center City to the Sports Complex takes approximately 11 minutes on the local subway service. On certain event days, local service is supplemented by "Sports Express Service". These express trains take eight minutes to complete the same trip. Depending on the size of the event, up to ten Sports Express trains are run, supplementing local service. At the conclusion of events, multiple subway trains are staged at Pattison Station to meet the demand.

Both local and Sports Express trains start at the Fern Rock Transportation Center (the northern terminal of the Broad Street Line), where there are over 600 daily parking spaces in the SEPTA lot. Parking costs \$2 for the day on weekdays and is free on weekends.

Table 3 shows average ridership at Pattison Station for peak event days. In general, roughly 10% of all attendees take transit to events at the Sports Complex. SEPTA ridership for Phillies games varies depending on the nature of the event, from roughly 3,500 riders for regular season games, to 5,300 for playoff games, and up to 7,900 for World Series games. The increased ridership for post-season events is likely due to increased activity from non-ticket holders attending events around Citizens Bank Park.

Table 3
SEPTA Ridership for events at the Sports Complex

Event Type	Ridership	SEPTA Mode Share
Phillies Regular Season	3,475	8%
Phillies Playoffs	5,292	N/A
Phillies World Series	7,861	N/A
Flyers	2,106	10%
Sixers	2,248	11%
Eagles	8,693	13%

3 Stakeholder Comments

The consultant team met with several stakeholders at the start of the project. The stakeholders included:

- Mayor's Office of Transportation
- Philadelphia Department of Streets
- Sports Complex Special Services District (SCSSD)
- Philadelphia Police Department
- Philadelphia Eagles
- Philadelphia Phillies
- Comcast-Spectacor
- Central Parking
- The Cordish Companies (developers of *Philly Live!*)

The main stakeholder comments are summarized below, and were used to guide the study:

Coordination

- Stakeholders felt that coordination between gameday operations entities could be improved. A "Standard Operations Plan" (SOP) would help better define the roles of parking and traffic management staff.
- A Traffic Management Center (TMC) at the Wachovia Center currently includes feeds from several cameras located in the Wachovia Lots. The system allows supervisors in the TMC to visualize conditions on the surrounding roadways and parking lots and provide feedback to traffic and parking management personnel. Some stakeholders would like to see this system expanded to include cameras in the Eagles and Phillies lots. There are plans to make these feeds available in the Philadelphia Police Department's offices near the Navy Yard.
- Some stakeholders suggested that operations would be improved if traffic management squad leaders from the Police Department would be able to supervise their staff. In the past, the Lieutenants in charge would be able to visit their staff at various locations to ensure that they were implementing the operations plan as intended. With recent changes in staffing levels, these Lieutenants now help direct traffic at specific locations and do not always have the option to leave their posts to directly supervise their staff.

Operations

- Some stakeholders identified pedestrian management practices and "don't block the box" operations as the most critical issues. Improved pedestrian management and less queuing through intersections would lead to optimal intersection capacity by allowing all users maximum use of available green time.
- Some stakeholders suggested that operations may be improved by reallocating personnel from internal Sports Complex roadways to regional bottlenecks.

- Some stakeholders suggested the use of exclusive pedestrian phases – “Ped Scramble phases” – to help minimize pedestrian-vehicle conflicts.
- Specific event ingress and egress signal timing plans exist for major intersections along Broad Street and Pattison Avenue. However, these signal plans are typically overridden by traffic management personnel. Some stakeholders also expressed concerns about whether the coordination between intersections was configured to allow for the best egress conditions.

Parking Patterns

- Some stakeholders suggested that ingress conditions could be improved using a number of techniques:
 - Increase plaza entry capacity to minimize queues spilling back to area roadways
 - Simplify the parking plan to reduce the number of parking categories
 - Re-assess the locations of crosswalks and pedestrian crossing paths to minimize vehicle-pedestrian conflicts
- A suggestion was made to consider alternate fare collection methods, including E-ZPass, to improve plaza processing rates, thereby improving ingress conditions. The teams expressed willingness to introduce new parking patterns if it helps improve ingress or egress conditions.

Worst-Case Conditions

- The sports entities described the worst-case conditions for their respective events.
- Egress conditions were universally described as being worse than ingress. While stakeholders recognize opportunity for improvement in the ingress condition, arrivals are generally spread over a longer timeframe. The more concentrated nature of departures on egress was cited as the bigger concern.
 - Phillies egress conditions are worst during weekday midday games because the egress period coincides with the weekday evening commuter peak hour.
 - Eagles egress conditions are worst “in the dark”, including night games, and late-season afternoon games. This is believed to be because it is difficult for fans to identify lot exits and departure routes with the current signage system.
 - Egress conditions are worst for concerts at the Wachovia Center. Concerts typically end after 11, and the traffic management staff shift ends at 10:50. As a result, concert attendees typically do not have the benefit of traffic management on egress. Concert-goers are also more likely to be unfamiliar with the egress routes, and typically would be most receptive to traffic management guidance.

Community Issues

- This study recognizes the importance of how the operations in and around the sports complex impact the community and that efficient traffic and parking operations during events benefit both the community and the sport venues at the same time.

- The SCSSD commissioned a study in 2006 that identified transportation issues and recommendations to benefit both the community and regional transportation system. This study identified many neighborhood transportation initiatives and traffic calming projects that have been implemented since the completion of the study. Traffic calming islands installed along 20th Street and Packer Avenue are currently operating well and provide a calming affect on traffic along these corridors.
- The corridor that experiences significant volume increases during the "break" of larger events is the 10th Street corridor. This corridor includes two northbound lanes that narrow to one lane at Bigler Street. The cross-section gives the feel of a regional roadway, when in fact it's a residential street that narrows at Bigler Street creating congestion at the intersection. The SCSSD study had identified various options for traffic calming along this corridor and a gateway treatment to better define the character of the roadway and reduce cut-through traffic from using this corridor. This is also a concern regarding the X-gate being open during the "break". Recommendations to restrict traffic from being able to make the left turn onto 10th Street after exiting X-gate would alleviate some of that concern, and has been further defined within the study.
- There are also several community initiatives such as the VSN detail in Districts 1 and 2 and the parking permit programs in District 3 and along 20th Street and Packer Avenue that are vital in providing a level of security and quality of life benefits to the community and these initiatives should be retained in these areas.
- As various recommendations are made through this operations study, it is important to keep in mind the prior recommendations made in prior reports that could be implemented in conjunction with the results of this study to incorporate these community concerns and improve the overall transportation network for the benefit of both the surrounding communities and the sports venues.

4 Data Collection

In order to quantify the traffic patterns and operations at the intersections within the study area, an extensive data collection program was undertaken throughout the study area. Prior to the data collection process, field observations were conducted so that the project team had a better understanding of the traffic patterns and flows and to develop a data collection program that would capture all relevant information needed. Project team members were stationed throughout the study area at critical locations to better understand traffic operations, traffic flow, transit patterns, parking lot operations and pedestrian movements. These field observations took place several times prior to the actual data collection effort took place, and occurred during events at Citizens Bank Park, Lincoln Financial Field, and at the Wachovia Center.

The data collection effort included automatic traffic recorder (ATR) counts on key roadways, manual turning movement (MTM) counts at critical intersections and extensive field observations at other key locations. This data collection effort was conducted during a Phillies game, an Eagles game and a Flyers game. The MTM counts began approximately 2-3 hours prior to the start of the event and the continued until approximately 1-2 hours following the end of the event. After the event, the counts continued until the roadways were back to free-flow conditions. Figures in Appendix A depict the roadway segments and intersections where counts took place, and the traffic patterns for arrival and departure to and from the sports complex.

The Phillies game counts were conducted on Thursday, October 8, 2009 for a 2:37pm game. The pre-game counts were conducted from 12:00pm until 3:00pm and the post-game counts were conducted from 5:00pm until 8:00pm. It is also important to note that a Flyers game was scheduled that evening at 7pm at the Wachovia Center which did cause additional traffic issues and congestion for the departure of the Phillies game and arrival for the Flyers game.

The Eagles game counts were conducted on Sunday, October 11, 2009 for the 1:00pm game. The pre-game counts were conducted from 10:00am until 1:30pm and the post-game counts were conducted from 3:30pm until 6:00pm.

The Flyers game counts were conducted on Thursday, November 12, 2009 for the 7:00pm game. For this event, we reduced the number of count locations due to the smaller number of people a Flyers game generates compared to the Phillies or Eagles. The pre-game counts were conducted from 5:30pm until 7:30pm and the post-game counts were conducted from 9:00pm until 10:30pm.

Additional field visits were conducted after the data collection process to conduct additional observations of operations at specific locations.

5 Existing Conditions Operations and Short Term Recommendations

The following section describes observations of gameday operations. For each section, we have identified aspects of the gameday operations plan that may be improved by the proposed recommendations.

Pedestrian Management

Pedestrian Crossings

Stakeholder operational concerns included pedestrians crossing out of phase, jaywalking at intersections, and pedestrians crossing illegally at mid-block locations. In late September 2009, the Eagles and Phillies reassigned some of the Stadium security personnel to the roadways before and after events to help manage pedestrians and traffic. The additional traffic management staff significantly helped mitigate many of the observed pedestrian management issues. After the supplemental staff was in place, pedestrians generally crossed in-phase and at designated locations. Pedestrian crossings at the intersections along Pattison Avenue with 11th Street and with Darien Avenue were highest in the 15-30 minutes before the start of football and baseball events, and in this time period, pedestrians were observed crossing out-of-phase. Pedestrian traffic management staff at these intersections should be directed to override signals as needed only during this peak 30-minute period, and only to allow for pedestrian crossings (i.e. an all pedestrian phase - see Figure 5-1 below).



Figure 5-1: Exclusive pedestrian phases should be implemented close to game time for high attendance events.

Pedestrian conflicts along the Pattison Avenue corridor can be mitigated significantly by implementing a number of improvement measures. Most of the observed issues were due to pedestrians crossing north-south across Pattison Avenue at the intersection of Pattison and 11th to reach their target facility. By encouraging these pedestrians to cross Pattison Avenue to be on the correct side of Pattison before they reach the 11th Avenue intersection, the actual crossing volume at the critical intersection of Pattison and 11th can be greatly reduced.

For example, some pedestrians can be crossed to the event-side sidewalk of Pattison Avenue at the intersection of Broad Street and Pattison Avenue. During some phases, there are opportunities to cross pedestrians north-south at locations in the middle of the intersection where they would not interfere with vehicular movements (see Figure 5-2). These locations are not striped crosswalks; however, traffic management staff can be directed to safely cross pedestrians at these locations during the complimentary phases. By utilizing these opportunities in each cycle to cross pedestrians at conflict-free locations, the volume of pedestrians crossing during phases when cars conflict with pedestrians would be reduced. As a result, the vehicular traffic movements would be able to flow more freely. It should be noted that this new crossing must be managed by traffic enforcement agents, and that they should be trained on how to best maximize efficiency while ensuring pedestrian safety.

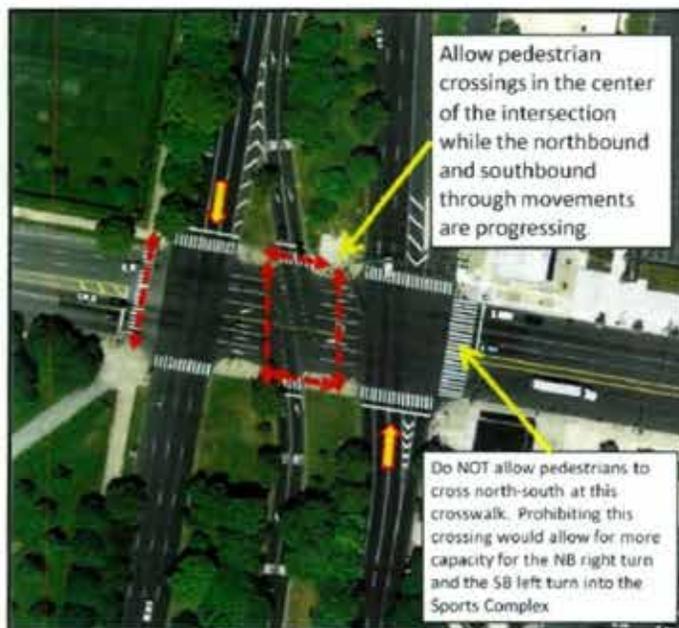


Figure 5-2 (3 parts): Managed pedestrian crossings in the center of the intersection of Broad Street and Pattison Avenue can help reduce pedestrian-vehicle conflicts further east along Pattison Avenue.



The pedestrian crossing volumes can also be managed by strategically directing fans to specific exits from the Pattison Avenue subway station with the use of signs and/or staff. For events at the Lincoln Financial Field and Wachovia Center, all fans should be directed to use the South exits from the Pattison Avenue station whenever practical.

For events at Citizens Bank Park, the northern access points from the Pattison Avenue station provide a more direct route to the venue. In general, over 80% of the pedestrian volume along Pattison Avenue for a Phillies game was observed to

be on the north sidewalk. However, signage should be provided within the Station to direct fans to use the northern entrances. The Southern access points should remain open for access to the Commuter Lot at the Wachovia Center, but signage should be in place to designate these entrances as being intended solely for access to the commuter lot.

Consider the use of bike racks (French barriers) or pedestrian crossing guards at limited locations to restrict midblock crossings.

Jaywalking activities and mid-block crossings were significantly reduced with the introduction of dedicated pedestrian management staff during Lincoln Financial Field and Citizens Bank Park events. The measures outlined above should help further reduce these activities.

Crosswalk locations

Some crosswalk locations can be removed or relocated to reduce pedestrian-vehicle conflicts. The east crosswalk on Pattison Avenue between 11th Street and Broad Street can be relocated east of the entry gate. This would allow eastbound left turns to enter the gate without conflicting with pedestrians (see Figure 5-3). The proposed relocation would also help in the egress condition, when vehicles would be allowed to exit the Pattison Avenue east gate and turn right onto Pattison Avenue westbound. The pedestrian gate may need to be relocated to accommodate this change.



Figure 5-3: Crosswalk relocations can help reduce the number of pedestrian-vehicle conflicts.

Similarly, the crosswalk along Darien Street south of Pattison creates a conflict point between pedestrians and vehicles. Pedestrians from Lots M and N exit via the gate and then use the crosswalk immediately in front of them. The pedestrian crossing movement conflicts with southbound traffic on Darien Street. A series of french

barriers can be provided to encourage pedestrians to walk further south to the next designated crosswalk (see Figure 5-4). This would allow vehicles to enter Lot K at several access points along Darien without conflicting with pedestrians.



Figure 5-4: Develop new pedestrian flow patterns to minimize conflicts between pedestrians crossing Darien Street and vehicles entering the parking lots.

Lot and Gate Operations

During the ingress period, fare collection operations at parking lot entry gates can significantly affect the magnitude of queues spilling back onto the approach roadways. If a plaza has three entry lanes and processes 240 vehicles per lane, it can accommodate 720 vehicles per hour. If queuing is observed on the approach roads to the plaza, the entry demand in the peak period is higher than the plaza capacity. A 20% increase in the processing rate using the methods described below would allow the same plaza to process over 860 vehicles per hour. The result of this change would be 140 fewer vehicles on the approach roadways per hour, or a reduction in approach queues by 2000 feet on a two-lane approach.¹ Shorter queue spillbacks from entry plazas would in turn allow upstream intersections to flow more freely, leading to a cumulative benefit for ingress traffic.

Higher plaza processing rates can be achieved by implementing the following measures:

- West Gate: During peak ingress periods, pedestrians currently conflict with entering traffic immediately beyond the fare collection point. Entering vehicles stop at the fare collection point, proceed, and are then forced to stop again to avoid conflicts

¹ A one-lane, one-mile long queue contains about 200 vehicles.

with pedestrians. When a vehicle is stopped at the fare collection point after having paid, the next vehicle in queue cannot access the fare collection point, and each vehicle in queue is therefore delayed.

- Slide fare collection point south a couple of car lengths, similar to East Gate. This will provide room for vehicles leaving the fare collection area to channelize and maneuver to their respective destination. See Figure 1. Shifting the fare collection points south will allow vehicles to clear the fare collection area before potentially having to stop again to yield to pedestrian, thereby reducing congestion at the fare collection areas.
- Manage vehicular and pedestrian conflicts just beyond the fare collection point. Figure 5-5 shows where a staff can control the interior intersection at the end of the West Gate access drive. Pedestrians can also be redirected to the north side of the drive aisle. The new pedestrian paths would allow pedestrians to cross further north, and would reduce the number of pedestrian-vehicle conflicts.

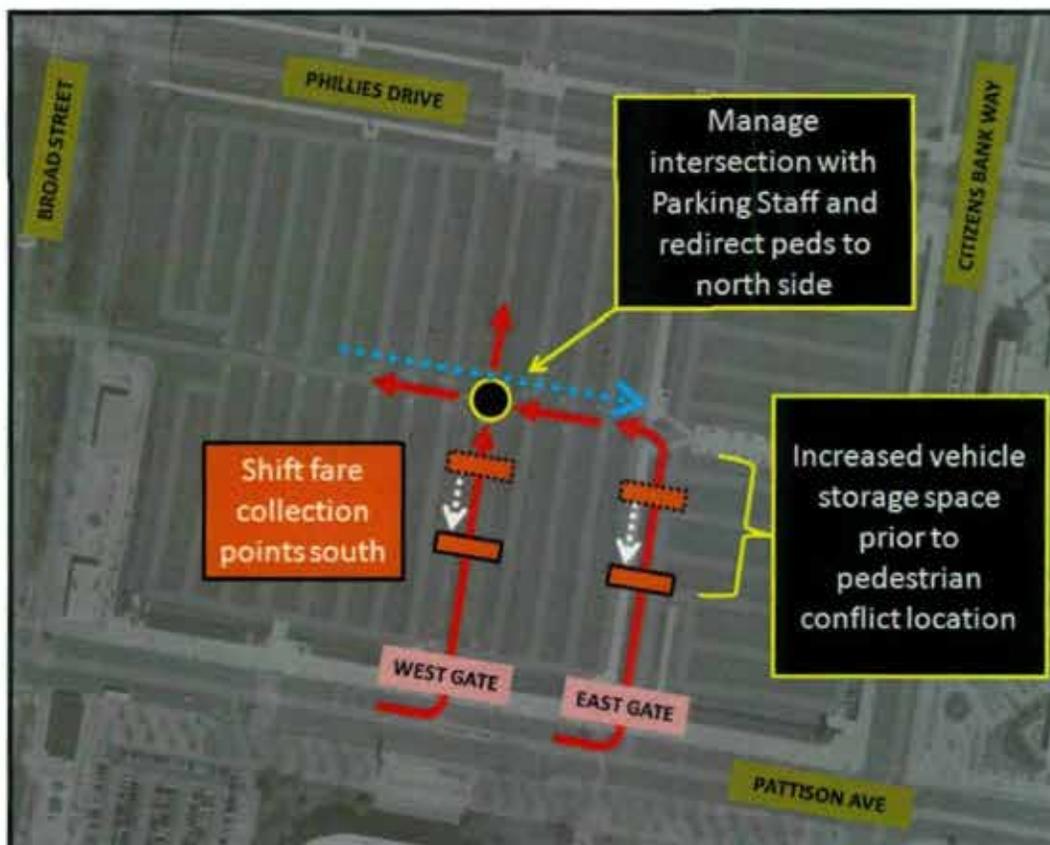


Figure 5-5: Change pedestrian crossing locations to reduce conflicts with entering traffic.

- Consider alternate entrance lane configurations – Figure 5-6 shows an option that can double the entrance capacity of an entry plaza. This example focuses on the 10th Street gate, but the principle can be applied to the Phillies Drive Gate, and possibly the Pattison Avenue Gates, as well as most gates that do not have a physical plaza such as Wachovia gates. For example, although this Gate currently

operates with three fare collection lanes, this change would allow for up to six fare collection lanes. The actual number of lanes can be adjusted to meet demand.

At these existing locations, fare collection is located near the gate entry, and then vehicles are forced to choose to turn left, right, or through. In the proposed alternate configuration, the fare collection is relocated further into the lot, beyond the decision point, to make use of all the departure lanes from the decision point.

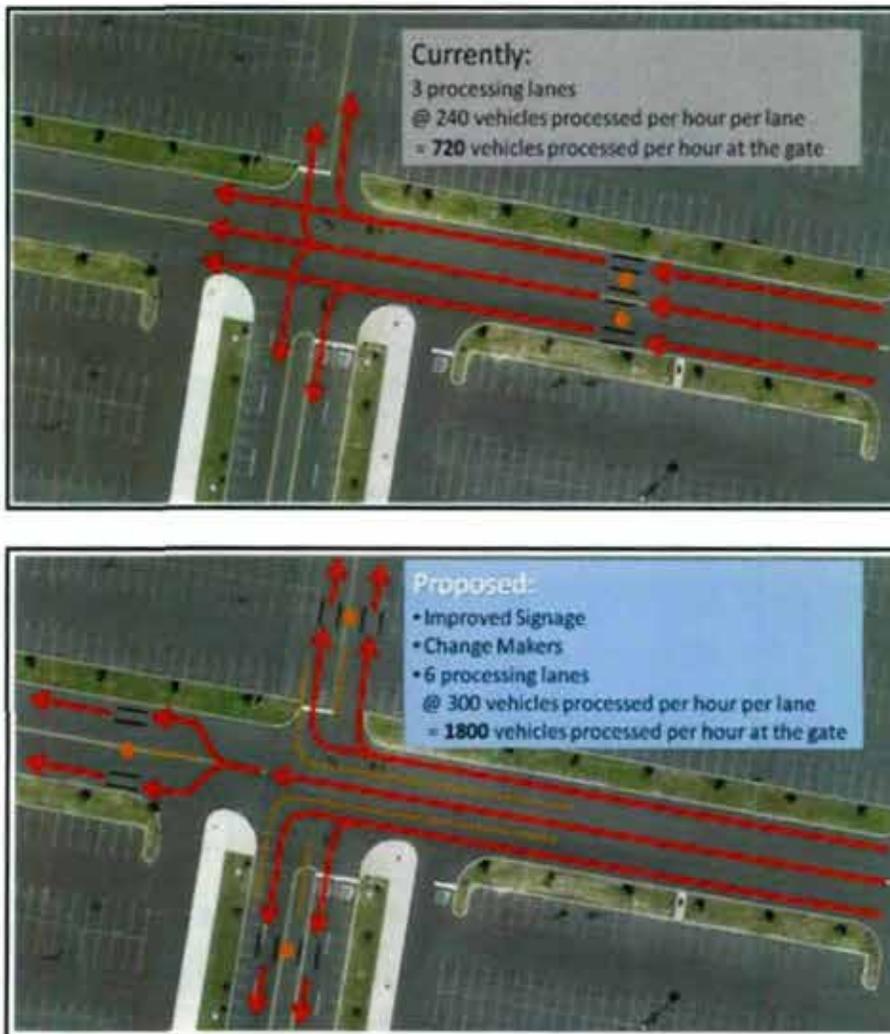


Figure 5-6: Options for increasing entry capacity will help reduce queues on ingress.

- Change Makers – At fare collection points, some staff currently walk down entry aisles, advising drivers of the parking fare and asking them to have their cash ready. Our recommendation is to also have these same staff provide change to drivers in the queues. Instead of merely advising drivers of the parking fare and destinations, these staff can actually make change for drivers, so that by the time they reach the actual point of fare collection, drivers would have exact change, and as a result, they would be processed faster. *This change has been implemented for late-season*

Phillies games on Phillies Drive and the ingress experience at that plaza was noticeably improved.

- **Parking Fare** – The need to make change for odd parking amounts slows processing time at plazas. In the past, the parking fare for Citizens Bank Park and Wachovia Center events was \$12. The rate has since been changed to \$15. Based on our observations, the processing rate has improved from approximately 240 vehicles per lane per hour to 320 vehicles per lane per hour based on the change in fare and the addition of change makers (33% increase). If future fare changes are planned, multiples of \$5 and \$10 should be considered to maintain or improve the processing rates.
- **Lot Variable Message Sign** - The Pattison Avenue East Gate is not opened until traffic has dissipated on Pattison Avenue itself. This gate is typically opened at about 35-40 minutes following a Phillies game. Before this gate is open, vehicles in lots U/T are directed to use the Phillies Drive exits onto Broad Street. As a result, significant queuing occurs at these exits. Once East gate is opened, it can be used as a much faster alternative exit. However, during observations, many drivers continued to add to the queue for the Phillies Drive exits, apparently unaware that a more efficient alternate route had become available. A variable message sign at this location would help direct fans to the fastest egress route, reducing queuing along Phillies Drive (see Figure 5-7).

The VMS can be set facing Phillies Drive entrance traffic during pre-game. Under this condition, it could help channelize for preferred or general parking. This would be the most aggressive solution. Parking staff could also be used to much of the same effect.



Figure 5-7: Variable message signs or traffic management staff can advise drivers of the best route to exit.

- **X-Gate:** The X-Gate, an exit from the northern end of the Citizens Bank Park lots to Packer Avenue, was opened in the past year in a trial program to improve egress from Lots V, W, and X. Observations indicate that these northern most Citizens Bank Park lots typically empty in 25-30 minutes with this gate open. Some stakeholders have stated that these lots typically did not empty for about one hour when the Gate was closed in prior seasons. Observations indicate that the Gate helps event egress traffic and does not cause significant additional congestion along the Packer Avenue corridor. This gate should be open for egress from all Citizens Bank Park events. Cones may be used to force vehicles exiting the Gate to turn right. If necessary, consider extending these cones to the intersection of Packer Avenue and 10th Street to ensure that this exiting traffic continues through on Packer Avenue eastbound and does not turn onto northbound 10th Street. Vehicles exiting via the X-Gate should not be allowed to weave into the eastbound left turn lane at Packer Avenue and 10th Street. Figure 5-8 below shows a proposed coning configuration that would allow for efficient egress from the X-Gate without impacting Packer Avenue traffic. Once the X-Gate demand has cleared, some cones can be removed as shown in Figure 5-9 to allow this lane to operate as a traditional through lane on Packer Avenue.



Figure 5-8: X-Gate can help egress from the northern end of the Citizens Bank Park Lots. Use cones to prohibit left turns from the Gate. If necessary, consider extending cones towards 10th Street.



Figure 5-9: After most event traffic has exited, the curb lane can be restored to normal operation by picking up 2-3 cones at the X-Gate exit.

- Mixed cash and permit lots – Some lots are currently used to park a mix cash and permit parkers depending on the venue and event. This practice causes several inefficiencies, such as underutilized lots or poor access and circulation. For example, during Eagles games, cash parkers are turned away once the Wachovia and/or Jetro lots reach a certain capacity. The cut-off time for cash parkers is different for each event, the current configuration of mixed cash and permit lots creates confusion among fans that are used to paying cash to park in certain lots, and are told on some gamedays that those lots or gates are no longer accepting cash parkers.

During Wachovia events or Phillies games, those seeking access to “nested” permit sections within lots can cause some congestion as vehicles weave and maneuver to their respective destinations. Recommendations vary by event type and lot, and are summarized as follows:

- Eagles games – To reduce this confusion, consideration could be given to designated lots/gates as cash-only or permit-only. Permit lots can be backfilled with cash as needed close to game time.
- Wachovia Events – Traffic patterns on 11th Street between Pattison Avenue and Terminal Avenue can be improved to channelize permits and cash vehicles to their respective plaza lanes.

Intersection Signalization

The City of Philadelphia Streets Department, Engineering Division, owns, operates and maintains the traffic signal system enclosed in the Sports Complex area along with all signals within the City limits.

Interconnect

The traffic signals in the system are interconnected with fiber optic cable on three (3) corridors.

1. Broad Street between City Hall to Terminal Avenue
2. Pattison Avenue between 7th Street to Penrose Avenue
3. Front Street between Oregon Avenue to Packer Avenue

All fiber optic cable is multimode with the exception of Pattison Avenue east of Broad Street which is single mode fiber optic cable. The Broad Street and Pattison Avenue corridors are interconnected together. The Front Street corridor is a stand alone system. All fiber optic cable is located in underground conduit.

A gap within the system is on Pattison Avenue from 7th Street to Front Street. When the system is being updated, this gap should be closed.

Controller Cabinet Equipment

The signalized intersections within in the Sports Complex area are equipped with solid state Type 170 controller cabinets, image video detection for vehicle detection, along with upgraded pedestrian facilities including pedestrian countdown Hand/Man signals and ADA compliant handicap ramps.

When the system upgrade is undertaken, complete equipment upgrades are recommended for the traffic signals along Packer Avenue.

Timing

The central hub intersection within the system is located at Broad Street and Pattison Avenue. The controller cabinet houses a special "manual plan select" panel with four (4) buttons that control traffic signal timings and cycle lengths along Broad Street and Pattison Avenue. The limits of the timing changes along the corridors are as follows:

1. Broad Street between Bigler Street to Terminal Avenue
2. Pattison Avenue between 7th Street to Penrose Avenue

Prior to an event, a Philadelphia Police Department representative opens the controller cabinet at Broad Street and Pattison Avenue and institutes one of the following four (4) programs:

- Program 1: normal operation – 90 second cycle length.

- Program 2: pre-game operation – 100-second cycle length. Consistent and synchronized green time on Broad Street.
- Program 3: pre-game operation – 120 second cycle length. Designed to move traffic along Broad Street to Pattison Avenue.
- Program 4: post-game operation – 120 second cycle length. Timing favors Pattison Avenue and progresses traffic flow towards I-95 and I-76.

It is important to note that three hours after a program is instituted normal operation is supposed to return. It has also been reported through stakeholder discussions that normal operations doesn't always resume within those three hours, therefore it would be important that operations staff verify that the time-out feature is functioning properly.

Intelligent Transportation Systems

Currently a stimulus driven ITS design build project is at the 30% design phase named I-95 GR1 ITS. This PennDOT project proposes to install two CCTV cameras on Broad Street and permanent Variable Message Signs (VMS) along both Broad Street and Pattison Avenue. As stated earlier this project is in the early design phase and as such the final locations of these devices has not been determined at the time of this report. The proposed VMS signs are small two line message boards to provide immediate incident manage messages to the motoring public.

Operations

A comprehensive signal plan should be developed – these improvements should be implemented in conjunction with event day signal programs along the Packer Avenue and Front Street corridors to fully realize the benefits of these measures.

Figure 5-10 shows existing queues along the Front Street and Packer Avenue corridors for egress from an Eagles event. After implementing the signal timing changes at Front Street and the I-76 West off-ramp, and improving coordination along the Front Street and Packer Avenue corridors, projected queues may be reduced to the extents shown in Figure 5-11. A side benefit of the reduced queues and overall improved operations along the Front Street and Packer Avenue corridors would likely be a decrease in the number of vehicles using 10th Street north of Packer Avenue as an alternate egress route.

Note that additional coordination may be required in the Front Street and Packer Avenue corridors to ensure that the projected benefits are realized. For example, the intersections along these corridors should be coordinated with the new signal timing.



Figure 5-10: Queues from the intersections along Front Street typically extend back to and add to congestion on Packer Avenue.



Figure 5-11: Signal timing improvements along Front Street should help reduce queues along Packer Street on egress.

Coordinated Signal Control

In general, the program for post-event conditions may improve egress conditions significantly if it is consistently adhered to. The Front Street signal corridor should be connected to the Broad Street and Pattison Avenue signal corridors. Once all three corridors are connected, a central control point, such as at the Traffic Management Center at the Wachovia Center, should be established from which all the signals can be set to operate on the appropriate ingress or egress program.

The event programs should be triggered at the following times, depending on the event type:

Table 4: Recommended Time to Start Ingress Signal Program (Hours Before Event)

Event Venue	Event Start Time		
	Weeknight 7 PM	Weekday 1 PM	Weekend 1 PM
Citizens Bank Park	2	2	2
Lincoln Financial Field	2	N/A	3
Wachovia Center	2	2	2

- The post-event signal program should also include a time-out feature. This time-out feature would be based on the type of event, and would ensure that the system automatically returns to normal weekday operation after event traffic has been processed.
- Post-event signal change operations should be flexible to account for unexpected early departures from a lop-sided result or inclement weather (for baseball games).
- If the police shift ends before an event has concluded, the police should activate the post-event signal timing plan before they leave the Sports Complex.
- The Packer Avenue corridor should be upgraded to be operable on a single system and event programs should be developed to promote access to the Sports Complex. The Packer Avenue corridor is currently not coordinated, and event day programs do not exist. Once upgraded, the Packer Avenue corridor signal system should be tied into the Front Street, Pattison Avenue, and Broad Street corridor signal systems.
- Event programs should be developed for the Pattison Avenue corridor. Traffic management staff at the intersection of Pattison Avenue with 11th Street and with Darien Street should be instructed to allow pedestrian platoons to cross out of phase when necessary. These out-of-phase crossings should only be allowed at these intersections in the peak 30 minutes before events, and only when pedestrian platoons form.
- The traffic signal controller should be reprogrammed to allow as many programs as necessary to implement the proposed event timing plans. If the controller can not accommodate this, it should be replaced.
- Once an event program has been developed and a scheme is in place to implement it at the right times, traffic management staff should be advised to follow the program whenever possible. Management staff should override the signal only when:
 - Queues block an intersection. In this case, traffic management staff should stop traffic on all approaches and prioritize clearing the vehicles queued in the intersection ("clear the box"). It is not necessary to override the signal timing itself for this condition.
 - Incidents impact corridor capacity, so that the event signal program's intended coordination cannot be achieved. In this case, an event day Coordination Leader should direct traffic management agents to override specific intersections.

- The current Pre- and Post-Event signal programs for all the major corridors (Broad Street, Pattison Avenue, Front Street, and Packer Avenue) should be assessed and modified as appropriate to improve operations. Attention should be given to providing proper progression along the corridors. Once the signal timing plans have been evaluated and modified for all signals along each corridor, the practice of placing certain signals on "flashing operation" should be discontinued.

Significant improvements can be achieved both in ingress and egress conditions with minor changes in signal timing at regional bottlenecks. The regional bottlenecks at the intersection of Front Street with the I-76 West Off-Ramp and I-95 South On-Ramp, and at the intersection of Penrose Avenue with 26th Street are two locations where signal timing changes can easily be altered to greatly improve traffic flow.

- Front Street at I-76 West Off-Ramp and I-95 South On-Ramp: During post-event periods, the current signal timing at this intersection allocates only 15-20 seconds of green time to the northbound approach along Front Street (the egress movement from the Sports Complex) out of a 90-second cycle. This significantly limits egress capacity and causes queues along the length of Front Street and onto Packer Avenue. During some events, traffic management agents are positioned to override the signal. A well-timed signal operation at this intersection would reduce queues on Front Street and Packer Avenue, and if timed properly, the intersection would not need to be overridden by traffic management staff. Provide extended green intervals favoring NB Front Street (at SB on-ramp) and left-turn advance to NB I-95 (at NB on-ramp).

Additional improvement options can be considered in the Front Street corridor. A double-left turn at the downstream intersection of Front Street with the I-95 North on-ramp would allow for increased throughput to I-95, and would allow for this intersection to operate with two equally-utilized through lanes (see Figure 5-12). Some coordination may be required with PennDOT to ensure that there is sufficient right of way to allow for the double left turn movement.

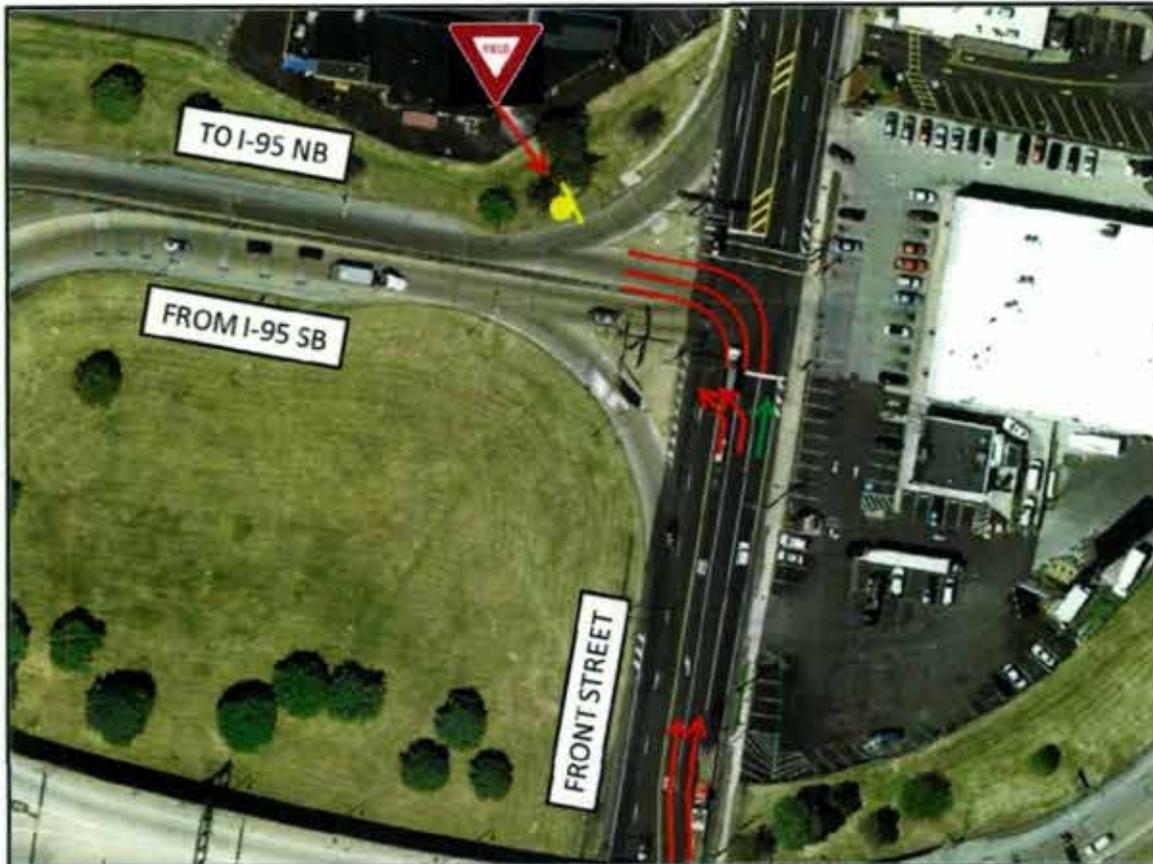


Figure 5-12: Consider a double left-turn onto I-95 from Front Street during egress conditions.

- Penrose Avenue at 26th Street: The current signal plan at this intersection can be improved to allow for additional throughput when movements do not conflict. For example, the eastbound through movement was prohibited while the westbound through movement was allowed. The phasing can be improved to allow for these movements to occur simultaneously since they would not conflict. This intersection should be set to operate with improved phasing and better coordinated with the intersection of Penrose Avenue and Pattison Avenue.

I-95 South Improvements

Post-event operations along the Broad Street southbound corridor can be significantly improved by managing traffic on the I-95 mainline. The volume of traffic on I-95 South on event days is typically under 3,500 vehicles per hour. The volume of traffic on the on-ramp is operating at limited capacity with approximately 1,200 vehicles per hour. The mainline consists of three lanes, and the on-ramp must merge with traffic in the right lane.

The mainline traffic volume on I-95 can be accommodated in two lanes without significantly affecting flow. If the mainline is narrowed down to two lanes before the merge, the entering traffic from Broad Street southbound would have a free merge into

the third lane. (See Figure 5-13) The ramp capacity would then be expected to increase from the current 1,200 vehicles per hour to 1,500-1,600 vehicles per hour. The increased throughput should help improve egress from the Citizens Bank Park lots and the Wachovia lots. Note that this technique would improve egress capacity from the Sports Complex without causing substantial delay to I-95 South.



Figure 5-13: Channelize background traffic on I-95 SB to two lanes to allow additional capacity for traffic entering via Broad Street.

Signage

Signage can help fans get to and from their destination lots in an efficient manner. The current signage system for ingress can be overwhelming for unfamiliar fans. The signage on egress includes mostly static overhead signs directing fans to departure routes; however, the addition of variable message signs may help improve the egress experience significantly.

Ingress Signs

The purpose of ingress signage is to help fans reach their destination lot as efficiently as possible. For this reason, a simplified lot nomenclature system may be considered. The current lot naming system includes 24 letter labels for official on-site lots. While this helps fans distinguish lots, it requires a complex directional lot signage program that can be difficult for fans to interpret in the midst of event traffic. For example, Figure 5-14 shows a sample set of signs on eastbound Pattison Avenue between Broad Street and 11th Street.



Figure 5-14: The current signage program may lead to confusion among some drivers.

This sign set provides directions to Lots D through X. However, the orientation of the signs is such that the sign for Lots "S-X" is on the left, and that for Lots "D-J" is on the right. This is contrary to what drivers expect in terms of sign sequence and quantity of information. Most drivers entering the site are looking for a general, cash parking space. Some general parkers may want to park in a specific lot, while other drivers are preferred parkers with permits for specific lots. Once they have arrived at the Complex, the basic information these drivers need at each decision point is whether they should turn left, turn right, or go through, and which gate they should enter at. A simplified signage system and lot nomenclature can provide this information in a clearer manner. Figure 5-15 shows one proposed improvement concept, based on the lot nomenclature scheme described below.



Figure 5-15: A simplified signage plan and lot nomenclature system should help improve ingress conditions.

Figure 5-16 shows the existing lot nomenclature scheme and a proposed lot nomenclature scheme. By creating parking "zones" consisting of several lots, it is possible to direct fans to general destinations. For example, a fan destined for any of the lots within Zone A would follow the signs to any entrance into the A zone. Once that fan has entered at a gate, he can follow subsequent detailed signage to a specific lot (say "A-preferred" or "A-5"). Instead of processing all of the information about the destination lot at once, the simplified signage program aims to create "chunks" of information that are relevant to the driver at the relevant decision point. The option of creating colored zones further helps reinforce the lot nomenclature system. The

proposed sample shown in Figure 5-17 is simply meant to be used as a sample. Parking "zones" help simplify the overall signage program.



Figure 5-16: The current lot labeling scheme includes 24 lot labels.

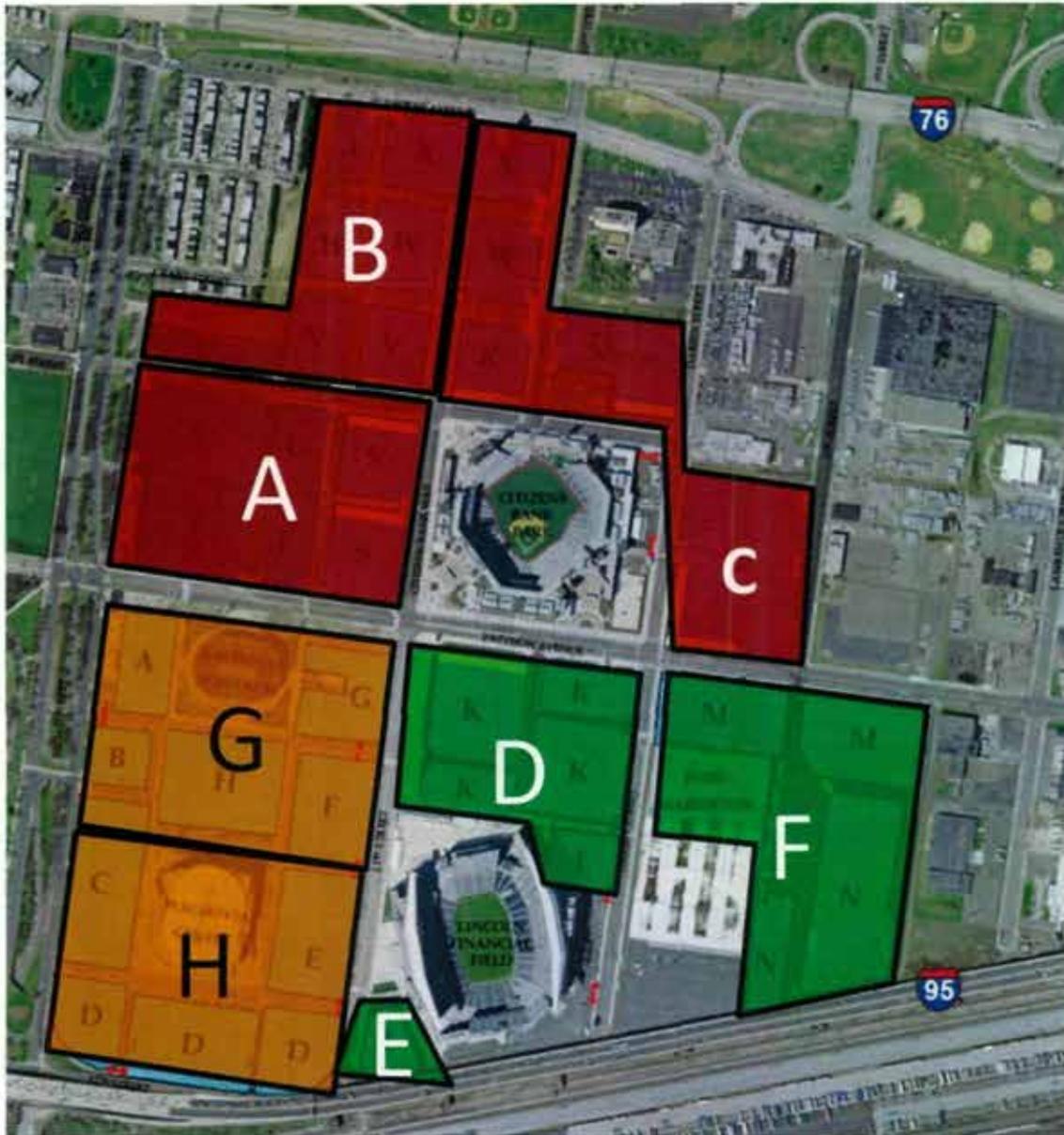


Figure 5-17: A simpler lot naming convention would help drivers focus on finding the right entrances first, then navigating to the appropriate destination after entry.

Egress Signage

During post-event conditions, the use of variable message signs at strategic locations can significantly help improve egress times. The roadway grid network at the Sports Complex provides a good amount of flexibility in accessing regional routes. For example, drivers wishing to access I-95 South from the Pattison Avenue East and West gates can either travel via Packer Avenue to Front Street, or take Broad Street southbound, or alternatively, they can travel on Pattison Avenue to Penrose Avenue (see Figure 5-18).



Figure 5-18: The Sports Complex traffic network offers drivers multiple access routes.

A system that uses dynamic, remotely controlled message signs can help take advantage of this flexibility. One example is shown in Figure 5-19. This figure demonstrates how a standalone VMS that can be used to direct drivers to the best route to various destinations.



Figure 5-19: Use of variable message signs at decision points within the lots would help communicate both ingress and egress options to drivers.

A variable message system can also be used to route vehicles around incident-related congestion. For example, during observations, an incident at the intersection of Broad Street and Zinkoff Boulevard caused significant congestion along northbound and southbound Broad Street. A series of VMSs would have been helpful in directing drivers toward alternate routes to the regional roadways.

The two priority locations for new portable VMSs would be along Phillies Drive at the intersections of Lots U,V, and S and along southbound Broad Street just north of Pattison Avenue.

The guidelines contained in the Manual on Uniform Traffic Control Devices (MUTCD) should be followed when using VMSs. The MUTCD 2009 Edition Chapter 2L about Changeable Message Signs (CMS, as defined in the MUTCD) contains sections on design characteristics, message length, and units of information. For example, MUTCD guidelines on message panels include the following standards:

- *Each message shall consist of no more than two phases. A phase shall consist of no more than three lines of text. Each phase shall be understood by itself regardless of the sequence in which it is read. Messages shall be centered within each line of legend. Except for signs located on toll plaza structures or other facilities with a similar booth-lane arrangement, if more than one CMS is visible to road users, then only one sign shall display a sequential message at any given time.*
- *The minimum time that an individual phase is displayed should be based on 1 second per word or 2 seconds per unit of information, whichever produces a lesser value. The display time for a phase should never be less than 2 seconds.*
- *The maximum cycle time of a two-phase message should be 8 seconds.*

Figure 5-20 shows how the existing overhead signs may be modified to accommodate variable messages. A small VMS attached to each sign with a "best route" arrow would help direct traffic out of the Sports Complex. These arrows would be dynamically and remotely changed to reflect the best route to each highway at any given time.

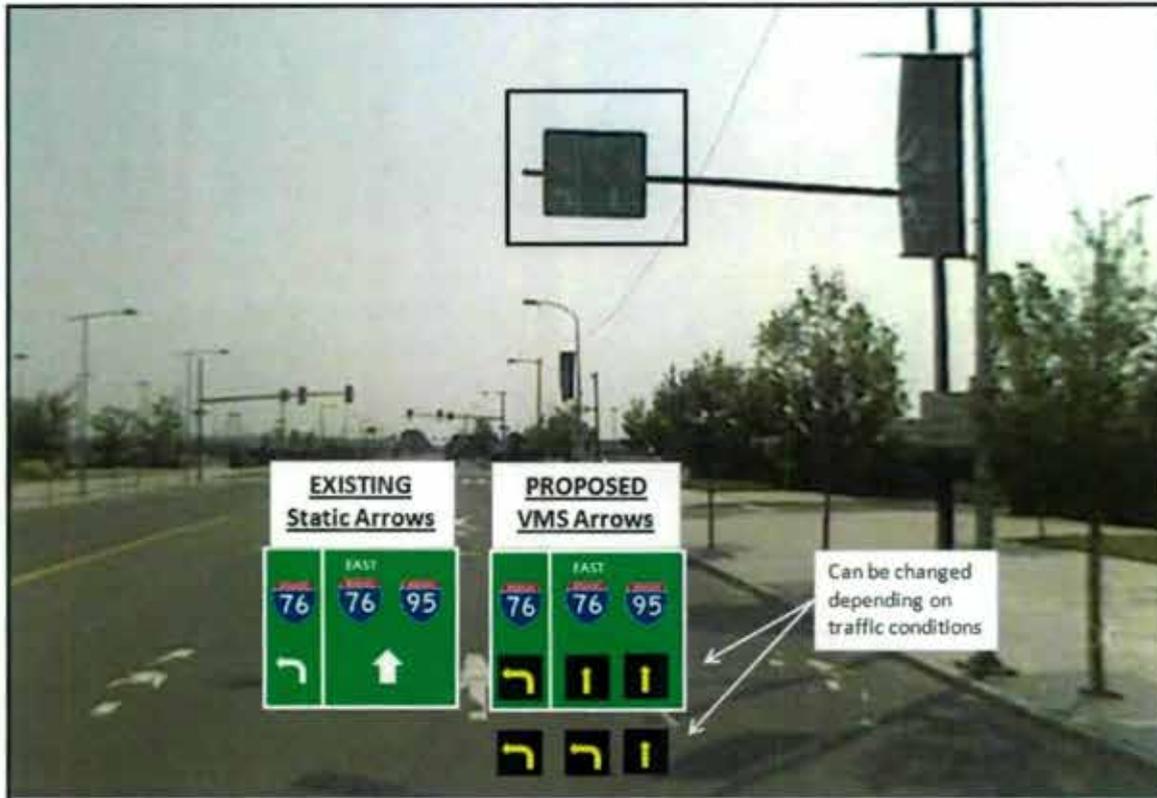


Figure 5-20: Consider adding small VMS arrow panels to existing static overhead signs.

As a long term improvement, large illuminated entrance and exit signs could be installed overhead at all of the parking lot gates to aid with egress, especially at night. The signs would be turned on when the gate is opened and turned off when the gate is closed.

Coordination

Event day traffic and parking operations feature a number of entities working together to develop the fan's transportation experience. A plan to enhance coordination between these entities before and on event day can significantly improve Sports Complex access.

Event Day Coordination

A Traffic Management Center is currently located at the Wachovia Center. From this location, parking and traffic managers can use the network of cameras around the Wachovia lots to observe traffic conditions within the lots and on the regional roadways. A Coordination Leader should be positioned at this location to act as a central point of contact for all traffic and parking management personnel. The Coordination Leader should have the authority to make changes to the operations plan based on a global view of event operations. The leader should observe traffic feeds from the network of cameras on-site. For certain events, it may be helpful to conduct observations from the rooftops of certain venues until the camera system is expanded to include feeds from new cameras in the Lincoln Financial Field and Citizens Bank Park. This Coordination Leader would be responsible for all aspects of the event day operations experience:

- Determine if signals should be set to event programs earlier or later than usual (before and after an event)
- Determine if signals need to be overridden at specific locations
- Ensure that coordination between intersections is proceeding as planned
- Supervise parking and traffic management staff and ensure staff are performing stated responsibilities
- Determine when certain gates should be opened or closed and relay this information to traffic and parking staff so they can direct traffic accordingly
- Supervise VMS network and advise when changes are required (or be able to remotely control the VMS directly)
- Reassign staff on a temporary basis as needed to respond to incidents or to clear bottlenecks

It is recommended that the police have a representative on-site at the Traffic Management Center who can work along side the Coordination Leader to help plan and implement the best courses of action as traffic and parking circumstances change throughout the day.

Non-Event Day Coordination

Coordination meetings are currently scheduled between stakeholders on a monthly basis. Stakeholders in attendance include representatives of Comcast-Spectacor, Eagles, Phillies, Central Parking, Expert Parking, City Police, Streets Dept., Fairmount Park Commission, PA State Police, SCSSD, PIDC, and DRPA. In addition to these meetings, it may be helpful to develop and host regular meetings for a Sports Complex

Transportation Task Force. Representatives from the City, Comcast-Spectacor, the Eagles, Phillies, Philadelphia Police Department, and SCSSD would attend these meetings. It would also be advisable to also invite representatives from DRPA, PennDOT, SEPTA, and Central Parking. Once *Philly Live!* is open, a representative from that development may also be invited to this meeting. Public agencies are frequently eager to help improve fans' ingress and egress experience, while simultaneously reducing congestion on the regional roadways. These agencies can provide feedback on the following:

- Opportunities for using regional VMS to divert background traffic away from the site ("Football – Delays in Area – Use Alternate Routes")
- Construction schedules for upcoming roadway projects in or around the Sports Complex
- Timeframes for projected infrastructure improvements
- Special provisions for high-volume event days (e.g., extra trains for dual-event Lincoln Financial Field/Citizens Bank Park event days)

Staffing



Figure 5-21: Traffic and parking management staff should have well-defined roles.

This section describes the role of traffic management staff and parking staff on event days. Event operations staff are asked to address a number of concerns on event days. A common understanding of specific event staff responsibilities can help staff focus on their core responsibilities, which in turn can help improve overall ingress and egress operations.

All event operations staff should be encouraged to be courteous, but they should not feel obligated to answer all fans' questions when queues form at the entry plazas. Instead, these staff can be supplied with flyers listing frequently asked questions that can be distributed to incoming fans. Most questions can be addressed by a well-designed flyer, and all fans will benefit from a faster ingress experience. The flyers may also include information on how fans can obtain additional assistance, including additional Sports Complex support numbers so fans can get answers to their questions after they have parked.

Parking Management Staff

Parking staff responsibilities can be separated into two categories: those involved with fare collection, and those responsible for directing traffic within the lots and access driveways.

The responsibilities of fare collection staff is to process entries as fast as possible to minimize queuing on the approach roadways. To help reach this goal, several methods can be used. As discussed in the earlier section on "Parking Fares", the most critical factor related to processing rates is the actual fare transaction. Odd fare denominations (\$12 or \$17) can lead to slower processing rates, while parking fares that are easier to make change for (multiples of \$5 or \$10 – i.e., \$20 or \$25) can help increase processing rates. Change makers can be used to provide change to drivers in queue at the entry plazas before they arrive at the point of fare collection. Fare collectors themselves should be instructed to process their transactions as quickly as possible. Whenever

possible, pre-paid parking permits should be used. The act of scanning or tearing off a permit is among the fastest transaction types available for event operations. Parking management staff should designate separate cash and permit parking entrances as described in the section above on "Mixed cash and permit lots."

Tailgating should be managed by a Courtesy Patrol squad. The role of the Courtesy Patrol is described in more detail in the section on tailgating.

Parking staff within the lots should be instructed to direct fans to specific lots based on available supply, and to minimize conflicts between vehicular flows and between vehicles and pedestrians.

Traffic Management Staff

The role of traffic management staff is to minimize pedestrian-vehicular conflicts, and to maximize efficient and safe flow for both pedestrians and vehicles. To meet this objective, traffic management staff should ensure that vehicles queuing through an intersection are cleared as quickly as possible ("clear the box"). Pedestrians should be encouraged to cross in platoons and only during the pedestrian phase whenever possible.

The event signal timing program at most intersections typically should not have to be overridden by traffic management staff. If an intersection has an efficient event signal program, and traffic management staff is focused on keeping the box clear between phases, staff should allow the intersection to operate on the signal program unless directed to intervene from the Traffic Management Center. Signal overrides should only be implemented when required by one of the following factors:

- Higher than usual background traffic volume
- Incidents upstream of the intersection that do not allow for normal operation
- Intersections that are not capable of event signal programs or are not coordinated with adjacent intersections

When staff must override signals, the following principles should be employed:

- Phase lengths should be typically set between 20 seconds and 60 seconds. Shorter phase lengths lead to decreased capacity, and longer phase lengths lead to excessive delays for other phases.
- Cycle lengths should be between 60 and 120 seconds.
- Phases for major event-related flows should be set to start and stop based on arrival patterns from upstream intersections. Most of the arriving traffic from an upstream intersection should arrive during the green phase.
- Signals should be overridden to provide exclusive pedestrian phases only during the peak 30 minute-period before and after an event.

Traffic management staff who are responsible for controlling mid-block pedestrian movements should be instructed to allow for a balance between pedestrian and vehicular flows. Vehicular traffic should be stopped only when a platoon of at least 10-15 pedestrians has formed on one side of the Street, or when pedestrians have been waiting more than 90 seconds to cross.

Other Improvement Measures

Jimmy John

The "Jimmy John" is the existing operating plan used by the police whereby vehicles exiting I-95 South at Broad Street are prevented from turning right onto northbound Broad Street. They are instead directed to make a U-turn at the bottom of the off-ramp and then travel east along Terminal Avenue (which becomes northbound 11th Street) to access the Sports Complex.

The operational issue found with the Jimmy John as currently implemented is that the remaining supply in the Wachovia parking lots cannot handle the demand of vehicles produced by the Jimmy John. As such, many of the vehicles rerouted by the Jimmy John end up turning onto Pattison Avenue, adding to congestion at the intersection of Pattison Avenue and 11th Street (see Figure 5-22).

Recommended Alternatives:

- Implement Jimmy John earlier in the ingress period to fill eastern Wachovia lots while there are fewer pedestrians crossing 11th Street.
- Closer to game time, after eastern Wachovia lots are full, shut down Jimmy John and direct cars into the western Wachovia lots and the Phillies lots. This will reduce pedestrian-vehicular conflicts closer to game time.
- For Eagles games, use signs at I-95 SB ramp to direct permits to use the Jimmy John and cash to use Broad Street (see Figure 5-23). Consider directing permit parkers from I-95 NB to use the Jimmy John as well.
- On dual event days (when a Citizens Bank Park event is followed by a Wachovia event), direct cash and preferred parkers as shown in Figure 5-24 to reserve the spaces in the Wachovia lots for the later event.

Optimize Use of Underutilized Right-of-Way

There is potential to improve ingress and egress conditions by using additional access routes. For example, on ingress during Eagles games, some vehicles access the site via Darien Street, turn right at Pattison Avenue, and turn right into the Pattison East or West Gate. These vehicles add to the congestion and increase pedestrian-vehicle conflicts at the intersections of Pattison Avenue with Darien Street and with 11th Street. Consider directing cash parkers in this stream onto Phillies Drive so they can access the cash lots without traveling along Pattison Avenue. On egress during Eagles games late in the season, consider opening Citizens Bank Way for northbound through traffic at the intersection of Pattison Avenue with 11th Street to provide an alternative route for vehicles to avoid the congestion along Pattison Avenue.



Figure 5-22: With the current Jimmy John operation, many vehicles are observed turning left from 11th Street onto Pattison Avenue. These left turns add to the congestion at the intersection of 11th Street and Pattison Avenue.

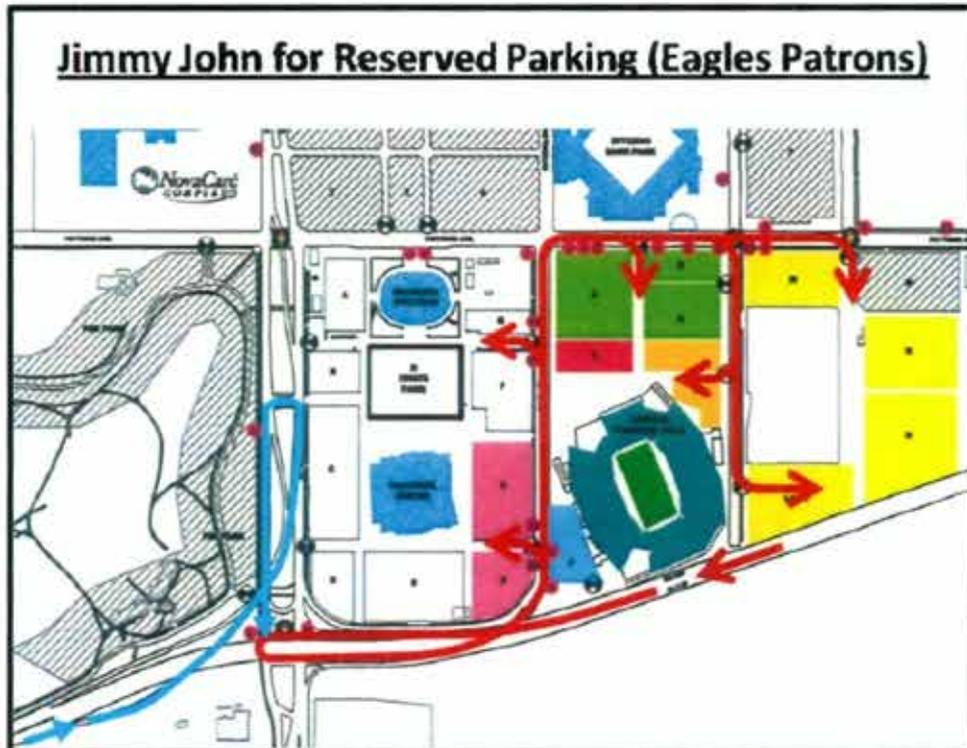


Figure 5-23: Jimmy John operation can be used to separate cash and preferred parkers on Eagles game days.



Figure 5-24: The Jimmy John operation can also be used to separate cash and preferred parkers on dual-event days.

- Helps parking management staff route vehicles through the site
- Can contain a map and directions on the back
- Barcodes on permits can allow for real-time parking statistics and more efficient data collection for analysis of trip origin/destinations and usage patterns
- Reduced processing times vs. cash transactions

It is recommended that the Eagles consider switching to an all-permit operation on-site. Parking permits are used at several other NFL facilities, and all have been well received since implementation. These include the Houston Texans, New York Giants, New York Jets, and a majority of spaces for the Washington Redskins, Dallas Cowboys, and Miami Dolphins. There are several benefits to parking permits:

- Reduce traffic and parking demand significantly – a team can place a premium on the spaces close to the Stadium. A result of this policy is that carpooling increases significantly. For example, vehicle occupancy at the Meadowlands has increased from 2.4 persons per vehicle to 3.0 persons per vehicle after the introduction of permits. For a typical Eagles game, this can equate to a reduction of vehicular demand by several thousand vehicles. Effective supply is projected to decrease during construction of *Philly Live!* and after its completion, so demand management strategies may have to be employed to mitigate the projected shortfall. Permits have proven to be a very effective mitigation measure. Initiating implementation during construction of *Philly Live!* provides justification for the policy change.
- Reserve on-site lots – especially during peak events and when *Philly Live!* opens, a parking permit system ensures that Eagles fans park in the lots closest to the Stadium.
- Improved traffic operations – permits are typically used as hangtags (see Figure 5-25) and fans are instructed to display permits on entry. Traffic management staff can then identify fans' destination lots as they arrive based on the color of their permit, and direct them to the appropriate lots and lanes from a distance (see Figure 5-26).

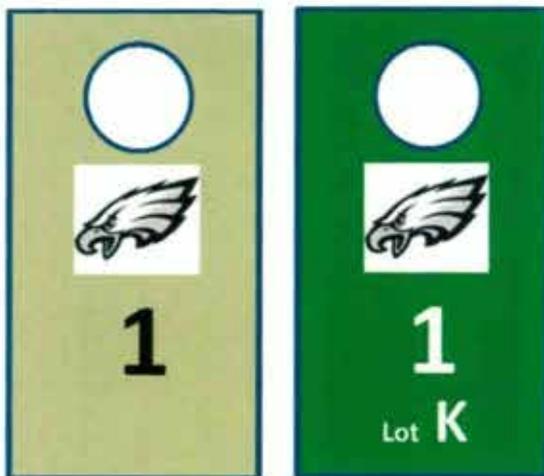


Figure 5-25: Strategically-designed hangtag permits can help traffic and parking managements staff identify reserved parkers from a distance and direct them to the right lanes.

- Available off-street alternatives: The Philadelphia Sports Complex features a grid network and off-site lots. The grid network allows for non-permit holders to be redirected away from permit lot entrances relatively easily. Vehicles without permits can be directed to one of many off-site lots and fans would be able to walk into the Site (as opposed to being bused in). This is currently being implemented to some degree as Lots M, N and G reach capacity and only "reserved permits" are allowed access while cash are redirected.

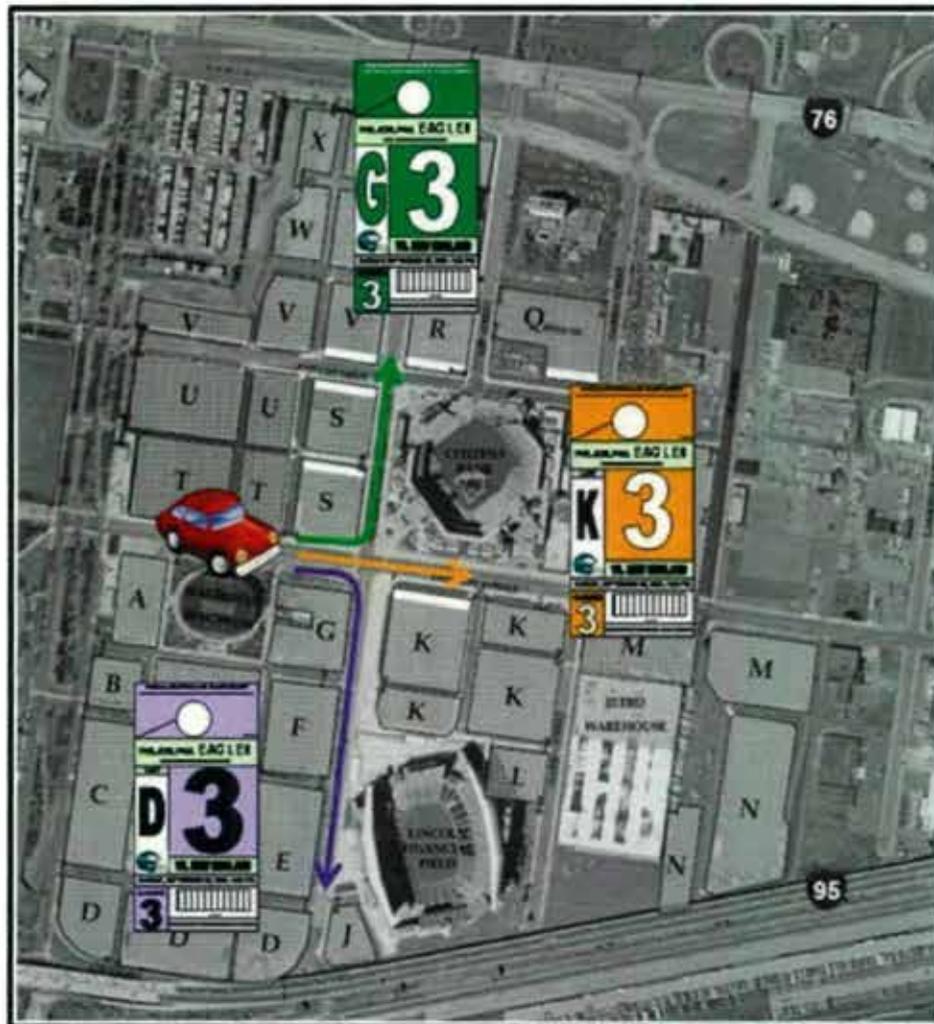


Figure 5-26: Traffic management staff would be able to direct parkers to different destinations based on the color of their permit hangtags.

Fare Collection Methods

As mentioned above, the fare collection transaction is one of the most important factors affecting ingress conditions. A long average transaction time will lead to poor throughput at plazas, and long queues on the approach roadways. The most efficient fare collection method is a pre-paid parking permit with a barcode or a tear-off. With either option, a real time fare collection system is recommended to prevent fraud. A real-time fare collection system can help prevent fraud by identifying duplicate or

counterfeit permits. Most real-time fare collection systems include a network of ground loops and wireless point-of-sale devices which allow for accurate and instant visualization of entries by each plaza, as well as allow for rejection of invalid or duplicate codes. This system can in turn be used to predict remaining supply in specific lots.

Sports Complex Website

Fan education is an important part of the toolbox for improving the gameday experience. One effective method for communicating planned changes in circulation and parking patterns is the use of team or venue websites (and pages on social networking sites like Facebook). Each venue currently has a website which includes traffic and parking directions. A unified Philadelphia Sports Complex website would present a universal destination for fans looking for event day traffic and parking information. Fans would be able to select their destination venue, enter their origin, and generate best driving directions based on the traffic patterns to be implemented on-site. This has been implemented in Dallas (Cowboys Stadium) and in Harrison, NJ (Red Bull Arena), among other places. Fans may be more likely to follow these directions, which are customized based on origin and departure routes, than static circulation diagrams, which cannot account for specific origin-destination combinations. From this website, fans could elect to sign up for email updates that could include planned or sudden changes in traffic or parking at or near the venue.

A section on the website should describe how operations change closer to game time. For example, a fan that arrives 3 hours prior to an Eagles game may have more flexibility in choosing a parking space than one who arrives 1½ hours prior to kickoff. This description should help fans understand the rationale for the operations plan, and should reduce fan concerns about the consistency of gameday operations.

6 Long-Term Recommendations

The following are some of the suggestions for potential long-term improvements. Some of these concepts may require further study; however, one or more of these may be applied to significantly improve the event day experience. The general principles behind these improvements are to minimize conflicting vehicular movements at intersections and to maximize the use of the existing right-of-way, particularly for egress conditions.

Prohibit Left Turns off Pattison Avenue

The first concept is to eliminate left turns off Pattison Avenue (see Figure 6-1). This principle would require additional signage on the approaches to the Sports Complex to advise drivers of the best route to specific reserved lots, since left turns would be prohibited along Pattison Avenue. The majority of fans – most of whom are general parkers – would be directed into specific general parking lots on either side of Pattison Avenue based on their arrival route into the Complex. Reserved pass holders would be given directions to their specific lots.

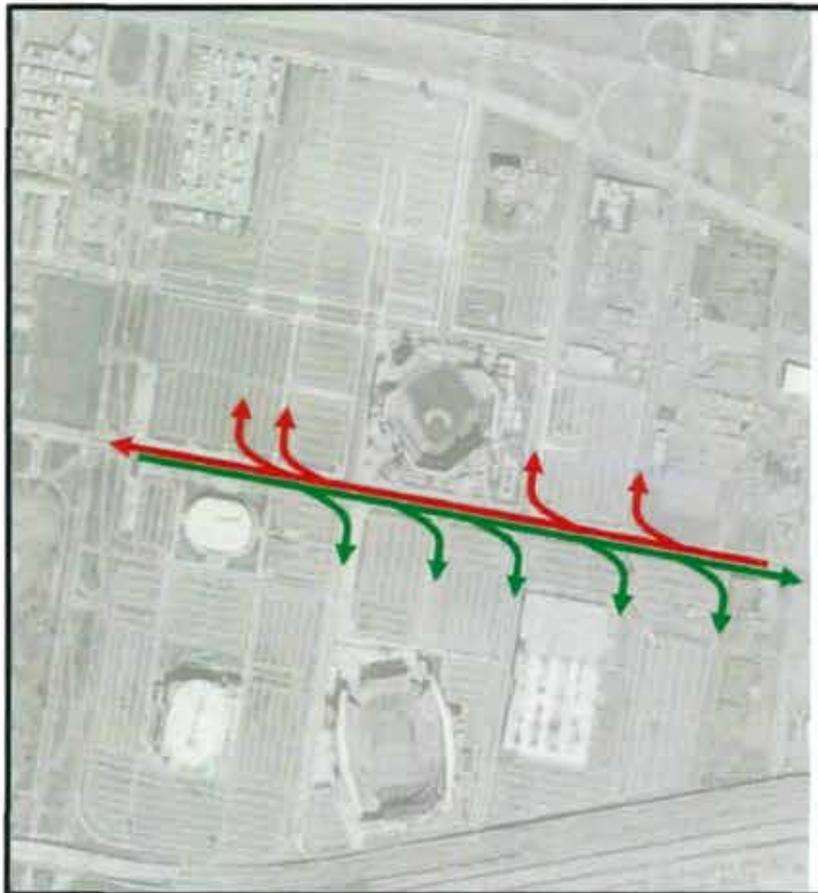


Figure 6-1: Prohibiting left-turns from Pattison Avenue during event ingress periods may help reduce congestion along the roadway.

This concept could improve the flow of traffic along Pattison Avenue. The elimination of left turns should reduce queuing along roadways. Signal timing at the intersections along Pattison Avenue would be reconfigured to take advantage of the extra capacity. The improved throughput on Pattison Avenue should have a cumulative benefit on traffic flow by causing less congestion at the intersections of Pattison Avenue with Broad Street to the west and with Front Street to the east.

One-Way Couple – Pattison and Packer

Another option to minimize conflicts is to consider a one-way couple between Packer Avenue and Pattison Avenue (see Figure 6-2). As is the case with the other concepts, this requires further study and new parking patterns may be required to accommodate it. This has the benefit of using the extensive ROW on both Avenues for one-directional flow. Conversion of two-way streets into one-way couples is typically inadvisable on streets with retail frontage, since there is a perception that it may hurt business. However, both Pattison Avenue and Packer Avenue are mostly free of retail frontage near the Sports Complex, so this recommendation should not face significant opposition from local businesses. Signage changes would obviously be required to accommodate this concept.

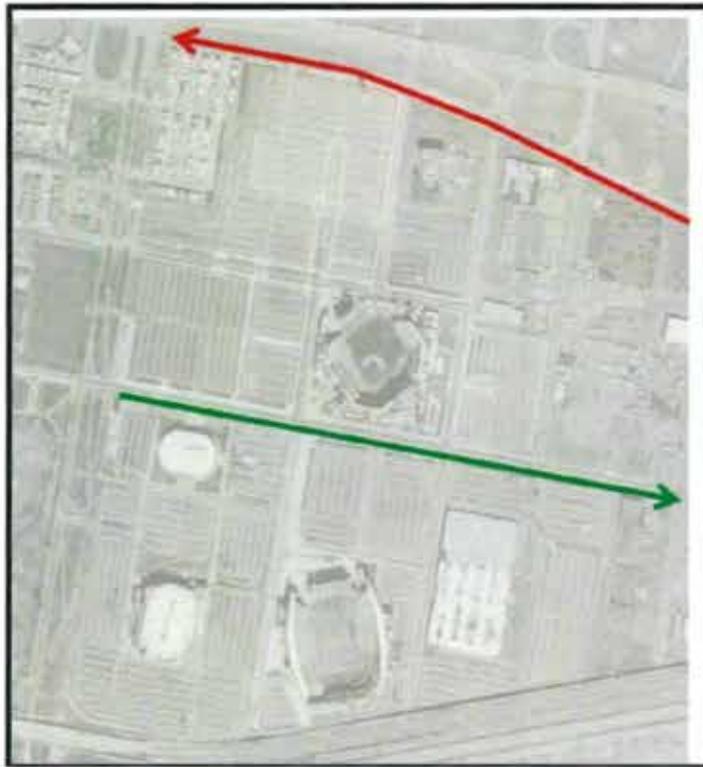


Figure 6-2: Consider converting Packer Avenue and Pattison Avenue to one-way streets to increase throughput and to reduce conflicts.

This option would reduce intersection conflicts and increase roadway capacity by using the entire right-of-way as one-way operation. However, it may limit circulation during certain events, and if not managed properly, has the potential to overload Broad Street.

One-Way Side Streets

Another concept (which may be implemented more readily than those mentioned above) is the use of the side streets intersecting Pattison and Packer as one-way streets (see Figure 6-3). A counter-flow lane would be provided along all streets for emergency access, but the remainder of the right of way would be used to operate these streets as predominantly one-way egress routes during event egress conditions. The use of cones or barriers would allow for the maximum use of the existing right-of-way.

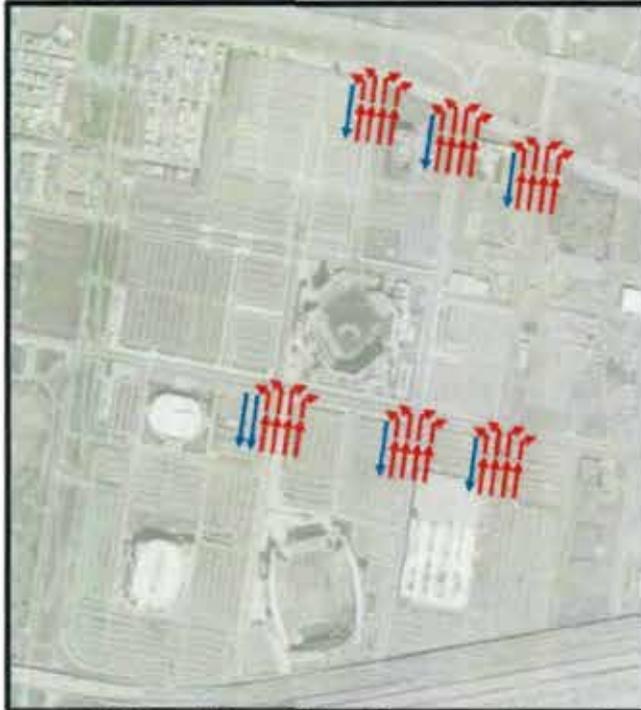


Figure 6-3: Consider making the approaches to Packer Avenue and Pattison Avenue one-way streets during egress conditions. Operational changes would be required to the streets (e.g., cones, traffic management agents).

Transit Incentives

Increasing public transit usage to and from the Sports Complex can improve conditions for vehicles and pedestrians by reducing the number of parked cars. It would be beneficial to explore ways to further incentivize ridership, such as:

- Provide park and ride discounts from strategic stations, or co-sponsor *Philly Live!* incentives
- Subsidize SEPTA Transpass and/or tokens for Sports Complex venue employees and offer discounted season-long passes for full or partial season ticket holders
- Study the potential for SEPTA to provide additional Broad St *express* service for Sports Complex events
- In the long-term, consider further study of transit improvement projects that can expand transit connectivity to surrounding areas (Broad Street Line Extension to Navy Yard, possible connections with South Jersey PATCO lines)



Figure 7-1: Terminal Avenue Extension would improve access to several parking lots.

During egress, the Terminal Avenue Extension would again reduce the number of vehicles along Pattison Avenue. However, when combined with the 26th Street Extension, an alternate route to I-95 would emerge (see Figure 7-2). Vehicles departing from the Eagles and Wachovia lots could travel along Terminal Avenue to Broad Street, then cross Broad Street and enter the 26th Street Extension. That would take them to Penrose Avenue, where on-ramps for I-95 exist. Additionally, vehicles that have exited the Sports Complex and are heading south along Broad Street could bypass the queue for the I-95 South on-ramp and instead continue to the 26th Street Extension and use it to reach the on-ramp along Penrose Avenue.



Figure 7-2: The 26th Street Extension would provide an alternate access route to I-95 from Broad Street and from Terminal Avenue.

8 Philly Live!

Philly Live! is a proposed 414,000 SF mixed-use restaurant, retail, and hotel development just north of the Wachovia Spectrum (see Figure 8-1). The construction phase of *Philly Live!* started with the demolition of the Wachovia Spectrum. At the time of this report, the retail and restaurant portions of the development are projected to be complete by 2012. The following section examines the impact of *Philly Live!* on event days.



Figure 8-1: The *Philly Live!* mixed-use development would change pedestrian patterns within the Wachovia Center lots.

Methodology

Non-event day traffic and parking projections are based on standard traffic engineering methodologies. Trip generation is based on rates in the *ITE Trip Generation Manual, 8th Edition* with adjustments to account for transit share. Parking demand projections are based on the principles of the Urban Land Institute's *Shared Parking* methodology. This methodology accounts for "sharing" of parking spaces in a mixed-use development, and the resulting projected demand is therefore generally lower than what would be estimated using the standard *ITE Parking Generation* methodology.

Table 5: Trip Generation Projections for *Philly Live!*

Land Use	Size	Unit	PM Highway Peak Hour		PM Peak Event Hour		Peak Saturday Highway Hour	
			Entry	Exit	Entry	Exit	Entry	Exit
Family Entertainment	414,905	kSF			817	668	904	904
Hotel	150	Rooms	51	33	47	42	60	48
Total			51	33	864	710	964	952
Auto Share	80%				691	568	771	761

Trip generation estimates are shown in Table 5. Trip generation estimates were based on a development program consisting of 414,905 SF of a multi-purpose recreational facility and a 150-room hotel. The trip generation estimates per square foot were comparable to projections for Meadowlands Xanadu, a similar multi-purpose sports entertainment facility proposed for the Meadowlands in East Rutherford, New Jersey. Using Meadowlands Xanadu rates, the trip gen numbers would be within 20% of these estimates.

Parking generation estimates are based on the Urban Land Institute's *Shared Parking* methodology, using the Entertainment/Retail land use code for the mixed retail/restaurant portion of the *Philly Live!*, and the hotel land use codes for the proposed hotel. The *Shared Parking* methodology allows for the calculation of parking demand variations over time of day, day of week, and adjusts for seasonality. For example, a retail development generates more parking demand on a Saturday evening in December (during the holiday shopping season) than during a weekday afternoon in July. *Philly Live!* parking projections are shown in Figure 8-2. The peak parking demand of 1,600 spaces occurs on Saturdays in late December (during the peak holiday shopping season). For the purposes of this analysis, however, the baseline *Philly Live!* demand is assumed to be a more typical (non-holiday peak) Saturday in November. The peak parking demand for the *Philly Live!* project during this time is some 1,300 spaces.

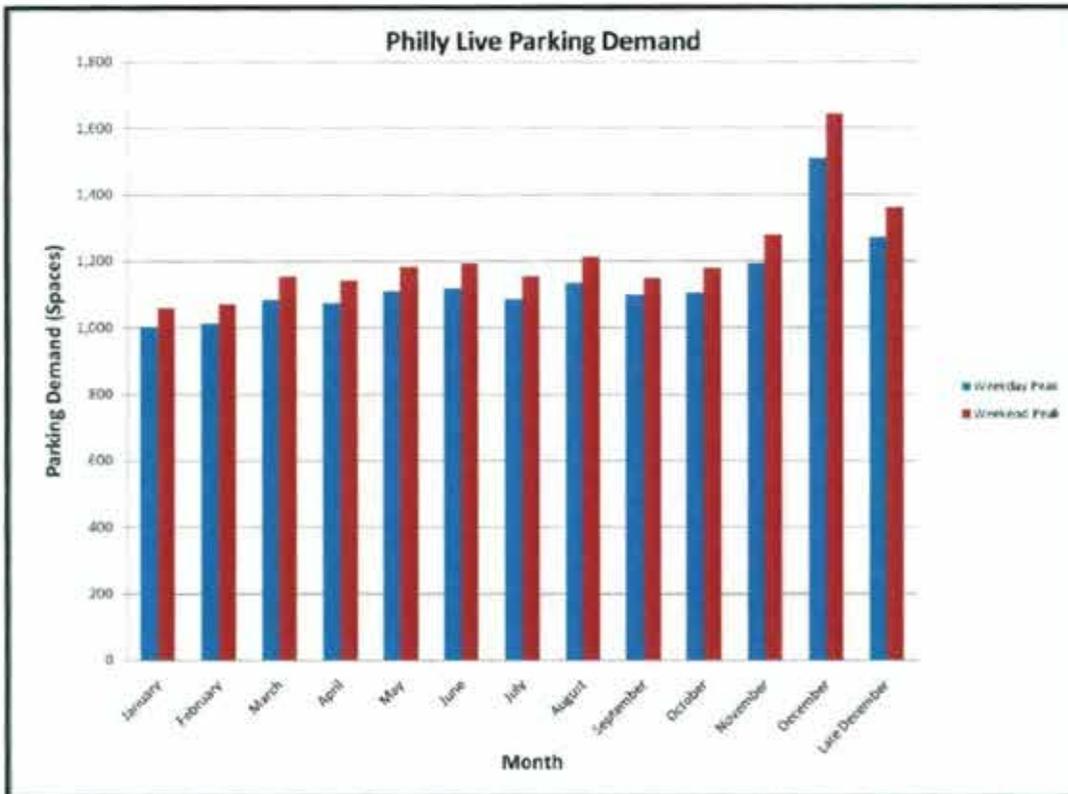


Figure 8-2: Philly Live! parking demand would be highest in December (during the holiday shopping season).

Event Day Operations with Philly Live!

On event days, the traffic and parking generation estimates would be lower than they would be on non-event days due to linked trips and stay away factors; however, some patrons would arrive at the Sports Complex solely for *Philly Live!* (and not for an event). This is evidenced by observations of existing restaurants near the Sports Complex. *McFadden's* and *Chickie's and Pete's* are typically crowded *during* events, indicating there is a strong desire among some fans to be at restaurants near the Sports Complex, even if they don't have event tickets. There are two primary factors in the assessment of *Philly Live!* demand on event days:

- **Linked Trips Factor** – It can reasonably be assumed that some of the visitors to *Philly Live!* have tickets to an event and would have been at the Sports Complex anyway. For purposes of this study, a link trip factor of up to 25% has been applied. Actual link trip factors vary based on the event venue.
- **Stay-Away Factor** – The stay-away factor is another important factor in projecting demand. This is based on the assumption that potential attendees would tend to avoid the Sports Complex on busy event days, and would prefer other days when there is lower event parking and traffic demand. For purposes of this study, a stay-away factor of up to 25% was applied and varies based on the event venue. Potential attendees would be more likely

to stay away during a 60,000 –person Lincoln Financial Field event, for example, than during a 17,000–person Wachovia event.

These factors are described in Table 6. For a Lincoln Financial Field peak event or a peak dual event, the factors account for a reduction in parking and traffic demand of nearly 45% from non-event day estimates.

Table 6: Average and Peak Philly Live! Parking Demand Projections

	Peak PL	Linked	Stay-Away	Demand
Eagles	1600	25%	25%	900
Phillies	1200	15%	15%	867
Flyers	1600	10%	10%	1296

	Avg PL	Linked	Stay-Away	Demand
Eagles	1200	25%	25%	675
Phillies	1100	15%	15%	795
Flyers	1200	10%	10%	972

Based on these estimates, the proposed Philly Live development would generate a demand for some 675 parking spaces on a typical weekend with a Lincoln Financial Field event. In addition to this projected increase in parking demand, the projected development footprint also results in a reduction in supply of some 650 spaces (see Figure 8-3).

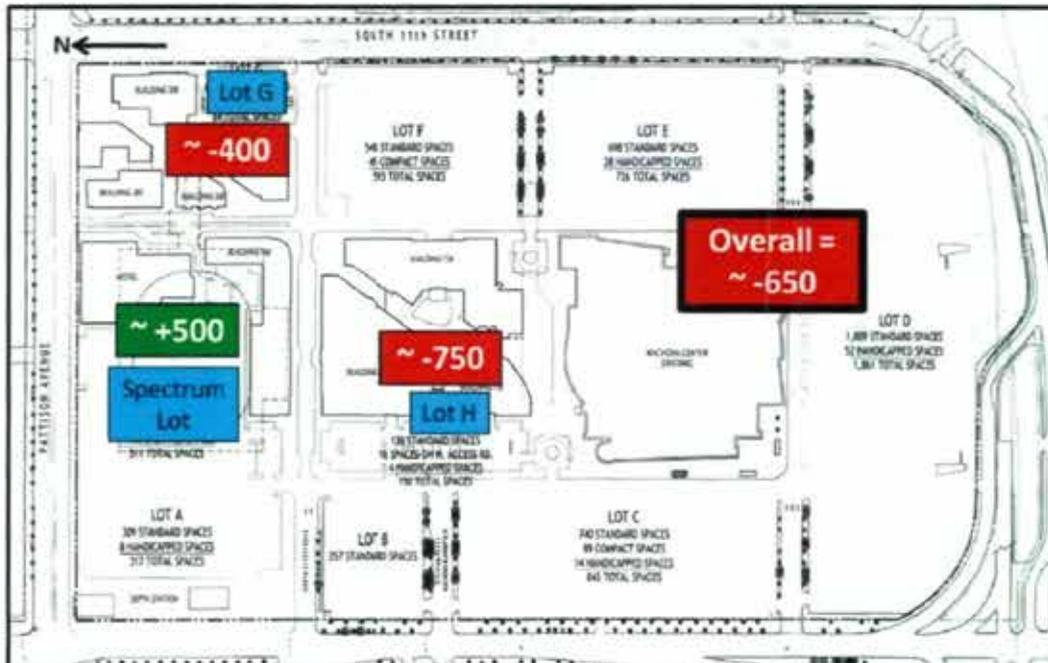


Figure 8-3: The Philly Live! development would result in a net loss of 650 spaces in the Wachovia lots.

The net result is that the effective² supply for Lincoln Financial Field event parkers is some 1300 spaces less than it is today. Figure 8-4 shows the projected overall site effective supply and demand for a typical event at each venue, including a dual Citizens Bank Park / Wachovia event. For dual events and some Lincoln Financial Field events, the official on-site parking supply may be at or near capacity. For these types of events in December, *Philly Live!* demand is projected to be higher than what is shown in this figure, and a more significant shortfall of spaces may result.

Scheduling Restrictions

It is recommended that the current restrictions on the scheduling of simultaneous events be revisited now that *Philly Live!* is in construction. As discussed above, the total on-site supply will decrease, and the on-site demand will increase over time. Dual event restrictions may need to be more stringent during construction of *Philly Live!* and during the first few months or first year of opening. It is recommended that studies be conducted during the first year of *Philly Live!* to monitor overall site demand, and that the lease requirements be adjusted as needed based on the actual observed demand from the *Philly Live!* development.

² An efficient self-park operation typically operates at a maximum efficiency of 98%.

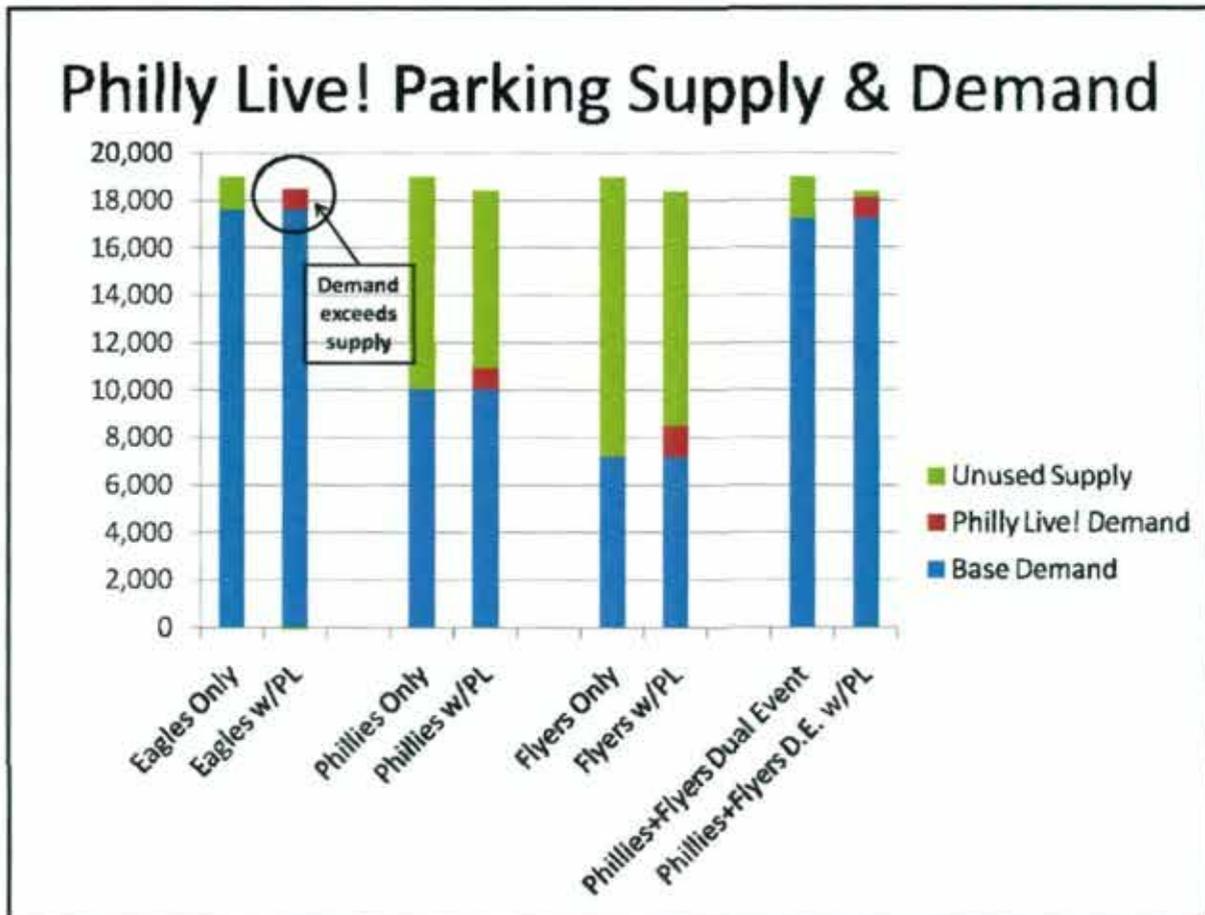


Figure 8-4: The on-site official parking supply would be at or near capacity during Lincoln Financial Field events and during dual events with the opening of Philly Live!

Comparison of 2004 Report Pedestrian Section With Philly Live! Site Plan

In the June 2004 *Stadium District Transit Study*, several recommendations were made for pedestrian access and movement throughout the Stadium District. One of the recommendations developed in that report included a "Sports Village Walk". Some of these principles have been incorporated into the plans for *Philly Live!* development. While there are similarities between *Philly Live!* and the proposed *Sports Village Walk* concept, some pedestrian access issues have been identified and are discussed below.

The 2004 *Stadium District Transit Study* discusses how the sports facilities are isolated from the subway as a result of the eastward relocation of Citizens Bank Park and Lincoln Financial Field. Based on the location of each venue within the Stadium District, one of the most immediate issues is the flow of pedestrians between the Pattison Station and the various sports venues. It is critical to channel pedestrians towards the venues in a manner which minimizes vehicular-pedestrian conflicts and allows for efficient traffic flow.

The 2004 *Stadium District Transit Study* analyzed pedestrian routes, and determined which routes may need improvement (pathways which cross parking lots and negative pedestrian routes). The *Stadium District Transit Study* envisioned a new diagonal path connecting Pattison Station to the Wachovia Center and Lincoln Financial Field. This path would have reduced the number of vehicular-pedestrian conflicts within the lots surrounding the Wachovia Spectrum, and would have reduced pedestrian volumes along Pattison Avenue. The *Philly Live!* layout differs in that the diagonal path from Pattison Avenue and 11th Street to the Wachovia Center does not serve pedestrian traffic exiting from Pattison Station.

This new pedestrian path would not help mitigate the vehicular-pedestrian conflict points noted in the 2004 study (see Figure 8-5). Due to the additional traffic generated by *Philly Live!*, the volume of conflicting movements at these locations may increase on both event days and non-event days.



Figure 8-5: Pedestrian-vehicle conflict points with the development of *Philly Live!*

Construction of *Philly Live!*

It should be noted that during construction of *Philly Live!*, the effective supply in the Wachovia lots would be reduced by up to 1,500 spaces from where it is before construction starts. During construction, there may also be shortfalls in on-site supply for Lincoln Financial Field events and dual events (see Figure 8-6).

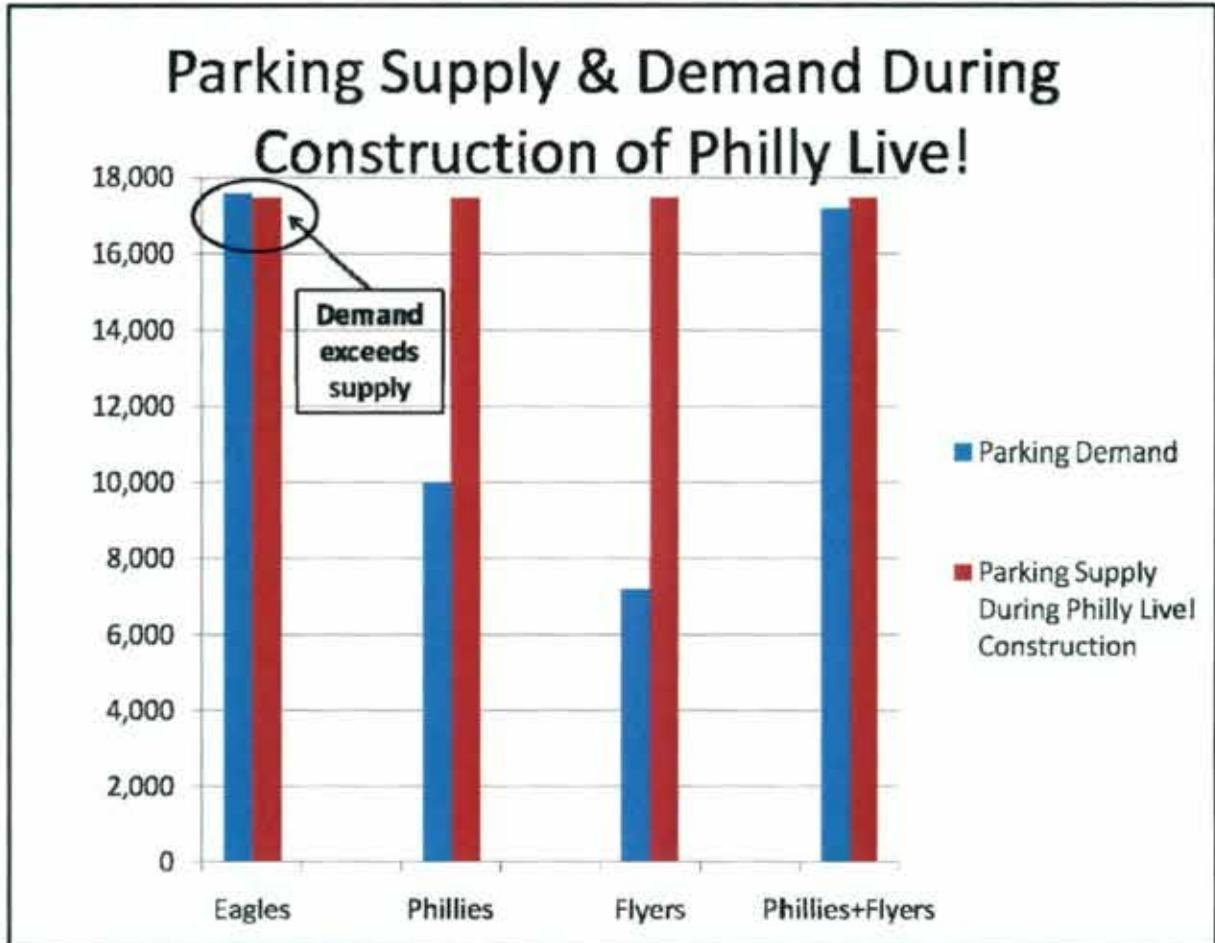


Figure 8-6: The on-site official parking supply would also be at or near capacity during Lincoln Financial Field events and during dual events during the construction of *Philly Live!*

Who Parks Where

A traffic and parking operations plan has not been developed for *Philly Live!*. A traffic and parking plan should be developed with all stakeholders to identify:

- Who parks where – will spaces be reserved for *Philly Live!* customers, or will *Philly Live!* customers be allowed to park anywhere in the general parking lots?
- Parking policies
 - What will be the parking fee for *Philly Live!* customers?

- What will be done to discourage non-ticket holders from coming on event days? (Currently, during all events, parking staff ask non-ticket holders to leave the parking lots shortly after the event has started.)
- How will parking lot assignments change for Wachovia Center patrons after *Philly Live!* opens?
- What contingencies are in place to deal with potential delays with *Philly Live!* construction?
- What type of signage, if any, will be provided for *Philly Live!*, and will it be consistent with existing Sports Complex signage?
- If shortfalls do result, would stakeholders be willing to park customers off-site and shuttle them to the site?

Appendix A

Traffic Volume Diagrams

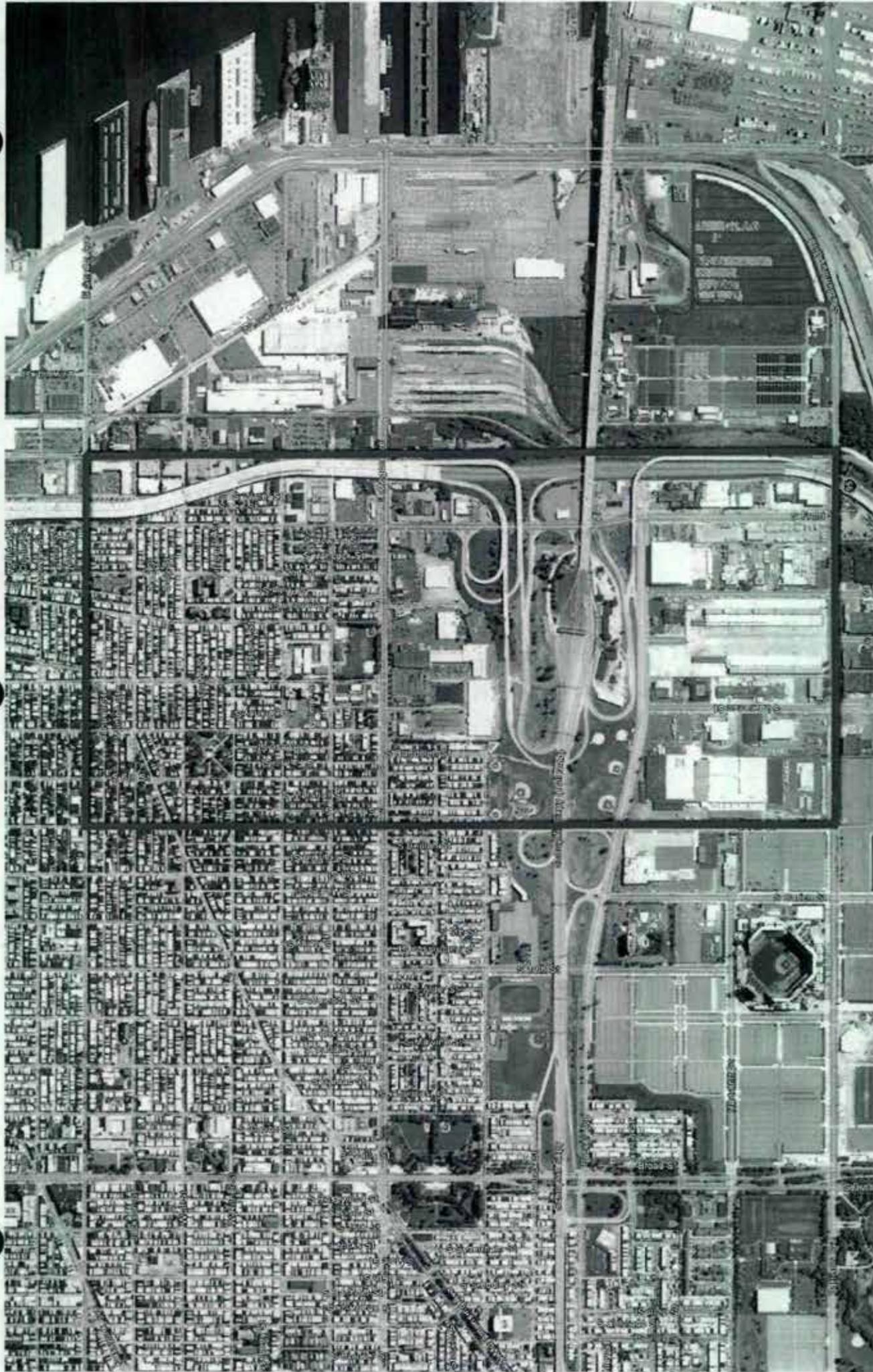
CASINO REVOLUTION SPECIAL SERVICES DISTRICT

PHL Local Gaming LLC will establish and fund the Casino Revolution Special Services District ("CRSSD") whose mission will be to:

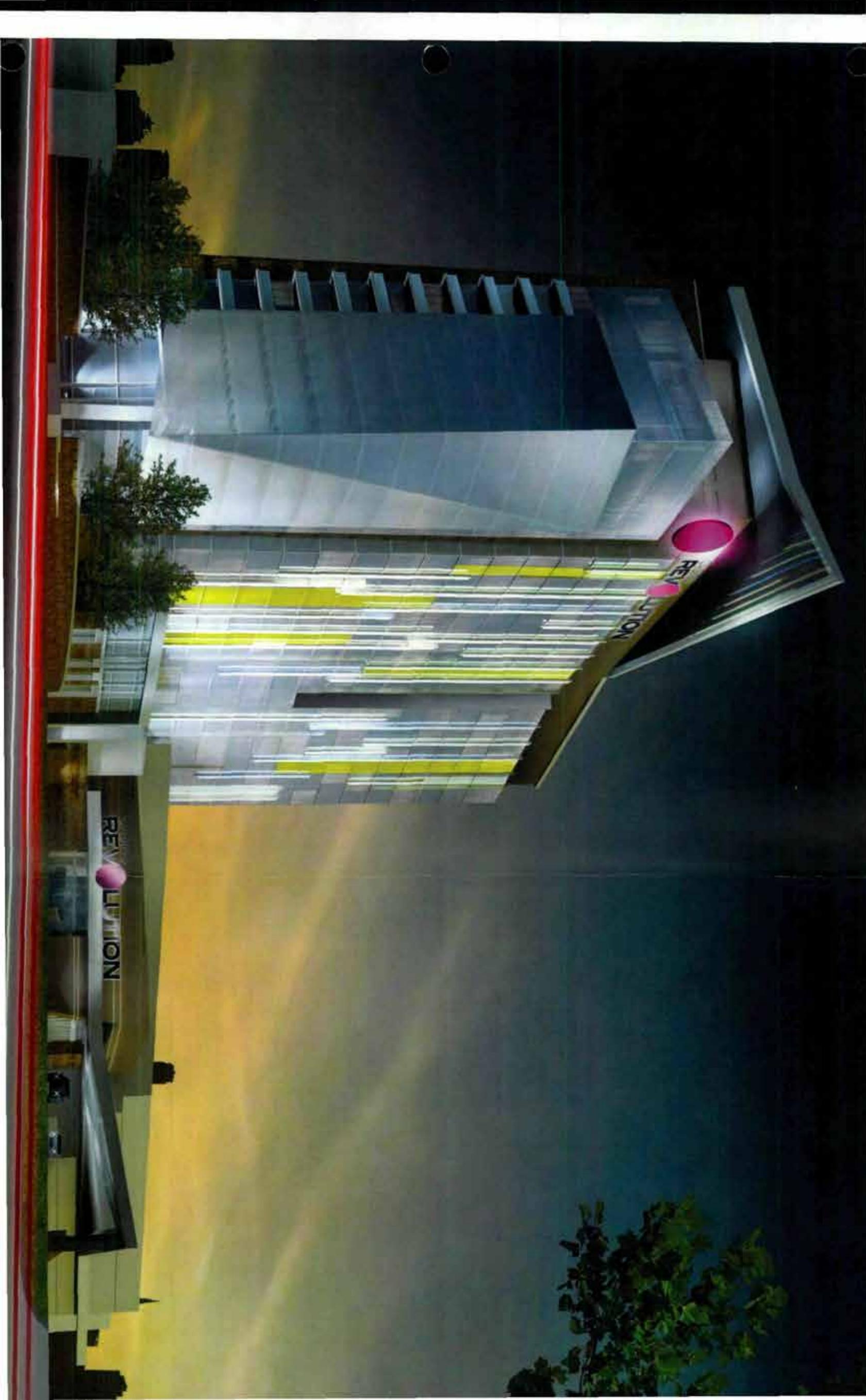
1. Protect the interests of the local communities and neighborhoods in the area of Casino Revolution.
2. Improve the quality of life in the local communities and neighborhoods in the area of Casino Revolution.
3. Promote the Efficient Operation of Casino Revolution.

CRSSD will be a 501(c)(3) non-profit corporation and will serve the area bounded by Pattison Ave. to the South, Interstate #95 to the East, Snyder Ave. to the North, and 7th Street to the West. (See attached map of CRSSD boundaries) CRSSD will be guided by a Board of Directors that will include elected representatives of the communities and neighborhoods in the area of Casino Revolution, City and State officials, and PHL Local Gaming LLC executives.

CRSSD will be engaged in ongoing projects, programs, and studies to address neighborhood concerns and improve community quality of life. Areas of improvement include traffic and parking operations, street and sidewalk cleaning, tree care, landscape beautification, recreational facility upgrades, lighting enhancements, public safety initiatives and community events.

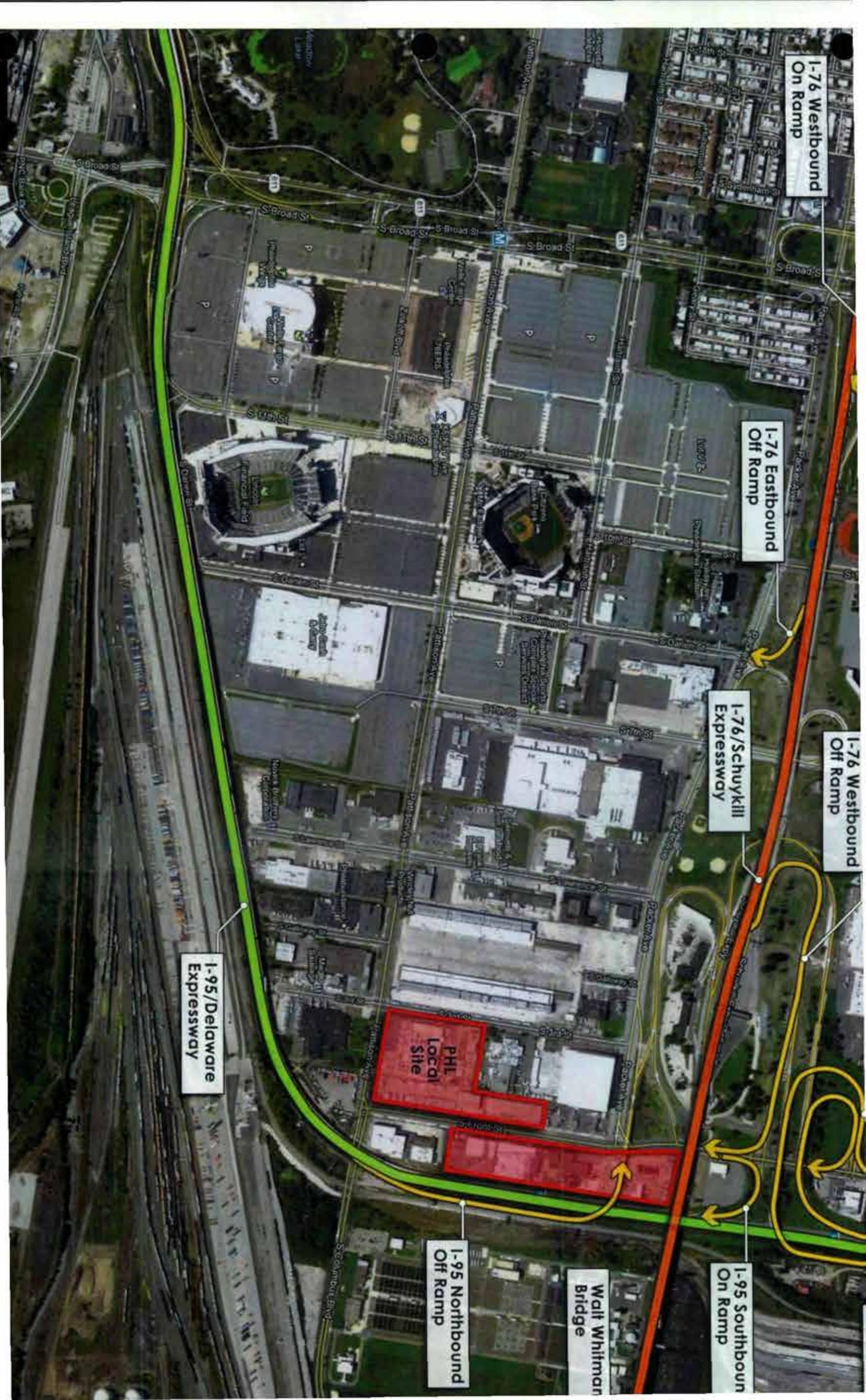


PHL Local: Casino Revolution Special Services District



REVOLUTION

REVOLUTION



I-76 Westbound
On Ramp

I-76 Eastbound
Off Ramp

I-76/Schuykill
Expressway

I-76 Westbound
Off Ramp

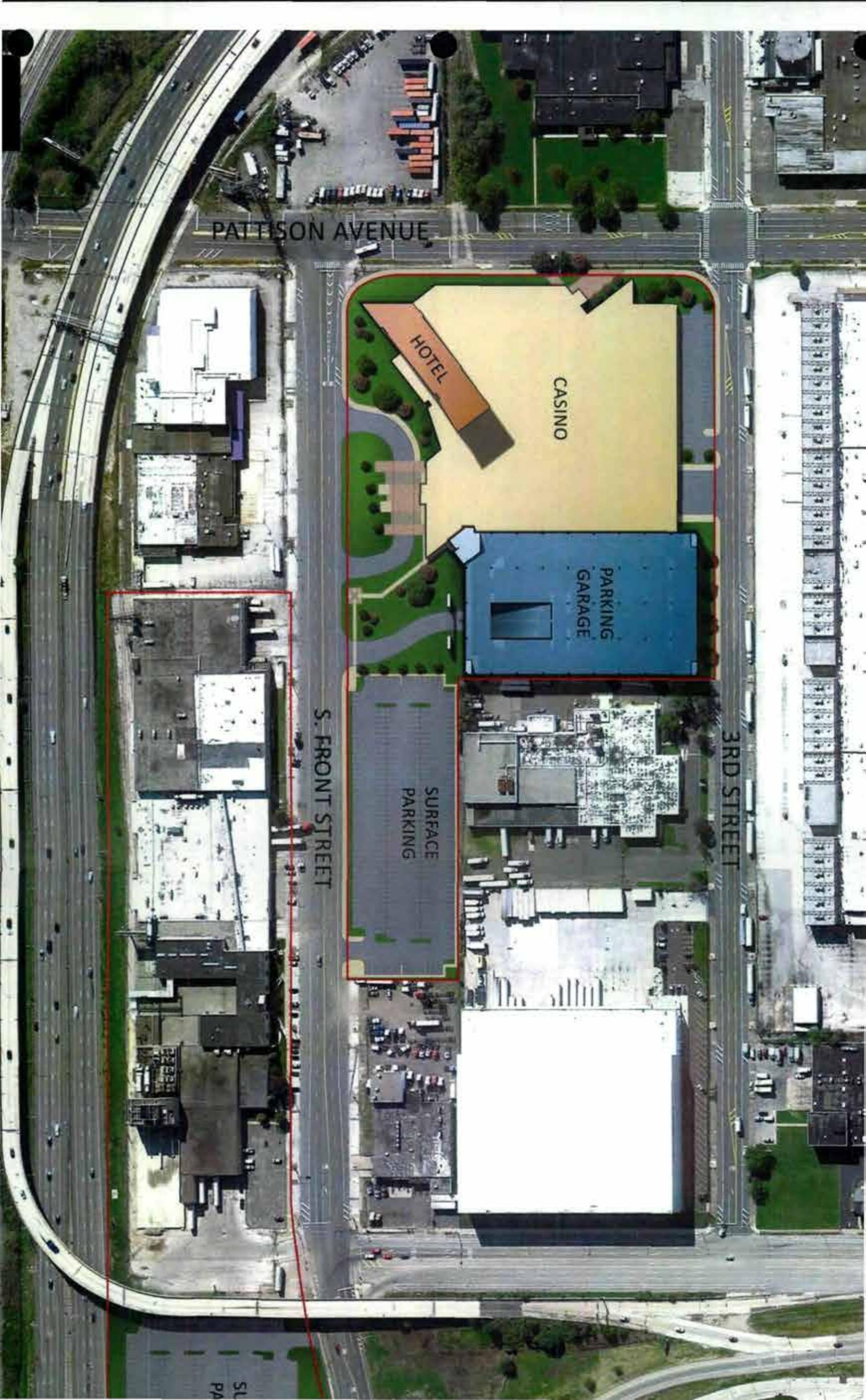
I-95/Delaware
Expressway

I-95 Northbound
Off Ramp

I-95 Southbound
On Ramp

Walt Whitman
Bridge

PHL
Local
Site



PATTISON AVENUE

HOTEL

CASINO

PARKING GARAGE

SURFACE PARKING

S. FRONT STREET

3RD STREET

SU
PA



PATTISON AVENUE

HOTEL

CASINO

PARKING GARAGE

HOTEL

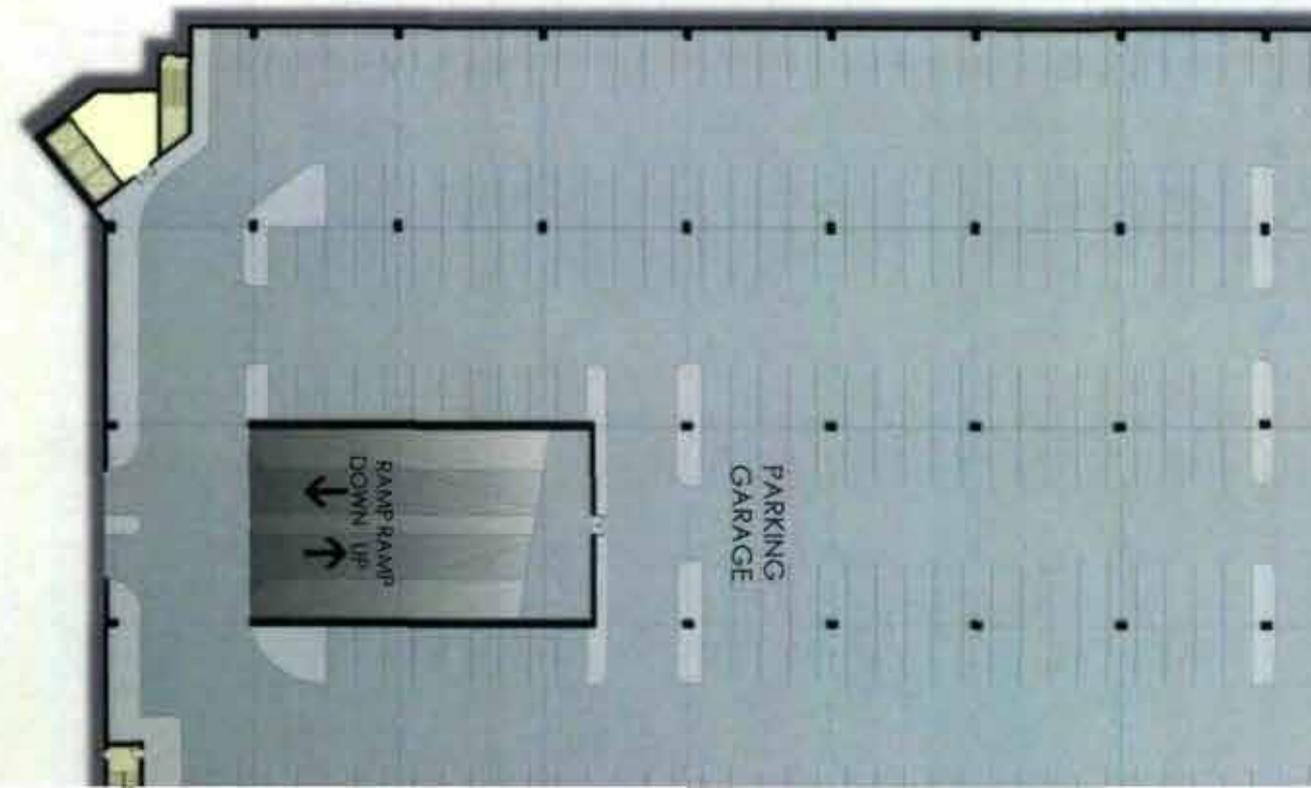
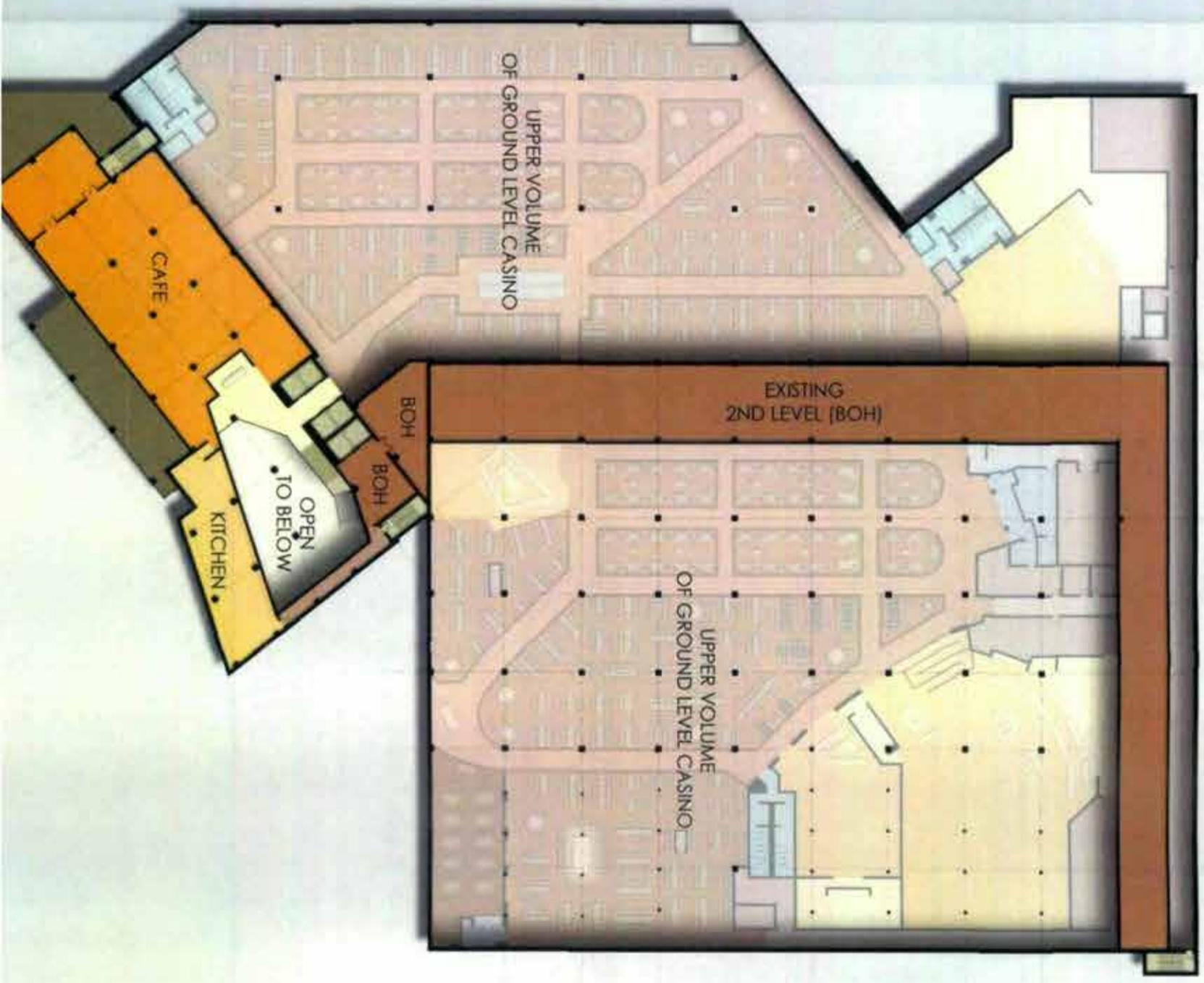
PARKING GARAGE

SURFACE PARKING

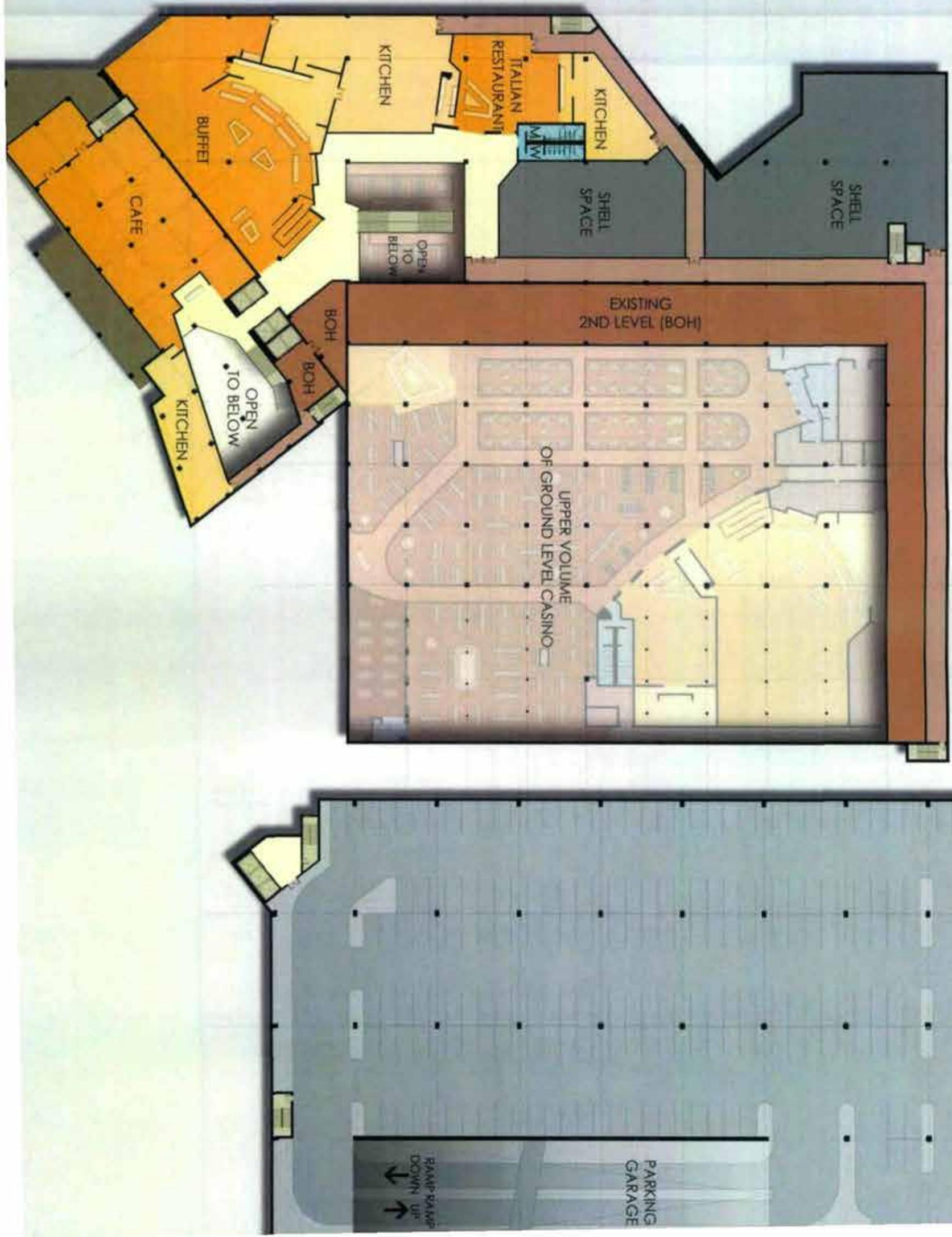
S. FRONT STREET

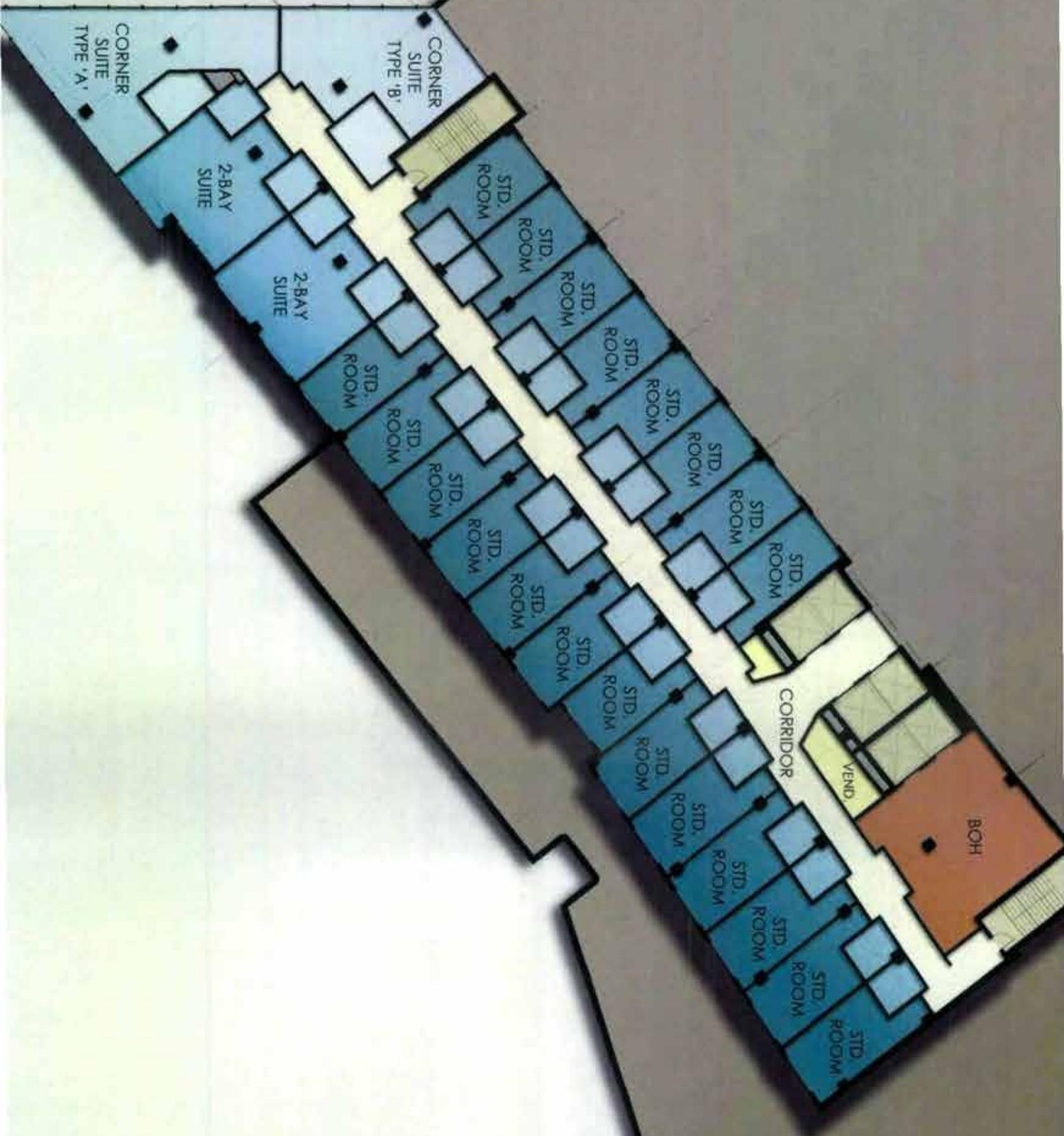
3RD STREET

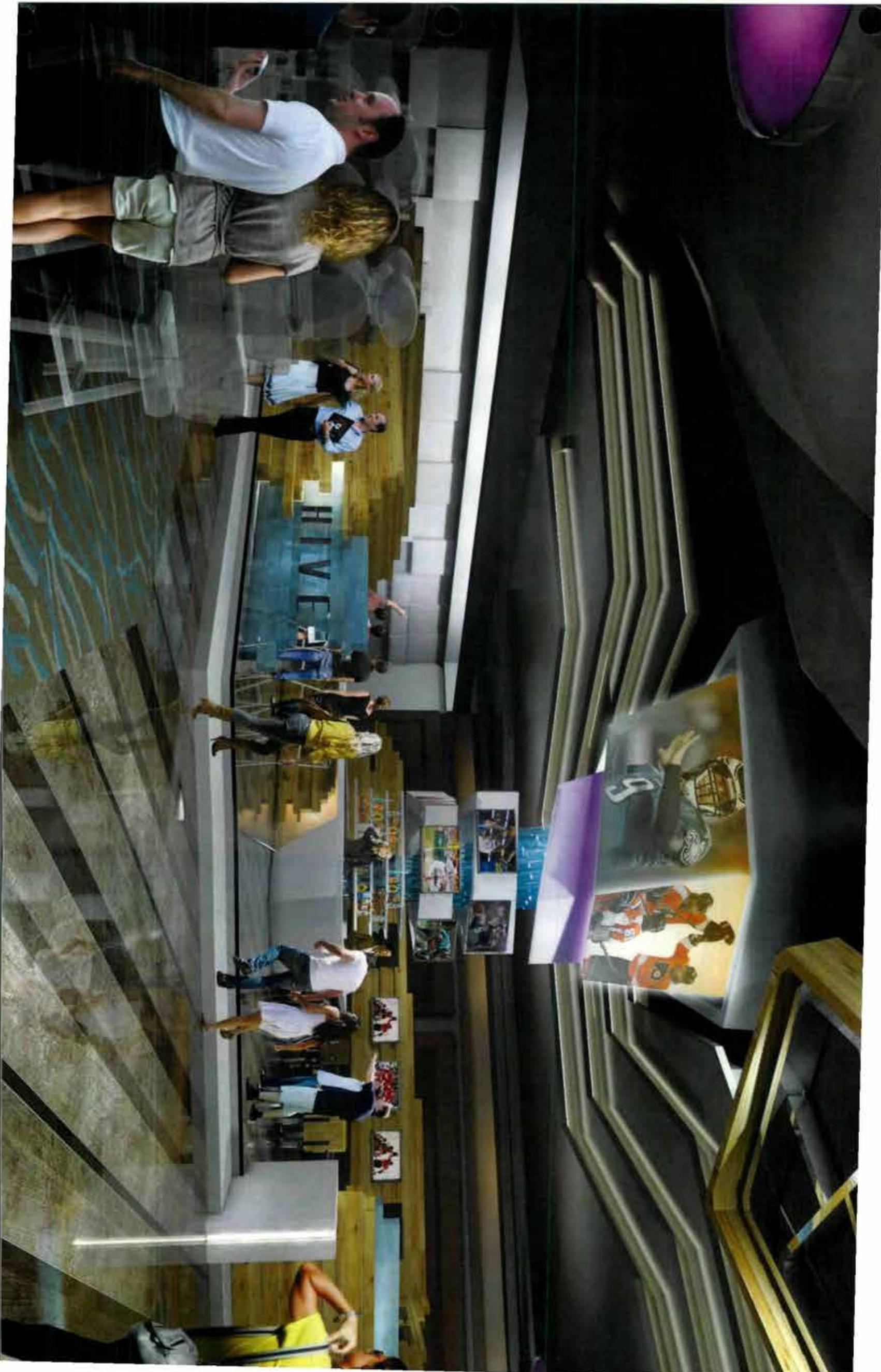


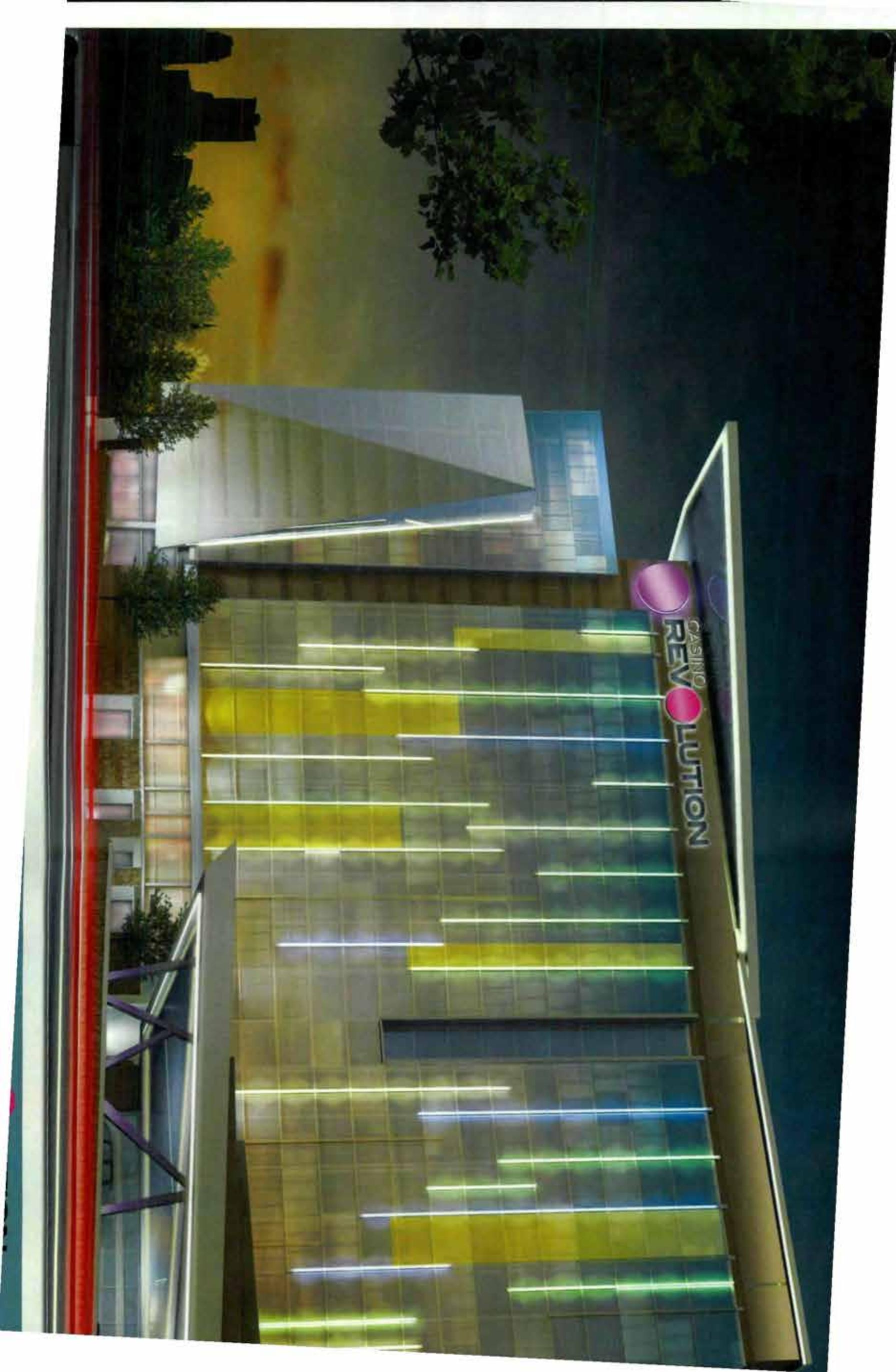












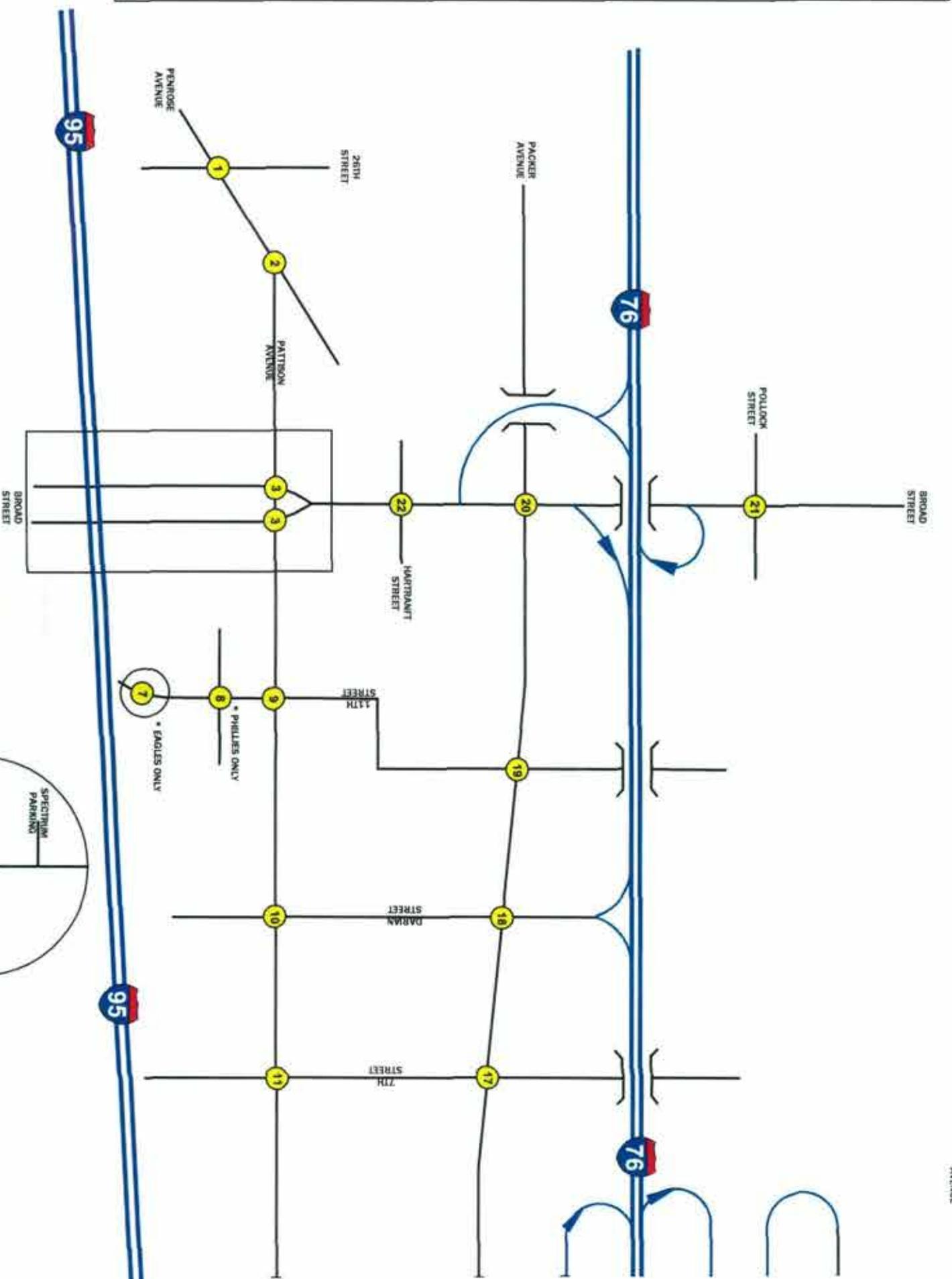
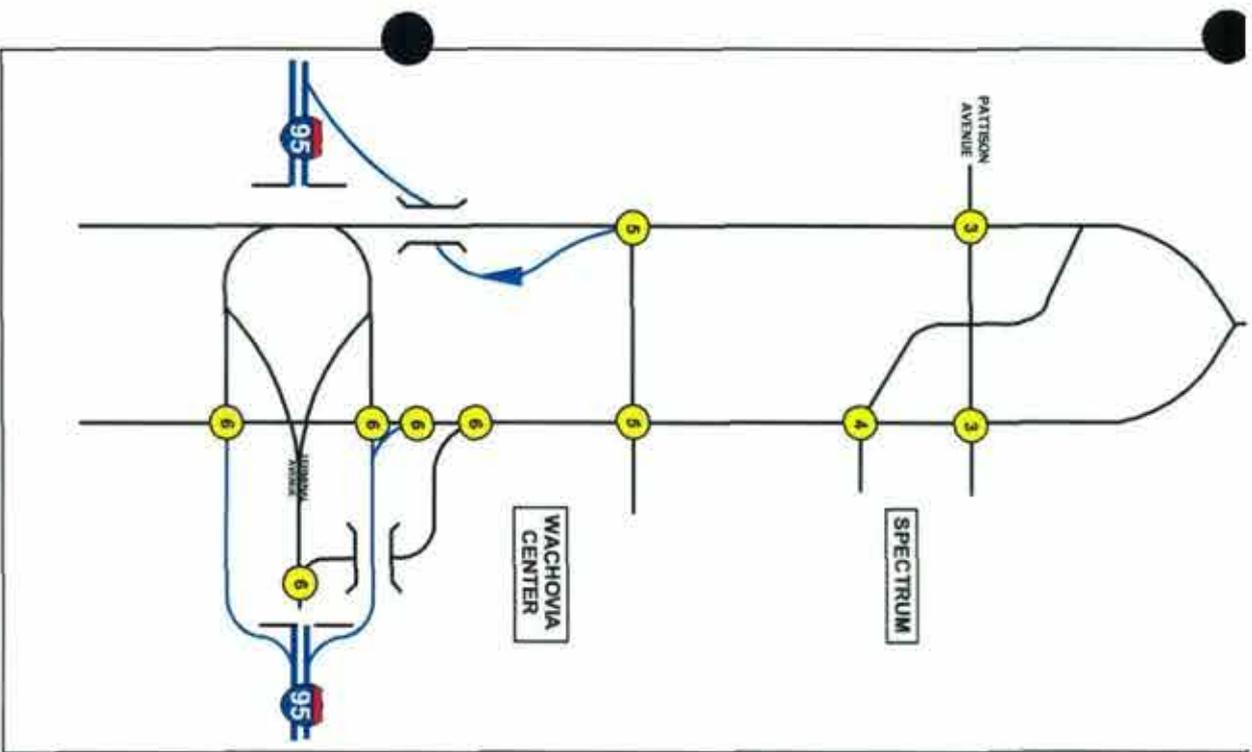
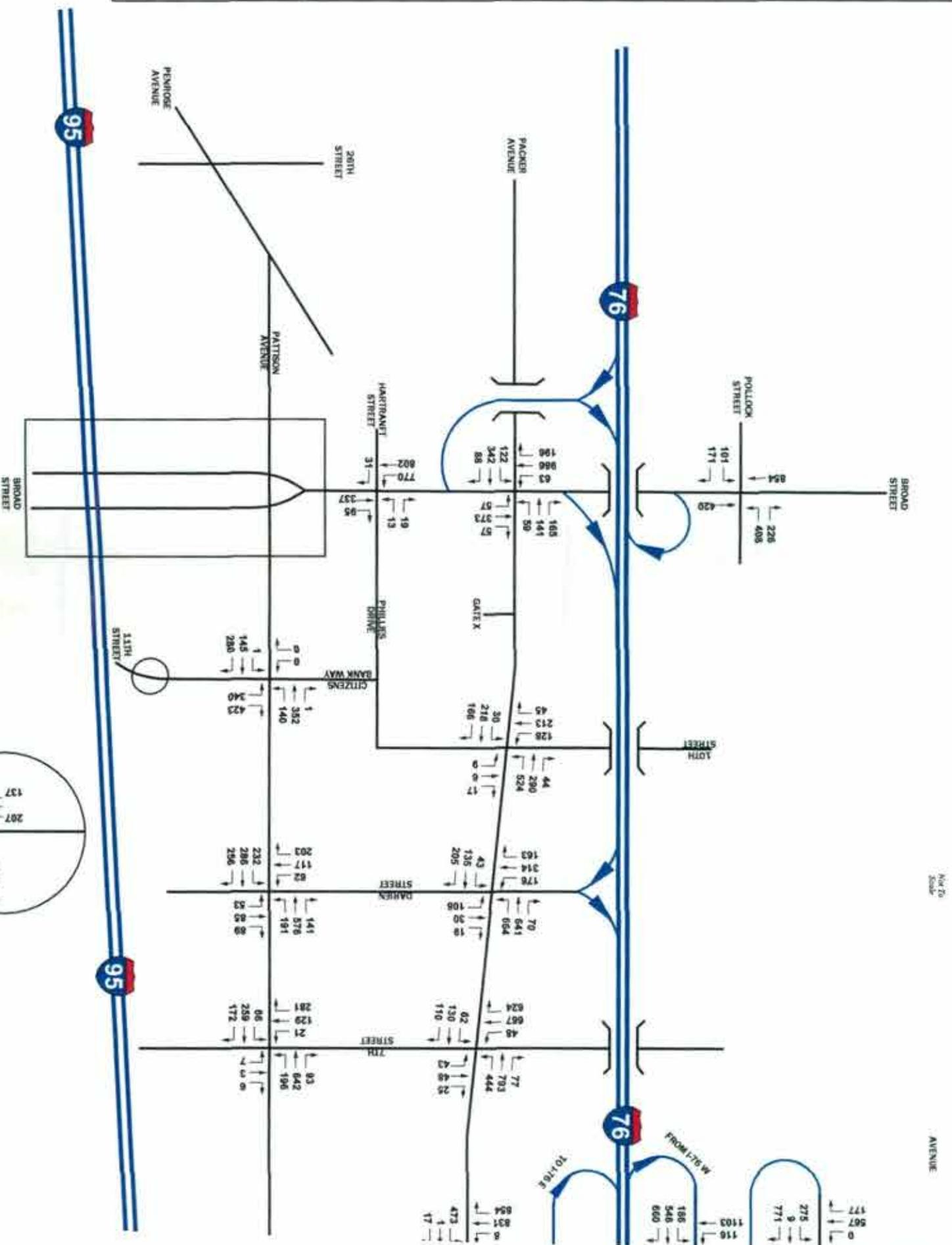
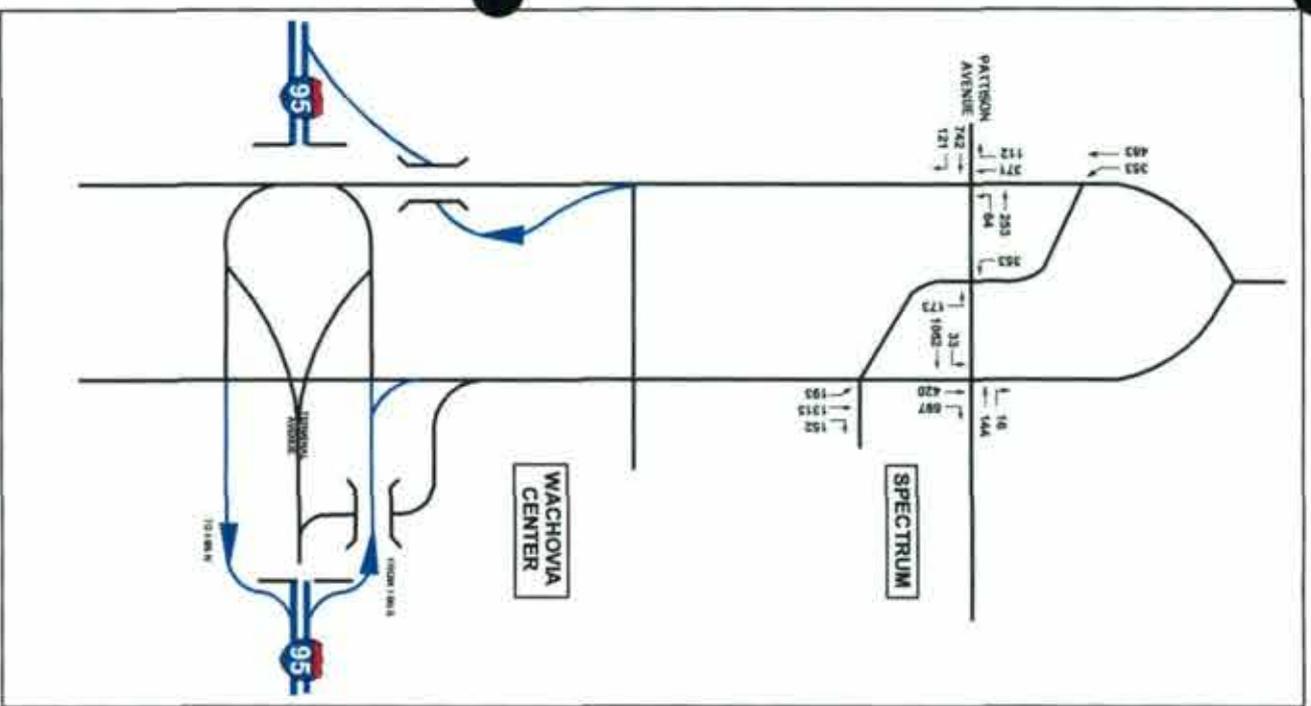


FIGURE 0

Count Locations For Eagles and Phillies

TRAFFIC AND PARKING STUDY



Phillies Pre-Game Peak Hour (12:45PM to 1:45PM) Traffic Volumes

TRAFFIC AND PARKING STUDY



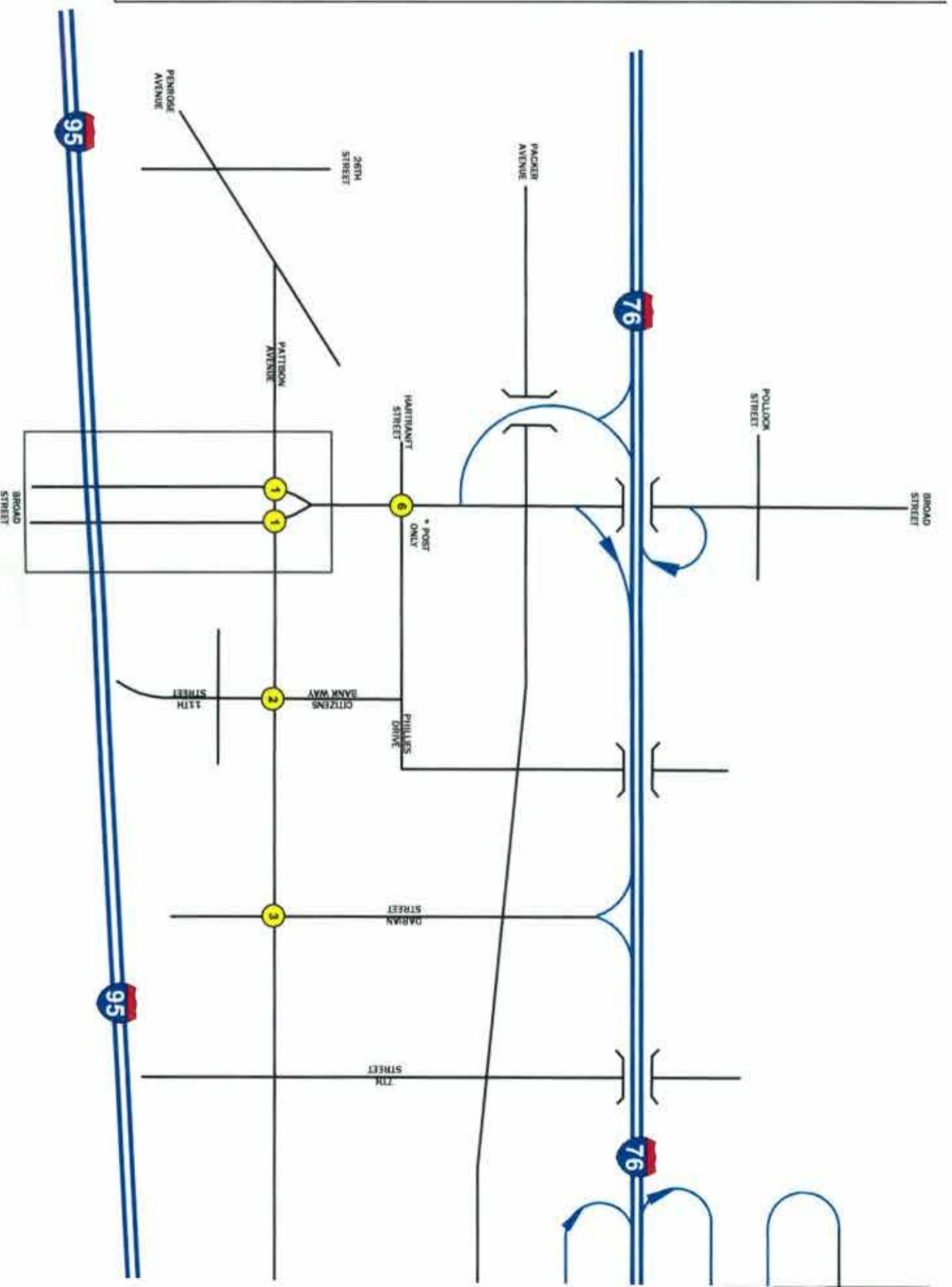
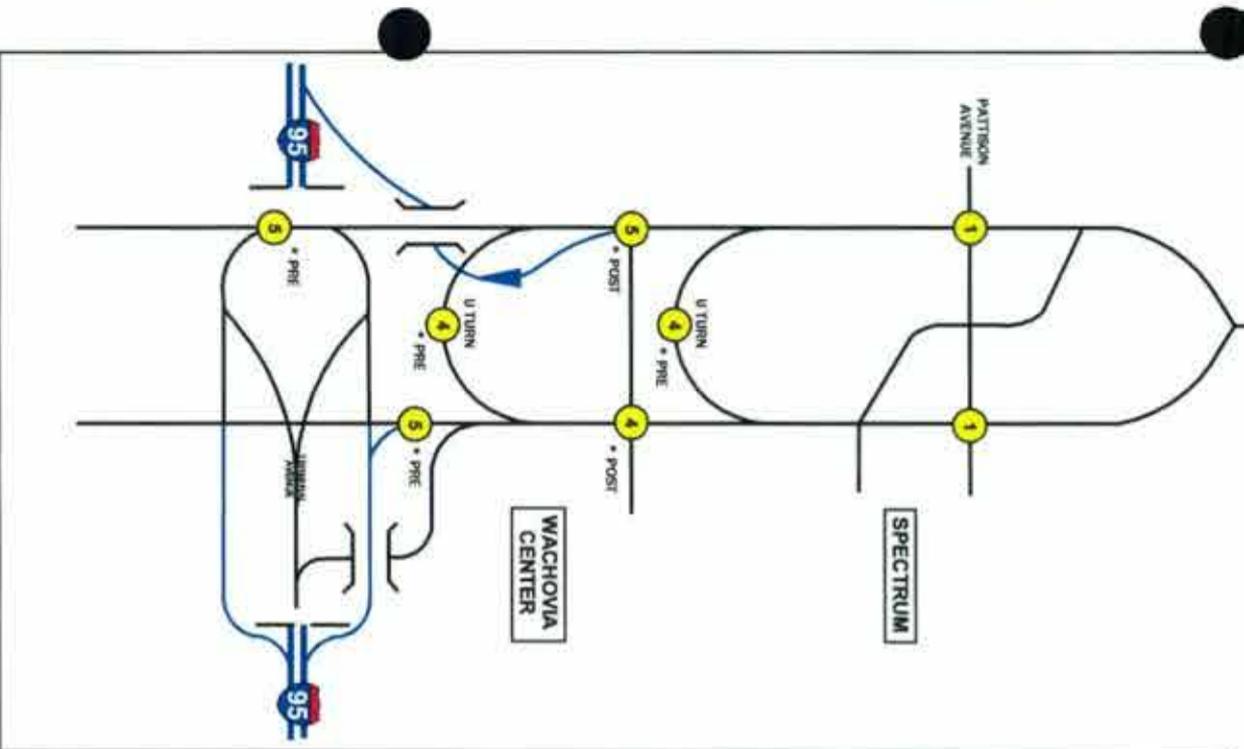
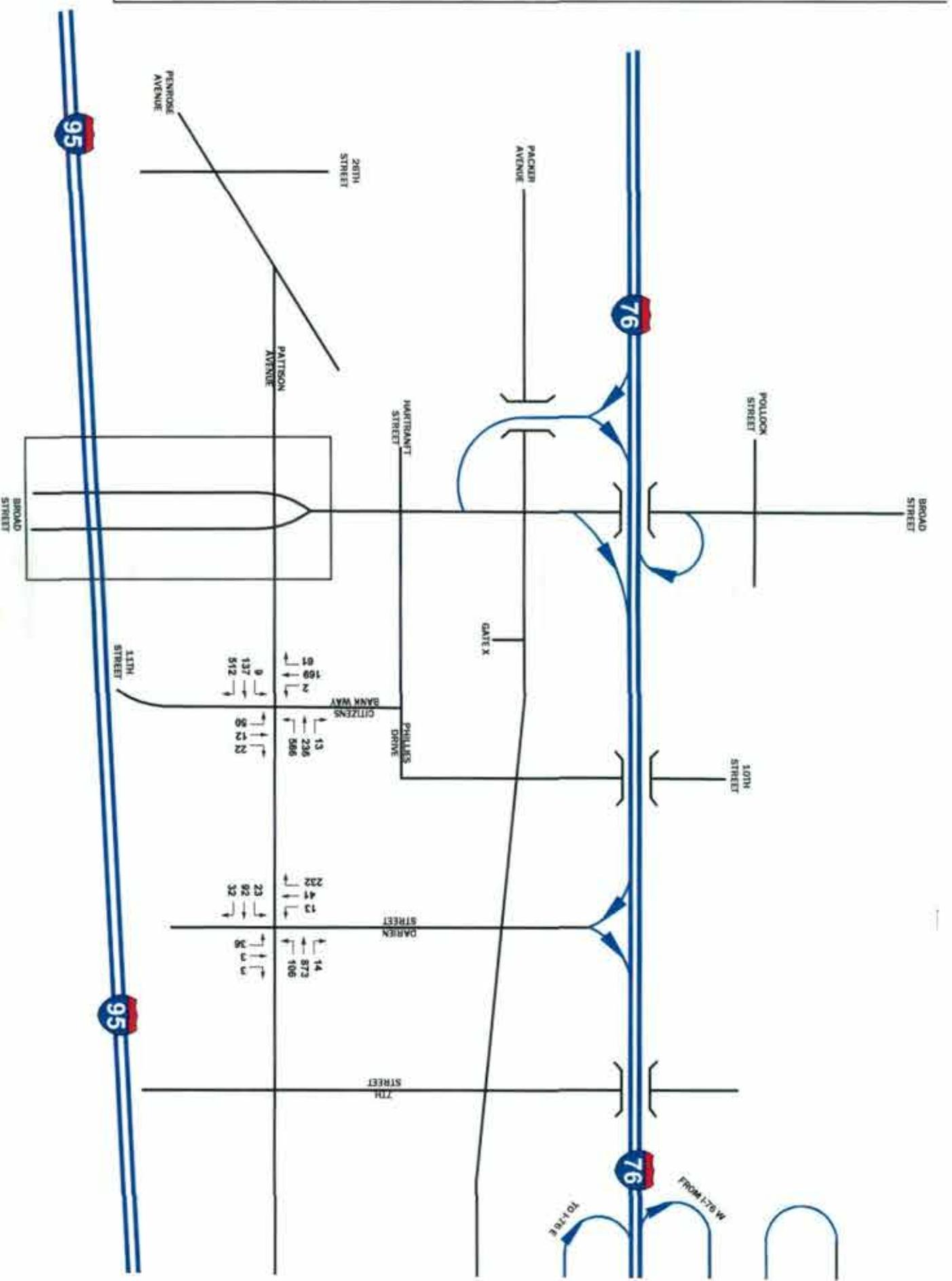
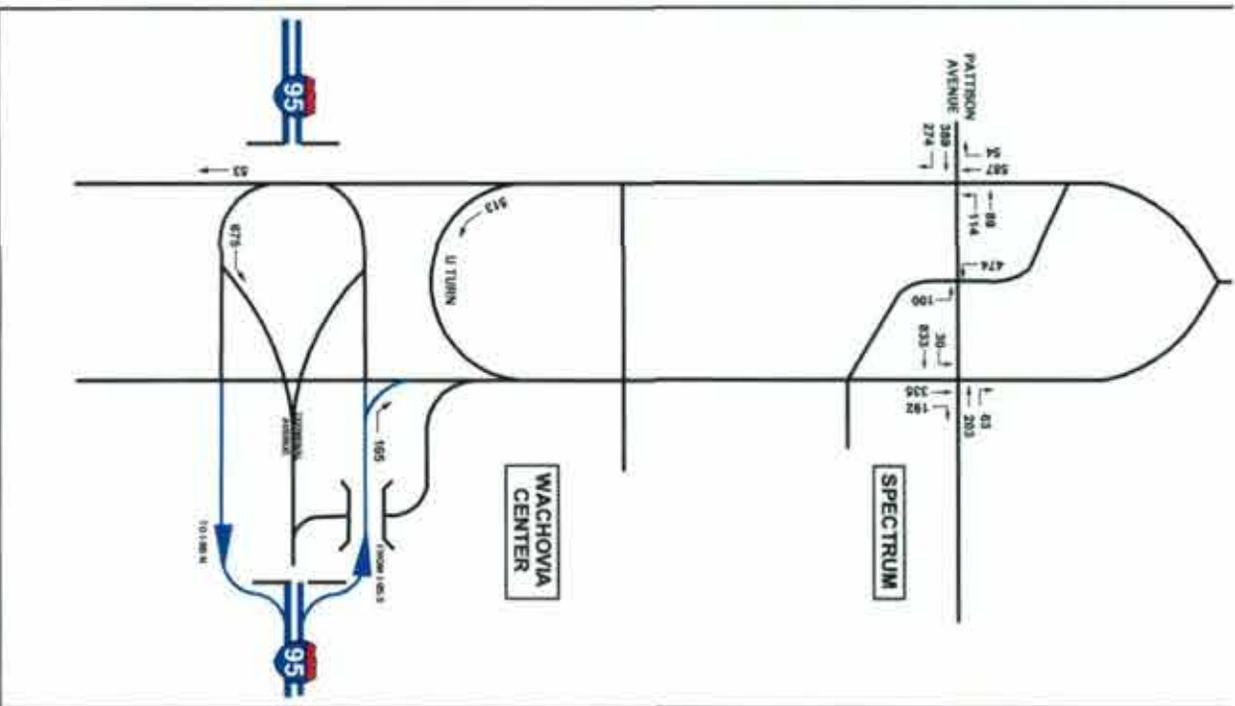


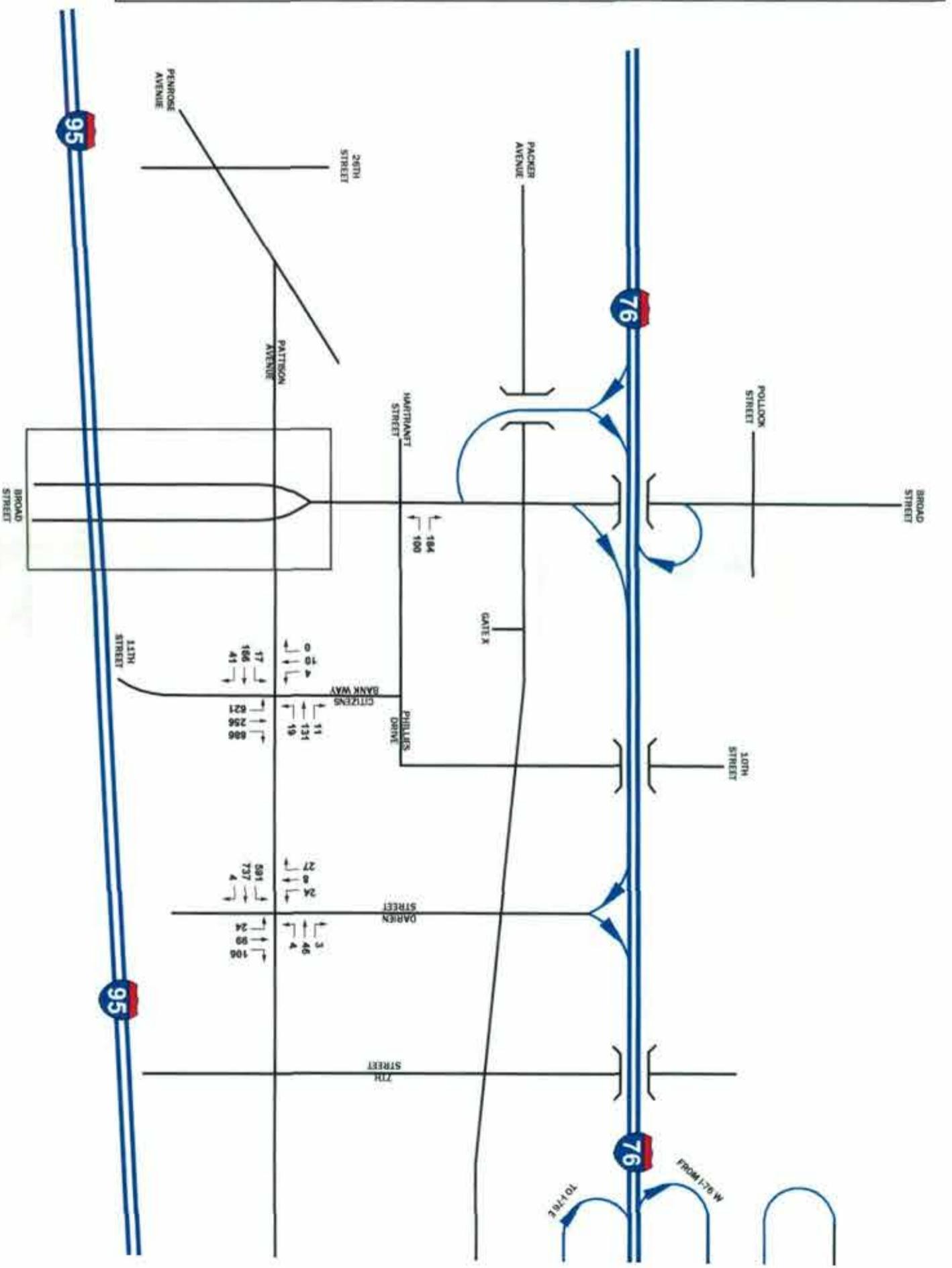
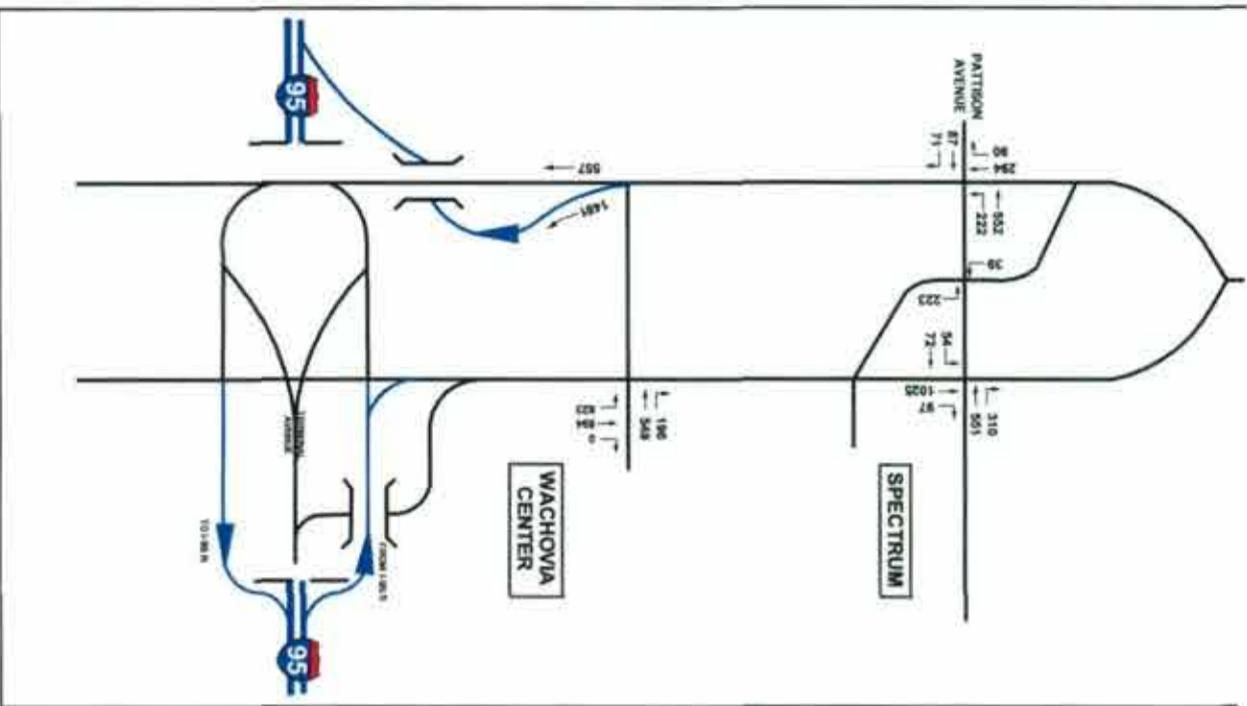
FIGURE 0

Count Locations For Flyers



Flyers Pre-Game Peak Hour (6:00PM to 7:00PM) Traffic Volumes

TRAFFIC AND PARKING STUDY



Flyers Post-Game Peak Hour (9:00PM to 10:00PM) Traffic Volumes

TRAFFIC AND PARKING STUDY

