



SUMMER 2008

the newsletter of the major artery revitalization committee

Torresdale Avenue Project:

➤ Designed by Urban Engineers & Cope Linder Architects

Through the Torresdale Avenue Project (TAP), MARC plans to make \$2 million worth of improvements along the avenue. After approval of Seravalli Inc.'s bid, construction on the initial lighting phase begins this summer.

“The next couple of months are going to be very exciting as this project begins to show tangible results,” said Congresswoman Allyson Y. Schwartz (D-13), “Not only on Torresdale Avenue, but throughout the neighborhood.”



With funding from Schwartz, Councilwoman Joan Krajewski (D-6) and state Representative Michael McGeehan (D-173), TAP's goal is to create more attractive business districts in Tacony and Wissinoming with gateways at the intersections of Cottman Avenue and Harbison Avenue.

“We want the corridor to have entry ways on either side,” McGeehan said. “It is important to establish arrival points and continuity throughout the business district.”

The designs for the gateways include flower beds and banner poles with either Tacony or Wissinoming banners.

The continuity will be enhanced with crosswalks, benches, trash bins and newspaper honor box corrals. Meanwhile, the plan doubles the amount of light shown on the avenue with new lamp posts in the Tacony shopping district. The shorter lamp posts, only 17 feet tall, shed more light on the sidewalks and store fronts. The poles even provide hanging flower baskets to further beautify the corridor.

“People will feel more comfortable walking the streets at night with the added light,” said James A. Bilella, II, from Urban Engineers. “Lighting can provide a chain reaction that will keep business open later because people feel safe.”

For further TAP updates visit MARC on the web at www.marc-cleansweep.com.



Providing For The Neighborhood

Recently, MARC sponsored these community events:

- MARC Movie Night with Republic First Bank
- MARC Breast Cancer Walk
- WWII Documentary
- Tacony History Day
- Tacony Concert Series
- Diskin-Gallagher Art Show
- Neighborhood Cleanups
- Local Youth/Senior Clubs

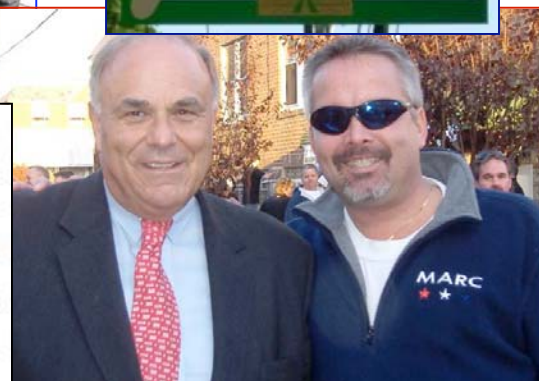
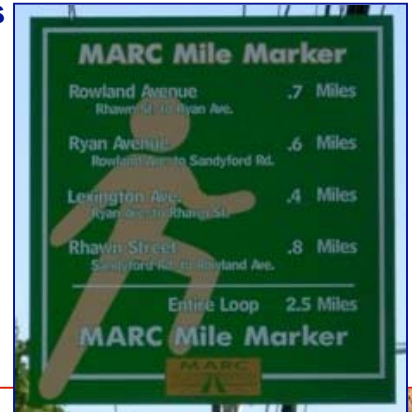


MARC Accomplished:

- \$100,000 in façade improvements for 22 local businesses
- SEPTA Loop Project
- MARC Mile Markers (Lincoln HS & Pennypack Park)
- \$9,000 raised for the American Cancer Society/Susan G. Komen Breast Cancer Foundation
- Philly Spring Cleanup
- Gateway Projects/Mural Projects
- Torresdale Ave. Street Sweepers
- Wreath/Gardening Seminars
- Youth Employment Program
- Dogipots

THANK YOU

MARC thanks all the elected officials who enabled us to achieve our goals. We are also grateful to the local businesses, community groups and community members that support our endeavors.



MAJOR ARTERY REVITALIZATION COMMITTEE
A NON-PROFIT ORGANIZATION

P.O. Box 8904
Philadelphia, PA 19135

Phone: (215) 332-MARC
Fax: (215) 332-9122

www.marc-cleansweep.com

John Byrne
President
Nanci Miller
Vice President
Christopher Creelman
Treasurer
Mick Hartey
Secretary
Kathleen Garland
Officer